

## 25336 - Public Opinion

### Información del Plan Docente

Academic Year	2016/17
Academic center	103 - Facultad de Filosofía y Letras
Degree	272 - Degree in Journalism
ECTS	6.0
Course	4
Period	Second Four-month period
Subject Type	Compulsory
Module	---

### 1.Basic info

#### 1.1.Recommendations to take this course

#### 1.2.Activities and key dates for the course

### 2.Initiation

#### 2.1.Learning outcomes that define the subject

#### 2.2.Introduction

### 3.Context and competences

#### 3.1.Goals

#### 3.2.Context and meaning of the subject in the degree

#### 3.3.Competences

#### 3.4.Importance of learning outcomes

### 4.Evaluation

### 5.Activities and resources

#### 5.1.General methodological presentation

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

#### 5.2.Learning activities

- Theoretical lectures.
- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

### **5.3.Program**

#### **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.

#### **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.

#### **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.

#### **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.

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4.4 The hypothesis of "social distancing".

4.5 The theory of "uses and gratifications".

### 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.

### 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.

### 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.

### 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.

### 5.4.Planning and scheduling

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts ( *Schedule of classes* : <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Examination schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

### **5.5.Bibliography and recommended resources**

The recommended bibliography can be found on the University of Zaragoza Library website ( <http://psfunizar7.unizar.es/br13/eGrados.php?id=139&p=1> )