COURSE DESCRIPTION
COURSE/SUBJECT: PUBLIC OPINION
YEAR 4 | SEMESTRAL COURSE
SEMESTER: 1ST OR 2ND
DEGREE: AUDIOVISUAL COMMUNICATION
MODALITY: ON-CAMPUS
ACADEMIC YEAR 2017/2018
FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

Name: Public Opinion
Code: 
Year (s) course is taught: 4th Semester (s) when the course is taught: 1st or 2nd
Type: Compulsory Subject ECTS of the course: 6 Hours ECTS: 30
Language: English Modality: On-campus
Degree (s) in which the course is taught: Audiovisual Communication
School which the course is taught: Humanities and Communication Sciences

2.- ORGANIZATION OF THE COURSE:

Department: Journalism
Area of knowledge: Journalism

2. LECTURERS OF THE COURSE/SUBJECT

1.-LECTURERS:

Responsible of the Course CONTACT
Name: Dr. Tamara Vázquez Barrio
Phone (ext): 914564200 (4232)
Email: tamarav@ceu.es
Office: 14 (Saint Dominique)
Teaching and Research profile: PhD in Journalism by CEU San Pablo University
Associate Professor
Research Lines: Public Opinion, political communication and the effects of the media on children and young people, with special emphasis on digital literacy, family mediation and CSR. A recognised six-year research period

Lecturer(s) CONTACT
Name: Dr. Fernando Jiménez González
Phone (ext): 4282
Email: fernando.jimenezgonzalez@ceu.es
Office: 6 (Chalet Vasco)

Lecturer(s) CONTACT
Name: Dr. Idoia Ana Salazar García
Phone (ext): 4216
Email: idoaana.salazargarcia@ceu.es
2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION

This subject is based on the development of the theoretical and practical knowledge needed to understand the social and political functions of public opinion in today's democratic societies, with special attention to their role in political processes, systems and institutions; As well as in the reflexive analysis on the importance and the repercussions that the diverse means and communicative modes have on the citizens.

4. COMPETENCIES

1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>BS3</td>
<td>Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.</td>
</tr>
<tr>
<td>BS4</td>
<td>Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC36</td>
<td>Knowing how to differentiate between the different forms of communication and its functions while critically analyzing the place of information and journalism in present-day society as well as the determining factors to which this is subject.</td>
</tr>
<tr>
<td>SC37</td>
<td>Evaluation of the need for appropriate and pertinent communication and information so that a Public Opinion may be formed in accordance with the fundamental values of Democracy.</td>
</tr>
<tr>
<td>SC38</td>
<td>Detecting social leaderships of persons and institutions and how they influence the different value swings of the public.</td>
</tr>
<tr>
<td>SC39</td>
<td>Capacity to analyze audiovisual stories according to the basic parameters of analyzing audiovisual journalistic works, starting from a knowledge of the classical laws and aesthetic and cultural movement of the history of Audiovisual Communication.</td>
</tr>
</tbody>
</table>

2.- LEARNING OUTCOMES:
Course Description / Academic year 2017-2018

Learning outcomes

1º. To handle correctly the concepts and fundamental elements in the studies on communication, as well as the basic characteristics of the communicative and informative processes and the historical development of the communication.

2º. To train the student to be able to systematize the analysis of a communicative content from a descriptive, critical and evaluative point of view, and to master the methodology that allows him to search for, retrieve and optimally and effectively evaluate information with the aim of creating new knowledge.

3º. To understand, through a reflexive analysis, the importance and the repercussions that the diverse means and communicative modes have in the Public Opinion.

5. LEARNING ACTIVITIES

1.- DISTRIBUTION OF STUDENTS` ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2</td>
<td>SEM - Seminar</td>
<td>45</td>
</tr>
<tr>
<td>LA3</td>
<td>TL - Workshop</td>
<td>15</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Presence Hours</td>
<td>60</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Self student work</td>
<td>120</td>
</tr>
</tbody>
</table>

2.- DESCRIPTION OF LEARNING ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2 Seminar</td>
<td>Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or activities of a mixed profile, theoretical and practical.</td>
</tr>
<tr>
<td>LA3 Workshop</td>
<td>Educational activity aimed preferably at the acquisition of skills for the transmission of knowledge (skill 4 MECES) and representative of areas of a more methodological nature. It prepares students for written and oral communication and the transmission of knowledge.</td>
</tr>
<tr>
<td>LA7 Self-Student Work</td>
<td>Educational activity in which students independently manage their own learning by virtue of study of educational material.</td>
</tr>
</tbody>
</table>

6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:
In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.

75% attendance to practical classes is required.

Attendance to conferences organized by the Faculty, specific to the degree or linked to a subject, are considered of great interest for the training of students and the acquisition of skills. Therefore, accredited assistance to these activities may be recognized by the teacher as part of teaching imparted.

### 2.- ASSESSMENT SYSTEM AND CRITERIA:

#### ORDINARY EXAMINATION (continuous assessment)

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS1</td>
<td>DS – Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>45%</td>
</tr>
<tr>
<td>AS5</td>
<td>TR – Assessment of Papers and Projects</td>
<td>45%</td>
</tr>
</tbody>
</table>

#### RE-TAKE EXAM/EXTRAORDINARY EXAMINATION

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>100%</td>
</tr>
</tbody>
</table>

### 3.- DESCRIPTION OF ASSESSMENT CRITERIA:

<table>
<thead>
<tr>
<th>Assessment criteria</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS1 Presentation</td>
<td>Oral presentations in seminars or working groups.</td>
</tr>
<tr>
<td>AS2 Written Exam</td>
<td>Tests, short-question and essay-question exams, exercises, case studies and analysis of legal matters.</td>
</tr>
<tr>
<td>AS5 Assessment of Papers and Projects</td>
<td>Reviews, research projects, reports, opinion articles…</td>
</tr>
</tbody>
</table>
1.- COURSE PROGRAMME:

THEORETICAL PROGRAM:

Unit 1. Concept and historic evolution of public opinion.
Unit 2. Public opinion, democracy and dictatorship.
Unit 3. Training and actors of public opinion.
Unit 4. Functions and manifestation of public opinion.
Unit 5. Techniques for investigating public opinion.

PRACTICE PROGRAM:

The practices will have to do with some of the following activities:
- Reading and commentary of texts related to the subject.
- Reading and analysis of the daily press.
- Viewing and critiquing audiovisual documents.
- Analysis of current cases.
- Investigation work.

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:


2.- ADDITIONAL BIBLIOGRAPHY:

4.- WEB RESOURCES :
AECPA - Asociación Española de Ciencia Política y de la Administración. www.aecpa.es
CIS. Centro de Investigación Sociológicas. www.cis.es
Eurostat (Comisión Europea). http://ec.europa.eu/eurostat
9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.