

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

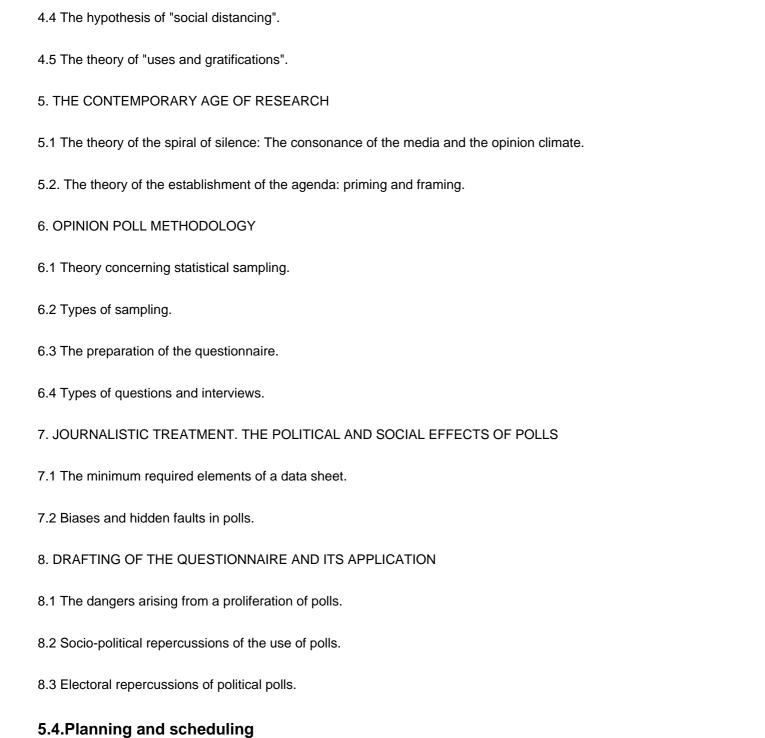


- Theoretical lectures.
- · Practical lectures.
- · Individual work.
- Personal study.
- · Assessment activities.

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.





See the academic calendar of the University of Zaragoza (http://academico.unizar.es/calendario-academico/calendario)

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

https://fyl.unizar.es/calendario-de-examenes#overlay-context=)

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:



5.5.Bibliography and recomended resources

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