

Making Ideas Public

Part 1. Understanding Public Opinion (Partner Work)

Read the Britannica School Public Opinion article. Then answer the questions below with your partner.



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1. What is public opinion? Write a short definition in your own words.

2. How does public opinion form? List at least two ways opinions develop within a group or society.

3. What makes public opinion powerful? Give one reason why it matters or how it can influence change.

4. How does communication shape public opinion? Explain how media, social networks, or other communication tools affect which opinions get noticed and shared.

Name:

Date:

Part 2. From Private Thought to Public Influence (Group Work)

How does an idea go from one person’s mind to something that shapes what others believe or do? With your group, complete the diagram below. Use arrows, labeled steps, and short descriptions to show how a private opinion can become a public force. (Think about communication tools, audience, feedback, etc.)

Idea Map: The Path from Private Opinion to Public Impact

Private Thought

↓

↓

↓

↓

Public Influence

(Use more lines or space if needed to sketch your group’s version. Focus on clear thinking, not detailed design.)