

**Course: Public Opinion**

**CREDITS:** 3

**UFV CODE:** 1129

**INTERNATIONAL CODE:** COM1129

**HOURS:** 45

**OBJECTIVES:** To explain to the students the fundamentals of public opinion so they will understand their responsibility when creating opinion in the media.

**COURSE DESCRIPTION:** The course teaches the classic understanding of opinion compared to sound knowledge and wisdom. Presents the historical and philosophical tradition of the West in the debate about whether opinion can be the basis of a good government. The class analyses the transformation of the media, the ideas of the Enlightenment and the consolidation of democracy, reflecting on the relationship between legitimacy and public opinion.

**BIBLIOGRAPHY:** RUIZ SAN ROMÁN, J.A.: Introducción a la Tradición Clásica de la Opinión Pública. PRICE, V.: La Opinión Pública. Price. SARTORI, G.: Homo Videns.

**METHODOLOGY:** The students have assigned readings and participate in a debate in each class. They are evaluated for each book and for their class participation. At the end they prepare a debate on some current issue.

**EVALUATION:** 20% attendance + 20% class participation + 30% average of reading evaluation + 30% research assignment and presentation.

**PROFESSOR:** Mariano Castañeira Valente.

**LANGUAGE:** Spanish.