

Selected courses in English in the academic year 2010/11

KUL institute/department:	Institute of Communication and Journalism
Course title:	Public Opinion and Media
Lecturer (name, surname):	Robert Szwed
Title/position:	Dr
ECTS credits:	
Course duration (1 st , 2 nd or both semesters):	2nd
Number of hours per week:	2
Course type:	Lecture
Level:	intermediate
Course description:	In order to understand public opinion as a social and political force we have to delineate subject of our analysis and have a common understanding of what "public opinion" actually refers to. Therefore we discuss the concept of public opinion, theories of public opinion and their limitations. Later we conceptualize different concepts of the public and various uses of opinion. We must also find out how public opinion can be measured, and understand the process in which a public opinion is formed and altered. Mass-media's role in opinion formation and change will also be explored. Finally we discuss what the effects of public opinion might be and what is the relationship between public opinion, media, elections and democratic theory.
Required reading list:	R. Brooker and T. Schaefer (2006), <i>Public Opinion in the 21st Century. Let the People Speak</i> . Boston: Houghton Mifflin Company. J. Zaller (1994). Positive constructs of public opinion. <i>Critical Studies in Mass Communication</i> , 11: 287-297. C. Glynn, S. Herbst, G. O'Keefe, R. Shapiro (1999), <i>Public opinion</i> , Boulder, CO: Westview Press. V. Price (1992), <i>Communication Concepts 4: Public Opinion</i> , Newbury Park, CA: Sage. M. E. McCombs, D. L. Shaw (1972), The Agenda-Setting Function of Mass Media, <i>Public Opinion Quarterly</i> 36(2): 176-187. V. Price and J. Zaller (1993). Who Gets the News? Alternative Measures of News Reception and Their Implications for Research, <i>Public Opinion Quarterly</i> , 57(2): 133-164. D. H. Weaver (2007), Thoughts on Agenda Setting,

	Framing and Priming, <i>Journal of Communication</i> , 57: 142-147.
Prerequisites:	--
Assessment method:	<p>The course will be taught in English and written assignments will be in English.</p> <p>Final grades will be based on a combination of: (1) attendance and participation, 20 %, (2) a paper presentation 30% and (3) final written exam (50%).</p> <p>1. Attendance, Participation and Paper Presentation. Please arrive in class having completed the assignments listed below. Each class meeting is comprised of a lecture, student's presentation of articles and critical discussion of the assigned reading. For each class meeting <u>all</u> students should read articles and book chapters marked as "©" (i.e. ©ompulsory reading) and "<u>volunteer</u>" students prepare at least one written paper (one-page - maximum 600 words) presented on a meeting and based on materials marked as "®" (i.e. ®ecommended reading) by considering the following questions when completing the reading:</p> <ul style="list-style-type: none"> • What is the aim of the article/text, what are the hypothesis and findings? • What are the strengths and weaknesses of the theory and methodological strategies being used (if any)? • What are the strengths and weaknesses of the article? <p>Depends on class size, students can form teams - e.g. one student with fluent English skills will team up with a student for whom English is more of a challenge.</p> <p>Half of the grade will be based on the participation in class discussion. Class participation will be evaluated according to the quality and frequency with which students engage in class discussion. If you miss class, you are responsible for getting the information covered in class from another student, not the instructor.</p> <p>In a 10-15 minute (approximately) presentation, the student presenter should consider the above questions. While the student presenter will present the article, all students are still responsible for completing the assigned reading "©".</p> <p>2. Half of the final grade will be based on the written exam i.e. multiple choice test. A more thorough description of the exam and some suggestions will be submitted due to the exam period. The <i>prerequisite for taking an exam</i> is submission of a paper. There will be no make-up exams</p>

	given without documented instances of emergencies.
Contact person for further information (name, surname, e-mail, phone):	szwed@kul.lublin.pl