

# Journal



# of P R research

## Middle East

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# Determinants of Opinion Public Expression: Testing the Spiral of Silence Theory in The Algerian Context

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## Abstract

The spiral of silence is one of the most famous theories explaining the public opinion phenomenon: its formation, change and effects. Neumann argues that the public opinion as a process is the product of the interactions of three factors: (1) Fear of isolation leading to scan the opinion climate and thereby (2) Perceive the extent of harmony with the preceded opinion climate regarding the case (Social Factor), which eventually will affect our (3) Willingness to express our opinion publicly. In this study, we will address the relationship between these factors, and a few others like communication apprehension, media use and attention... and their effect on a sample of 200 Algerian university teachers on their position toward the president Bouteflika and his policies. Our results showed a partial support for the theory, limited to fear of isolation, communication apprehension, and attention to the media.

**Key words:** The spiral of silence, opinion public expression, fears of isolation.

