

## 25336 - Public Opinion

### Syllabus Information

**Academic year:** 2024/25

**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

The general goal of the subject is to present the process of public opinion formation through the mass media and social networks, as well as the main existing theories and their research methods. The journalism works for the public opinion, which it must know and educate, with a critical and responsible sense; which obliges its professionals to also be a critical and responsible professional.

In addition to the SDGs in Section 6, this subject works on the SDGs 16: Peace, Justice and Strong institutions and 17: Alliances to Achieve goals.

### 2. Learning results

The learning results derive directly from the acquisition of the following competencies:

- Understand and apply a knowledge base of the fundamental factors of public opinion and its function, the modes and effects of media influence, as well as the research and measurement procedures of public opinion, with indicators: Apply the fundamentals of social research to the analysis of surveys and their results.
- Apply the knowledge base to interpret the influence of public opinion in political communication, with indicators: Analyze and develop hypotheses on the relationship between political communication and public opinion based on concrete documents.

### 3. Syllabus

1. History and theories of public opinion.
2. Concept and foundations of public opinion.
3. Sociology of communication.
4. The limited, moderate and cognitive effects of the media: two-step influence theory, selective exposure theory, diffusion models, the social distancing hypothesis, the theory of uses and gratifications.
5. Contemporary stage: spiral of silence theory; agenda setting theory: priming and framing.
6. Methodology of opinion polls.
7. Journalistic treatment: political and social repercussions of the surveys
8. Drafting of the questionnaire and its application.

### 4. Academic activities

Lectures on the content of the subject.

Analysis of news and academic papers: presentation and critical review of the results obtained.

Analysis of surveys.

Practical work presentations.

Assessment tests.

### 5. Assessment system

#### First Call.

##### *Global assessment*

1. Written test on the theoretical program (70%) based on the development of topics (duration 2 h.)
2. Practical test (30%) based on a team work, which will be presented publicly by all students (duration 1 h.)

Evaluation criteria: knowledge, the ability to relate, elaborate and synthesize, as well as correctness in writing (without spelling mistakes) will be assessed. In the oral presentation, both verbal and non-verbal communication skills and oral correctness and expository capacity will be assessed

## **Second Call**

Global evaluation test identical to the first one.

## **6. Sustainable Development Goals**

4 - Quality Education

5 - Gender Equality

10 - Reduction of Inequalities