

INTRODUCTION TO PUBLIC OPINION & AUDIENCE ANALYSIS

GLOBAL COMMUNICATION (4º) / ACADEMIC YEAR 2019-2020

The student will learn the meaning of public opinion and will be introduced to the different theories and dynamics of public opinion formation. He/she will get familiar with the channels and techniques used to access, create and change public opinion. The student will get an empirical insight into the concept and will learn the different phases of a social investigation in this area. He/she will also understand the key elements for the application of the analysis techniques in the different fields of communication (politics, mass media, marketing and public relations...) and the increasing importance of the new ITC in all the aspects related to public opinion.

Hours:
V (10.30)

Professor:
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Tutorials:
ARRANGE APPOINTMENT BY EMAIL

CONTENTS OF THE COURSE

Contents of the course
UNIT I: PUBLIC OPINION
Lesson 1: The concept of public opinion
1.1. Historical Development of the Concept
1.2. Classic Authors: Lippmann, Luhman, Habermas...
Lesson 2: Shaping public opinion
2.1. Political Communication and the Role of Media
2.2. Companies and Brand Communication
2.3. The Role of Social Media
UNIT II: MEASURING AND ANALYZING PUBLIC OPINION
Lesson 1: Quantitative Methods
1.1. The History of Public Opinion Research
1.2. The Design of Surveys
1.3. Practical Applications
Lesson 2: Qualitative Methods
2.1. Focus Groups, Observational Research, Content Analysis...
2.2. Practical Applications
Lesson 3: Audience Analysis in TV
3.1. Audience Measurement and Applications
3.2. Programming Techniques

EVALUATION SYSTEM

EVALUATED ACTIVITY	EVALUATION GUIDELINES	WEIGHT
Final Exam	- Comprehension of the theoretical basis and practical aspects	70%
Group Assignments (Presentations)	- Understanding of concepts - Teamwork - Oral presentation	30%

BIBLIOGRAPHY

BASIC BIBLIOGRAPHY

- DONSBACH, Wolfgang; TRAUGOTT, Michael W. (2008): *The SAGE handbook of public opinion research*, Los Angeles: SAGE
- BERINSKY, Adam J. (2012): *New directions in Public Opinion*, New York: Routledge
- HOLTZ-BACHA, C.; STRÖMBÄCK, J. (2012): *Opinion Polls and the Media: Reflecting and Shaping Public Opinion*, Basingstoke: Houndmills

FURTHER READING MATERIALS

- LIPPMANN, Walter (1922): *Public Opinion*
- LUHMANN, Niklas (1995): *The Reality of the Mass Media*
- SARTORI, Giovanni (1998): *Homo Videns*, Buenos Aires: Aguilar, Altea, Taurus, Alfaguara, S.A.
- CHOMSKY, Noam; HERMAN, Edward S. (1988): *Manufacturing Consent: The Political Economy of the Mass Media*
- HABERMAS, Jürgen (1991): *The Structural Transformation of the Public Sphere*, Cambridge Massachusetts: The MIT Press
- LASSWELL, Harold (1927): *Propaganda Technique in the World War*
- LAZARSFELD, Paul; KATZ, Elihu (1955): *Personal Influence*
- KLEIN, Naomi (1999): *No Logo*



Important norms:

1. Class attendance is essential to pass this course. In order to take part in the final exam, **it is an essential requirement to not have unjustifiably missed more than a third of the classes**. Those students who do not meet this requirement will lose their right to take part both in the ordinary and the extraordinary exam (art. 93.1 of the General Regulations).
2. **It is necessary to get at least a five in the final exam** to pass this course.