



## Workshop Title: Levels of media influence on individual/public opinion: perception, opinions, beliefs

CODE: ML\_L2\_WA4\_W1

KEY COMPETENCE: Media Literacy

LEVEL 2

WORK AREA 4: Evaluating Media Communication

PARTNER: Folkuniversitetet

Duration: 4 hours



# ANNEXES

## Annex 1

Levels of a personality, subjected to media influence

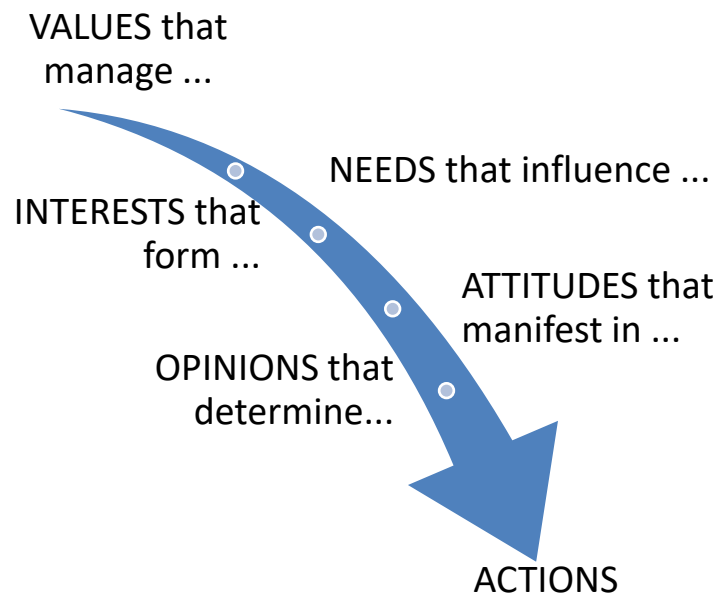


Figure 1. Levels of a personality, subjected to media influence

### How to read:

- VALUES manage the NEEDS
- The NEEDS influence the INTERESTS
- The INTERESTS form the ATTITUDES
- The ATTITUDES manifest in the OPINIONS
- The OPINIONS determine the ACTIONS

Source: Adapted from Kondratiev E.V., Abramov R.N. Public Relations: A Textbook for Higher Education / Ed. ed. S.D. Reznik. - Ed. 6th, - M.: Academic Project, 2009. - 511 p. - (Gaudemus). ISBN 978-5-8291-1153-3