

Academic Year/course: 2021/22

25336 - Public Opinion

Syllabus Information

Academic Year: 2021/22

Subject: 25336 - Public Opinion

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 272 - Degree in Journalism

ECTS: 6.0

Year: 4

Semester: Second Four-month period

Subject Type: Compulsory

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. It is based on active participation, case studies, teamwork etc. that favor the development of communicative skills and critical thinking. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, tutorials, and assessment tasks.

Students are expected to participate actively in the class throughout the semester.

Classroom materials will be available via Moodle. These include a repository of the lecture notes used in class, the course syllabus, as well as other course-specific learning materials, including a discussion forum.

Further information regarding the course will be provided on the first day of class.

4.2. Learning tasks

This is a 6 ECTS course organized as follows:

? Lectures. The teacher presents theoretical contents illustrated with relevant examples.

? Practice sessions. They can include discussion and presentation of case studies, learning of techniques and practical work outside the classroom (field work or visits).

? Autonomous work. Students do tasks such as study, readings, preparation of practice sessions and seminars, and summative assignments.

? Tutorials. Office hours can be used to solved doubts and for follow-up of students? learning progress.

? Assessment tasks.

4.3. Syllabus

The course will address the following topics:

- Topic 1. HISTORY OF AND THEORIES ABOUT PUBLIC OPINION
 - 1.1 Introduction and background information.

- 1.2 The Modern Age.
- 1.3. Appearance of the term and development of the modern concept.
- Topic 2. CONCEPT AND FUNDAMENTALS CONCERNING PUBLIC OPINION
 - 2.1. Definitions.
 - 2.2. Positivist vision.
 - 2.3. Various analytical perspectives: Habermas, Noelle Neumann, Luhmann, etc.
 - 2.4. Public opinion in modern society.
- Topic 3. THE SOCIOLOGY OF COMMUNICATION
 - 3.1 Study of the effects of the media.
 - 3.2. The period from 1920 to 1960: persuasive effects.
 - 3.3 Theories regarding direct impact.
- Topic 4. THE LIMITED, MODERATE AND COGNITIVE EFFECTS OF THE MEDIA.
 - 4.1 The two-step theory of influence and the theory of selective exposure. The reinforcement effect.
 - 4.2 Indirect, latent and long-term effects of the media.
 - 4.3 "Dissemination" models.
 - 4.4 The hypothesis of "social distancing".
 - 4.5 The theory of "uses and gratifications".
- Topic 5. THE CONTEMPORARY AGE OF RESEARCH
 - 5.1 The theory of the spiral of silence: The consonance of the media and the opinion climate.
 - 5.2. The theory of the establishment of the agenda: priming and framing.
- Topic 6. OPINION POLL METHODOLOGY
 - 6.1 Theory concerning statistical sampling.
 - 6.2 Types of sampling.
 - 6.3 The preparation of the questionnaire.
 - 6.4 Types of questions and interviews.
- Topic 7. JOURNALISTIC TREATMENT. THE POLITICAL AND SOCIAL EFFECTS OF POLLS
 - 7.1 The minimum required elements of a data sheet.
 - 7.2 Biases and hidden faults in polls.
- Topic 8. DRAFTING OF THE QUESTIONNAIRE AND ITS APPLICATION
 - 8.1 The dangers arising from a proliferation of polls.
 - 8.2 Socio-political repercussions of the use of polls.
 - 8.3 Electoral repercussions of political polls.

4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please to the faculty of Philosophy and Arts website (academic calendar <http://academico.unizar.es/calendario-academico/calendario>; *Schedule of classes*: <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Assessment schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>).

4.5. Bibliography and recommended resources

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=25336>