

PERSPECTIVES ON MEDIA INFLUENCE

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Abstract: *Television is no longer a spectator. In Physics, in subatomic physics, there is something called the Heisenberg Principle, which basically says that, if you observe a phenomenon, you actually change it. As you observe a phenomenon with television, instantly you modify it somewhat. And I think that what we have to make sure of is that the truth is not modified, and that it's constantly fed to the leaders and to the public in democratic countries.*

Key words: *media influence; agenda-setting; public opinion.*

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