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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty** | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **Communication and PR** |
| Study Module (if applicable) |  |
| Course title | Theory of public opinion |
| Level of study | XBachelor ☐ Master’s ☐ Doctoral |
| Type of course | X Obligatory Elective |
| Semester  |  Autumn XSpring |
| Year of study  | Third |
| Number of ECTS allocated | 7 |
| Name of lecturer/lecturers | Jevtović B. Zoran |
| Teaching mode | XLectures ☐Group tutorials ☐ Individual tutorials☐Laboratory work ☐ Project work ☐ Seminar☐Distance learning ☐ Blended learning ☐ Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *In addition to the basic conceptual guidelines necessary for understanding and creating public opinion, this course offers an empirical comparative study of methods, techniques and journalistic forms that contribute to the formation of civic public. Emphasis is on acquiring basic theoretical knowledge about the creation of a democratic community, the communication sector between state and society, concepts arcane and the public, the definition of public opinion. In this case the emphasis is on understanding the importance of the support of public opinion, attitudes toward politics, religion and economic power centers, openness, two-way, adaptation and development processes and creating conflict. After the realization of course, students will be familiar with the significance of the public sphere, category "audience", "mass" and "group", as well as the theory, structure and functions of public opinion. Pursuant to the order of the course students learn methods and techniques of public opinion research, as well as system-based institutions that create public opinion. Additional forms of knowledge will be shown through research language of public sphere, stereotypes and manipulations that may be part of a new communication system.* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| **Theoretical study****1. Introduction to the discipline and teaching mode. 2. The emergence of civil public and relationship with democracy.****3. The notion of public opinion, propaganda, indoctrination, persuasion, power. 4. Theories of public opinion and their specificity. 5. The group, the audience, the masses and the formation of modern public opinion. 6. The leaders of public opinion and techniques of their creation and destruction. 7. The views, opinions, beliefs, behaviors, and how to format them. 8. Basic forms of the formation of public opinion and the danger of manipulation. 9. Lobbyists, NGOs and other agents of public opinion. 10. Gender equality, minorities and the importance of public opinion. 11. Disinformation, rumour communication and the creation of prejudices and stereotypes. 12. Technique shock the public, the leader of the campaign and change of the flow of propaganda. 13. Public speech and the creation of a new value model. 14. Techniques and methods of public opinion and the relationship with the mass media. 15. The new communication systems, assessments and soundings as parameters to create media content****Practical teaching: Exercises****Analysis of the shape, structure and techniques associated with the public opinion presented in the previous and current social processes.** |
| **LANGUAGE OF INSTRUCTION** |
| XSerbian (complete course) ☐ English (complete course) ☐ Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)☐Serbian with English mentoring ☐Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **ASSESSMENT METHODS AND CRITERIA** |
| **Pre exam duties** | **Points** | **Final exam** | **points** |
| **Activity during lectures** | **10** | **Written examination** |  |
| **Practical teaching** |  | **Oral examination** | **60** |
| **Seminary work** | **30** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |