Communication and Public Opinion

Code: 104979
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	3	2
2501933 Journalism	OT	4	2

Contact

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Use of Languages

Principal working language: spanish (spa)

Some groups entirely in English: No

Some groups entirely in Catalan: No

Some groups entirely in Spanish: No

Prerequisites

Students are required to be aware of current political and social issues. A proactive, participatory attitude, an interest in the geopolitical context and a sensitivity to local social conflicts are also indispensable conditions.

Objectives and Contextualisation

- Identify political actors (in a broad sense of the concept) and civil society, and establish their relationships with the media.
- Analyze the contribution and influence of the media to democracy.
- Analyze the processes of public opinion creation.

Competences

Journalism
- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Demonstrate a critical and self-critical capacity.
- Differentiate the discipline's main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the media's structure.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.

- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse the influence of the media on public opinion.
3. Appraise the social impacts of technological mediation in modern communication.
4. Critically analyse the principles, values and procedures that govern the exercise of the profession.
5. Demonstrate a critical and self-critical capacity.
6. Identify phenomena and consider theoretical problems regarding audiovisual communication.
7. Identify situations in which a change or improvement is needed.
8. Identify the fundamentals of theories and the history of communication.
9. Propose new methods or well-founded alternative solutions.
10. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
11. Propose projects and actions that incorporate the gender perspective.
12. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
13. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
14. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
15. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
16. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.

Content

1. Introduction.
2. The 'demos', the state and the culture of solidarity as democratic conditions.
3. Economic prosperity and the geopolitical context as facilitators.
4. The role of the communication system and the management of the space for debate and deliberation.
5. From totalitarian propaganda to coercive persuasion.
6. The public sphere of Habermas and public opinion as social control.
7. Collective mobilization, from its origins to the Internet and Web 2.0.
8. Critical studies 2.0, algorithms, big data and future perspectives.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject.

The gender perspective will be incorporated as an integrated part of the program.

Methodology

The teaching will use a combination of teaching methods to promote student learning:

Directed activities

a) Lectures: in these sessions the lecturer will cover the basic concepts and notions of the subject and will allow students to discuss and reflect on the main content through active participation.

b) Seminar: work sessions focused on readings, oral activities or group presentations, individual work.

Supervised activities

a) Tutorial meetings: students will have acces to lecturer in the subject at certain times which may help to clear up any doubts that they may have about the subject

b) Evaluation sessions.

Autonomous activities

a) Self-organized work: reading texts and the search for information, writing individual work.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

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Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theory and classroom activities	30	1.2	4, 2, 5, 6, 8, 7, 12, 13, 16
Type: Supervised			
Seminar	14	0.56	4, 2, 1, 5, 8, 7, 15, 12, 13, 3
Type: Autonomous			
Self-organized work	54	2.16	2, 5, 6, 9, 10, 11, 15, 14, 12

Assessment

To be able to pass the subject, it is necessary to obtain a minimun grade of 5 in synthesis exam.

The student will be entitled to the revaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimun of 2/3 of the total grade of the subject. To have acces to revaluation, the previous grades should equal or superior to 3.5. The activities that are excluded from the revaluation process are the individual written work and the seminar.

Students of second enrolment: final evaluation

In the case of a second enrolment, students can do a single synthesis exam at the end of semester. The grading of the subject will correspond to the grade of the synthesis exam.

Plagiarism

The student who performs any irregularity (copy, plagiarism, identity theft...) than can lead to a significant variation of the qualification of an evaluation act, will be qualified whith 0 this act of evaluation. In case there are several irregularities, the final grade of the suject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes

Individual written work	30% on the final grade	34	1.36	4, 5, 9, 10, 11, 14, 12, 13, 3
Seminar	20% on the final grade	14	0.56	4, 2, 1, 5, 6, 7, 14, 12, 13, 3, 16
Synthesis exam	50% on the final grade	4	0.16	4, 2, 5, 8, 15, 12, 13, 3

Bibliography

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Esser, Frank & Jesper Strömbäck, eds. 2014. *Meditatization of Politics. Understanding the Transformation of Western Democracies*. Basingstoke: Palgrave Macmillan.

Gerbaudo, Paolo. 2019. *The digital party: Political organisation and online democracy*. Londres: Pluto Press.

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Ortega, Felix. 2011. *La política mediatizada*. Madrid: Alianza Editorial.

Semetko, Holli & Margaret Scammell, eds. 2012. *The SAGE Handbook of Political Communication*. Londres: Sage Publications.

Street, John. 2001. *Mass media, politics and democracy*. New York: Palgrave Macmillan.

Software

Not mandatory.