



Teaching Guide

Teaching Guide				
Identifying Data				2022/23
Subject (*)	Sociology of communication and public opinion		Code	615G01310
Study programme	Grao en Socioloxia			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	2nd four-month period	Third	Obligatory	6
Language	SpanishGalician			
Teaching method	Face-to-face			
Prerequisites				
Department	Socioloxía e Ciencias da Comunicación			
Coordinador	Golías Pérez, Montserrat		E-mail	montserrat.golias@udc.es
Lecturers	Golías Pérez, Montserrat		E-mail	montserrat.golias@udc.es
Web	sociologia.udc.es			
General description	The aim is to introduce students to the context of the information and knowledge society, communication as a variable that affects the social process. The aim is to observe the sociology of communication and public opinion as an applied and general subject of sociology. The theoretical framework and its contextualisation are developed and the weight of opinion in society is analysed.			

Study programme competences

Code	Study programme competences
A1	Conocimiento de los componentes básicos de las desigualdades sociales y las diferencias culturales.
A3	Introducción a la evolución de las sociedades contemporáneas y de sus movimientos sociales y políticos.
A4	Relaciones entre la población, los recursos y medio ambiente en su movimiento y estructura; y el estudio de las técnicas y métodos del análisis demográfico.
A5	Aprendizaje de los conceptos y de las técnicas estadísticas aplicadas a la sociedad humana.
A9	Análisis de los principales conceptos y generalizaciones sobre la sociedad humana y sus procesos.
A14	Capacidades en elaborar, utilizar, e interpretar indicadores sociales e instrumentos de medición social.
A16	Conocimientos y habilidades técnicas para la producción y el análisis de los datos cuantitativos y cualitativos.
A25	Habilidades en el desarrollo de las organizaciones (asesoramiento, diseño y gestión de organizaciones e instituciones).
A27	Conocimientos y habilidades de las técnicas de muestreo y de trabajo de campo.
B1	Capacidad de organización y planificación.
B2	Toma de decisiones.
B3	Capacidad de análisis y síntesis.
B4	Resolución de problemas.
B9	Reconocimiento a la diversidad y a la multiculturalidad.
B10	Habilidades en las relaciones interpersonales.
B21	Aprendizaje autónomo.
B22	Liderazgo.
B24	Habilidades para contextualizar e identificar los actores clave en cada situación.
B27	Capacidades en reconocer la complejidad de los fenómenos sociales.
C1	Expresarse correctamente, tanto de forma oral como escrita, en las lenguas oficiales de la comunidad autónoma.
C3	Utilizar las herramientas básicas de las tecnologías de la información y las comunicaciones (TIC) necesarias para el ejercicio de su profesión y para el aprendizaje a lo largo de su vida.
C7	Asumir como profesional y ciudadano la importancia del aprendizaje a lo largo de la vida.
C8	Valorar la importancia que tiene la investigación, la innovación y el desarrollo tecnológico en el avance socioeconómico y cultural de la sociedad.

Learning outcomes



Learning outcomes	Study programme competences		
Desenvolver as habilidades na información, na transmisión, na negociación, na comunicación e no coñecemento. Igualmente desenvólvense os perfís e significados da opinión pública	A3 A4 A5 A9 A14 A16	B1 B2 B3 B4 B9 B10 B21 B22 B24 B27	C1 C3 C7 C8
Desarrollar capacidad de aprendizaxe autónomo mediante a búsqueda guiada por la profesora, de textos relevantes da materia na Biblioteca o noutros canles de búsqueda	A1 A3 A4 A5 A9 A14 A16 A25 A27	B1 B2 B3 B4 B9 B10 B21 B22 B24 B27	C1 C3 C7 C8
Desenvolver coñecementos e habilidades terminolóxicas e categoriais mediante a exposición na aula, en clases prácticas	A1 A3 A4 A5 A9 A14 A16 A25 A27	B1 B2 B3 B4 B9 B10 B21 B22 B24 B27	C1 C3 C7 C8

Contents	
Topic	Sub-topic
Lesson 1. Origin and Development of the Sociology of Communication	1.1. Fundamental concepts of information, communication and public opinion and terminological distinctions. 1.2. Communication as an object of sociological analysis: concepts and definitions; the components of communication; theoretical models of communication and traditions in the field of communication theory; contexts and types of communication. 1.3. Theoretical perspectives for the sociological analysis of communication; the beginnings in the United States and Europe; main scientific traditions in the study of mass communication.
Lesson 2. The study of media effects	2.1. The influence (in and of) the media. 2.2. Historical developments in the analysis of media effects. 2.3. Empirical analysis of media effects: Theoretical models. 2.4. Review of current concepts and approaches.



Lesson 3. Public Opinion	3.1. Origins and development of Public Opinion 3.2. Conceptualisation of the process of Public Opinion 3.3. Characteristics and studies on the functioning of Public Opinion 3.4. Theoretical perspectives for the sociological analysis of Public Opinion and current approaches 3.5. Controversies surrounding public opinion 3.6. Measures of public opinion
Lesson 4. Information, communication and public opinion in the era of digital postmodernity. Current debates	4.1. New forms of communication: mobile communication, social networks and applications. The culture of the image, immediacy and interference. 4.2. Confusion and disinformation in the virtual space. Concepts and perspectives. 4.3. Media democracy. Communication for social change This last theme is devoted to the intellectual debate on the impact of current social phenomena.
Lesson 5. Empirical research into information, communication and public opinion, from the perspective of sociology	5.1. Design and phases of the research process. 5.2. Research of contents, emitters, receivers and effects: quantitative and qualitative methodology.

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Objective test	A5 A9 A14 A16 B3 B9 B27 C8	2	16	18
Guest lecture / keynote speech	A3 B3 B9 B27	25	25	50
Supervised projects	A14 A16 A25 A27 B1 B2 B3 B4 B22 B24 B27 C1 C3 C7 C8	13	26	39
Workshop	A1 A4 A27 B10 B21 B24 C1 C7	13	26	39
Personalized attention		4	0	4
(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.				

Methodologies	
Methodologies	Description
Objective test	There will be an objective test to assess the correct understanding and application of the theoretical contents of the course.
Guest lecture / keynote speech	The master class is also known as "lecture", "expository method" or "master class". The latter is usually reserved for a special type of lesson given by a teacher on special occasions, with a content which involves an original elaboration and based on the almost exclusive use of the spoken word as a means of conveying information to the audience. The session will be complemented by the use of audiovisual media and the introduction of some questions addressed to the students, with the aim of transmitting knowledge and facilitating learning. Student participation will be motivated and valued, through questions and/or debates.



Supervised projects	Methodology designed to promote students' autonomous learning, under the guidance of the teacher and in a variety of settings (academic and professional). It focuses primarily on learning "how to do things". It is an option based on students taking responsibility for their own learning. This teaching system is based on two fundamental elements: autonomous learning on the part of the students and the monitoring of this learning by the teacher-tutor. Empirical group work consisting of an analysis of quantitative and qualitative content in the daily media on a topical issue. The instructions for this work will be available to students in the virtual classroom of the course.
Workshop	Practical activities (individual) combining different tests: readings, debates, analysis of secondary sources, problem solving, roll play, etc. These are practical activities on a specific topic, carried out with the support and supervision of the teacher of the subject.

Personalized attention

Methodologies	Description
Guest lecture / keynote speech Supervised projects Workshop	The personalised attention will be individual (or group) in order to solve doubts and/or problems that may arise during the classes, the workshop activities or the preparation of the tutored work. The attention will be given during the sessions or during tutoring hours, in person in the teacher's office or through the institutional communication channel Teams. It is recommended to make an appointment for tutoring by email, in order to organise the appointments and arrange the meeting system (face-to-face or online).

Assessment

Methodologies	Competencies	Description	Qualification
Supervised projects	A14 A16 A25 A27 B1 B2 B3 B4 B22 B24 B27 C1 C3 C7 C8	Group work of an empirical nature consisting of monitoring and analysis (quantitative and qualitative) of a current topic in the daily media. The instructions for its realization will be available to students in the virtual classroom of the subject.	25
Objective test	A5 A9 A14 A16 B3 B9 B27 C8	There will be an objective test with the theoretical content of the subject, on the official dates approved by the Faculty Board. The test will consist of multiple-choice and short-answer questions.	50
Workshop	A1 A4 A27 B10 B21 B24 C1 C7	Practical activities (group or individual) combining different tests: readings, debates, analysis of secondary sources, problem solving, roll play, etc. These are practical activities on a specific topic, carried out with the support and supervision of the teachers of the subject.	25

Assessment comments



STUDENT EVALUATION SYSTEM:

All the activities, tasks and work to be carried out throughout the term count towards the final mark. The practicals and the research work will be carried out throughout the term and the objective test (exam) on the official date of the first call.

Both the workshop practicals and the supervised research work will be handed in on the dates set by the teacher through the platform provided for this purpose in the Virtual Classroom. No practical work will be corrected after the deadline. The tutored work will only be corrected once after the delivery date (there will be no second correction) as the students already have the instructions and guidance of the teacher in the interactive sessions and in the tutorials.

The practical part of the course accounts for 50% of the final mark. It is made up of tutored work (25%) + workshop activities (25%). In order to be assessed in this part of the course, it is compulsory to hand in the tutored work.

The theoretical part of the subject will be assessed by means of an exam, on the official dates of first and second opportunity approved by the Faculty Board, and it represents 50% of the grade.

The final grade will be the result of the average of the two parts (theoretical and practical). The minimum grade to pass each of the parts is a 5 (pass). In the event of failing one of the parts in the first sitting, the mark of the part passed will be kept for the second sitting.

STUDENTS WITH DISPENSATION OR RECOGNITION OF PART-TIME DEDICATION:

Those students with dispensation or recognition of part-time dedication should contact the teacher responsible for the subject at the beginning of the course to communicate their situation.

- The practical part will be assessed by means of an individual tutored work (25%) and practical activities adapted to the non-presential nature (25%) that the teacher will make available in the virtual classroom. Both the work and the practical activities must be handed in on the date of the official exam of the subject.

- The evaluation of the theoretical contents will be the same as that of the on-site students.

SECOND CHANCE: The conditions will be the same as in the first call.

ADI STUDENTS: Both the contents and the evaluation system will follow the recommendations of reasonable adjustments proposed by the Unit of Attention to Diversity (ADI) in the case of students with functional diversity or SEN, provided by the Coordination of the PAT of the centre.

EARLY CALL: The evaluation conditions for early call students will be an exam with theoretical and practical content available to students in the Virtual Classroom, which will account for 100% of the mark.

EXCHANGE PROGRAMME STUDENTS: The evaluation system will be the same as for the rest of the students.

OTHER OBSERVATIONS:

The materials used in the sessions: presentations, audiovisuals, readings and practicals will be made available to the student in digital format through the Virtual Classroom.

The assignments and practicals will be handed in through the Virtual Classroom, following the teacher's instructions.

Copying or attempting to copy in an exam as well as plagiarising parts of a work or the whole work, means failing the subject (Article 14, point 4.

Norms of evaluation, revision and claim of the qualifications of the university degree and master's degree studies, UDC).

The activities of the workshop, the work must be delivered on the dates stipulated by the teacher, as well as the attendance to the exam must be done on the official date approved by the Board of Centre, may only be modified in accordance with the assumptions of article 12 of the Rules of evaluation, review and complaint of the qualifications of the degree and master's degree studies, UDC.



Basic	- Bauer, W (2009). La opinión pública y sus bases históricas. Santander : Universidad de Cantabria - Berlo, D. K. (2000). El proceso de la comunicación : introducción a la teoría y a la práctica. Buenos Aires : Librería &quot;El Ateneo&quot; - De Fleur, Melvin L., et al. (1982). Teorías de la comunicación de masas. Barcelona: Paidós - Espinar, E. et. al (2006). Introducción a la Sociología de la Comunicación. Universidad de Alicante - Fracassetti, L. (2010). La opinión pública. [Santander] : Acopos, Universidad de Cantabria - González, M.J. et. al (2004). Sociología de la comunicación . Alicante : Compas - González Radío, V (2005). La opinión pública. Santiago de Compostela : Tórculo - González Radío, V (2006). Socioloxía da comunicación e opinión pública. Santiago de Compostela: Lea - González Radío, V (2006). El estudio de la sociología en la sociedad de la información. Santiago de Compostela: Tórculo - Habermas, J (1998). Teoría de la acción comunicativa. Madrid: Taurus - Han, Byung-Chul (2022). Infocracia : la digitalización y la crisis de la democracia. Barcelona : Taurus - Hernández Sánchez, A (2008). Sociología de la opinión pública. Valladolid : Universidad de Valladolid - Luhmann, N. (2000). La realidad de los medios de masas. Rubí (Barcelona) : Anthropos - Martín López, E. (1998). Sociología de la comunicación humana. Madrid : Fundación para la Formación de Altos Profesionales - Martín López, E. (1990). Sociología de la opinión pública. Madrid : Beramar - Martín Serrano, M. (2007). Teoría de la comunicación : la comunicación, la vida y la sociedad. Madrid : McGraw-Hill - Roiz, M. (2005). Sociología de la comunicación y cultura de masas. Madrid : Laberinto - Thompson, J.B. (2003). Los media y la modernidad: una teoría de los medios de comunicación. Barcelona: Paidos - Varela, J. (ed.) (2002). Sociología e información. Madrid : La piqueta - Zuboff, Shoshana (2020). La era del capitalismo de la vigilancia : la lucha por un futuro humano frente a las nuevas fronteras del poder. Barcelona : Paidós NOTA: Esta bibliografía é susceptible de ser modificada a medida que avanza o curso académico co fin de adecuarse ás necesidades formativas do alumnado
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Complementary

- Berger, P. L. (1968 (2015 reimp.)). La construcción social de la realidad/ Peter L. Berger, Thomas Luckmann. Buenos Aires : Amorrortu
- Bourdieu, P. (2008). El sentido práctico / Pierre Bourdieu ; [traducción de Ariel Dilon]. Madrid : Siglo XXI
- Breton, P. (2000). La utopía de la comunicación : el mito de la aldea global . Buenos Aires : Nueva Visión
- Castilla del Pino, C. (1990). La incomunicación. Madrid : Península
- De Moragas Spà, M (2011). Interpretar la comunicación : estudios sobre medios en América y Europa. Barcelona: Gedisa
- Del Valle Rojas, C. (2016). Nuevas formas de expresión en comunicación . Madrid : McGraw Hill
- Dewey, J. (2004). La opinión pública y sus problemas. Madrid : Morata
- Fernández-Cid Enríquez, M. (2008). La imagen de las personas mayores en los medios de comunicación de masas y la opinión pública. Madrid : UDP
- Galindo, J (Coord.) (2008). Comunicación, ciencia e historia : fuentes científicas históricas hacia una comunicología posible. Madrid: McGrawHill
- Gándara, S. (2016). INTERVENCIONES. Medios y estado. Los términos de un largo debate (2008-2016). Buenos Aires: Cazador de tormentas
- Gándara, S., & Hiram, Y. (2021). Los estudios latinoamericanos de comunicación (2000-2018)¿ Consolidación académica, estancamiento burocrático o dispersión temática?. Astrolabio
- Gil Calvo, E (2018). Comunicación política : caja de herramientas. Madrid : Catarata
- González Radío, V (1996). Comunicación y pensamiento social periodismo y postperiodismo : convergencias teóricas y el marco social. Santiago de Compostela: Tórculo
- González Radío, V (2004). Comunicación e corpo. Santiago de Compostela : Lea
- González Radío, V (2007). Comunicación e interpretación de la vida en el refranero : cosificación ética y didáctica de las costumbres en España. Lugo : Deputación Provincial, Área de Cultura
- Habermas J. (1994). Historia y crítica de la opinión pública. México : Gustavo Gili
- Habermas, J (2002). Acción comunicativa y razón sin transcendencia. Barcelona : Paidós
- Hernández Sánchez, A (2010). Diccionario de la opinión pública. Madrid : Paraninfo
- Holzer, H (1978). Sociología de la comunicación. Madrid : Akal
- Izquierdo , A. (1985). Prensa y Opinión Política. Barcelona:Mitre
- Jones, O (2012). Chavs : la demonización de la clase obrera. Madrid : Capitán Swing
- Lash, S. (2005). Crítica de la información. Buenos Aires : Amorrortu
- Leydesdorff, L. (2015). Una teoría sociológica de la comunicación : la autoorganización de la sociedad basada en el conocimiento. México D.F. : Universidad Iberoamericana
- Lippmann, W. (2003). La opinión pública. Madrid : Langre
- Lucas Marín, A (1999). Sociología de la comunicación. Madrid : Trotta
- Lull, J. (2009). Medios, comunicación, cultura : aproximación global. Madrid : Amorrortu
- Martín Serrano, M. (2006). ¿ Para qué sirve estudiar Teoría de la Comunicación?.. Contratexto: Revista digital de la Facultad de Comunicación, (4).
- Mazzoleni, G (2010). La comunicación política. Madrid: Alianza
- Miller, G. A. (1980). Psicología de la comunicación. Barcelona : Paidós
- Mirzoeff, N (2016). Cómo ver el mundo : una nueva introducción a la cultura visual. Barcelona : Paidós
- Roda Fernández, R (1989). Medios de comunicación de masas : su influencia en la sociedad y en la cultura contemporáneas. Madrid : Centro de Investigaciones Sociológicas
- Dewey, J. (2004). La opinión pública y sus problemas. Madrid : Morata
- Silverstone, R. (2004). ¿Por qué estudiar los medios?. Buenos Aires : Amorrortu
- Simmel, G. (2002). Cuestiones fundamentales de sociología. Barcelona : Gedisa
- Stewart, D. K. (1973). Psicología de la comunicación teoría y análisis. Buenos Aires : Paidós
- Tierno Galván, E. (1973). Conocimiento y ciencias sociales. Madrid: Tecnos
- Williams, R (1982). Cultura sociología de la comunicación y del arte. Barcelona : Paidós
- Wolton, D. (2009). La otra mundialización : las batallas contemporáneas por la diversidad cultural. Barcelona : Gedisa



- Berganza Conde, M.R. (2001). Comunicación, opinión pública y prensa en la sociología de Robert E. Park. Madrid : CIS : Siglo XXI
- Xambó i Olmo, R. (2010). Los medios de comunicación social. En García Ferrando (Coord) Pensar nuestra sociedad globalizada : una invitación a la sociología (pp 431-458). Valencia : Tirant lo Blanch
- Bognoux, D. (1999). Introducción a las ciencias de la comunicación. Buenos Aires : Buena Visión



Recommendations

Subjects that it is recommended to have taken before

Introduction to Sociology/615G01103
Social Research Methods and Techniques/615G01105
Sociological Theory 1/615G01110
Sociological Theory 2/615G01203
Social Structure and Social Change/615G01208

Subjects that are recommended to be taken simultaneously

Sociology of consumption and market research/615G01309

Subjects that continue the syllabus

Sociological Analysis of Texts and Speeches/615G01407
Secondary data sources for the study of society/615G01408

Other comments

Students must periodically review the virtual platform and consult the proposed documents and activities. The lecturer will communicate with students through the Virtual Classroom or the UDC email. Communication with the lecturer should be done through institutional channels and using the university email. In this area: A sustainable use of resources and the prevention of negative impacts on the natural environment must be made. The importance of ethical principles related to the values of sustainability in personal and professional behaviour will be taken into account. In accordance with the different regulations applicable to university teaching, the gender perspective must be incorporated in this subject (non-sexist language will be used, the bibliography of male and female authors will be used, the intervention of all students in class will be encouraged, etc.). This will be done in order to identify and modify sexist prejudices and attitudes, and will have an impact on the environment in order to modify them and promote values of respect and equality. Likewise, the right to gender identity will be respected. The full integration of students who, for physical, sensory, mental or socio-cultural reasons, experience difficulties in gaining adequate, equal and profitable access to university life will be facilitated. The principle of democratic debate will be upheld, listening to and respecting all the different opinions on the subjects dealt with, both on the part of the teaching staff and the students.

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.