

PUBLIC

DEFINITION OF PUBLIC

- The public is an aggregation of persons, moving in a common universe of discourse, confronted by an issue or a value , divided in an opinion regarding ways to meet the issue or to appraise the value and engaging in discussion. -Mazumdar.
- A public is a scattered group of people who share an interest in a particular topic. -Horton and Hunt.
- Public is a substantial number of people with a shared interest in some issues on which there are differing opinions- Ian Robbertson

NATURE OF PUBLIC

- . A dispersed group.
- A deliberate group.
- Definite issue.
- Lack of organization.
- Disagreement.
- Self awareness.
- Other points on nature of public:
 - 1) A public has core members and fringe members.
 - 2) The composition of members changes.
 - 3) Individual can be members of many public at same time.
 - 4) Social changes is decided upon within democracy.

Difference between crowd & public

- 1. A crowd is transient and impulsive whereas the public does not exhibit emotional intensity and impulsiveness.
- 2. In the crowd there are expectancy, enthusiasm and excitement; in the public there is an absence of excitement and tension.
- 3. Public is a scattered group of people whereas the members of a crowd collect at one place—a scene of incident or accident

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- 4. Public is a critical group whereas in a crowd no critical discussion is possible. In the public, discussion is essential which is generally free and unimpassioned.
- 5. The members of a public have common interests but are not like-minded as in crowd. They show differences of opinion over common issues.
- 6. In the crowd, the contact between its members is personal and face-to-face while in the public the contact is through communication by means of press, TV, radio, etc. Public is not necessarily a face-to-face group.

- 7. In the crowd, there is contagion through contact; in the public, there is contagion without contact.
- 8. A public is a much bigger group than a crowd.
- 9. The crowd is more suggestible than the public.
- 10. The crowd is an ecstatic aggregation while the public is a rational group.

- 11. The crowd generates and expresses emotion and nulls to a dominating collective impulse; the public deliberates in regard to issue on the basis of facts and evidence.
- 12. The crowd reaches unanimity through the development of rapport; the public arrives at a consensus through the clash and modification of opinion.
- 13. Public has long life than crowds which dissolve through fatigue or discomfort of the members. People disperse as soon as the objective is achieved.

DIFFERENCES BETWEEN PUBLIC AND CROWD

PUBLIC	CROWD
The members are scattered	The members have physical contact.
Membership is large.	Membership is small.
It is influence by printed works	It is influenced by spoken words.
Stimulus is diffused.	Stimulus is immediate
Public discuss and debate in a critical manner.	No critical discussion is possible.

THEORIES OF CROWD BEHAVIOUR

I. GROUP MIND THEORY

- ❖ According to these theory, the individual in the crowd loses his individuality and becomes a part of the crowd which comes to develop its own crowd consciousness.
- ❖ The 'Group mind 'theory has ben advocated by- Lebon, Espinas, Trotter, Durkheim. Mc Dougall and Allport.



Lebon's theory

- Lebon was the first writer to put forward the theory of group in 1892.
- His theory is based on 'contagion'.
- In his book 'Crowd' has written "The sentimental and ideas of all persons in the gathering take one and same direction and their conscious personality vanishes. A collective mind is formed, doubtless transitory but presenting very clearly defined characteristics".
- The different individual in a group do not think individually. But think, experience and act through group mind.



TROTTER'S THEORY

- Trotter's has sought to explain man's social behaviour on the basis of **herd instinct**.
- Everyman, according to him is possessed of the **instinct gregariousness**.
- This gregariousness activates his mental system as a result of which he accept the command of the group without any argument and act according to the command given.
- Since man wants to love in the community and does not wants to do things which may displease the group.
- Accordingly his social behaviour is caused by the herd instinct.



DURKHEIM'S THEORY

- Durkheim has sought to explain group behaviour in term of **collective consciousness**.
- According to him, when people collect in a group, a collective consciousness is created by the mutual exchange of ideas and notions.
- Mind is the another name of **flow consciousness**, where several minds meet together, there is a flow of consciousness from one mind to another.
- Out of these flow, Social consciousness is created.



MC.DOUGALL'S THEORY

- **He postulated a theory of Group mind.**
- **According to him, every group has its own mind.**
- **The group mind has the power of influencing the mind of the individual.**
- **It is because of this power, the individual changes his thinking and become the member of the group.**



ALLPORT'S THEORY

- According to him, the behaviour in the crowd is influenced by two processes- **social facilitation and inter-stimulation.**
- **Social stimulation-** because of these all individual are seen behaving in an identical manner and members motivate each other.
- **Inter-stimulation-** because of this, the member of the group feel possessed of an unconquerable power.



II. FREUDIAN THEORY

- **Martin E.D and other thinkers of the Freudian view interpret crowd behaviour as the release for repressed desires.**
- **The crowd not only brings the consciously repressed desires, but also hidden and unconscious desires which the individual discipline of normal social life has repressed.**