

Media and Public Opinion (2^o Sem 2018/2019)

Code: 01721

Acronym: 01721

Level: 2nd Cycle

Basic: No

Teaching Language(s): English, Portuguese

Friendly languages:

Be English-friendly or any other language-friendly means that UC is taught in a language but can either of the following conditions:

1. There are support materials in English / other language;
2. There are exercises, tests and exams in English / other language;
3. There is a possibility to present written or oral work in English / other language.

Semester	ECTS Credits	Theoretical Lesson (T)	Theoretical and Practical Lesson (TP)	Practical and laboratorial lesson (PL)	Seminary (S)	Field Work (TC)	Training Period (E)	Tutorial Orientation (OT)	Contact Hours	Autonomous Work	Others (O)	Total Load Hours [?]
1	6.0	0.0 h/sem	20.0 h/sem	0.0 h/sem	0.0 h/sem	0.0 h/sem	0.0 h/sem	1.0 h/sem	21.0 h/sem	129.0 h/sem	0.0 h/sem	150.0 h/sem

Since year 2018/2019

Pre-requisites Not applicable.

Objectives Taking into account the place of public opinion in political life and in contemporary democracy, it seeks to clarify the role of the media and of various forms of public communication via media (mass mediated and networked) on various aspects of public life; of their implications in terms of participation, deliberation, legitimacy and effectiveness of civic and political action.

Questioning, analysis and implementation strands are combined: the study of theories on public opinion, political communication and media; analysis of 'exemplary' studies and research, discussion of specific issues applied in particular to opinion polls.

Program The program combines plans for information and theoretical debate, illustrative research approaches analysis and practical questions, the exploration of specific themes, as detailed below.
1 - Information and debate on reference theoretical approaches for public opinion,

political communication and media.

2 ? In class presentation and debate of texts and applied studies in specific areas of different domains that relate to communication, public opinion and media, including: political communication and electoral campaigns; crime and justice; environment and climate; economy and crisis; health and disease ; science and technology; migration and ethnicity; road safety; and their media portraits.

3 - Exploring the opinion poll theme, its place, specific questions around it, liaison with the media, their meaning as a vehicle for public communication and civic and political action.

Evaluation Method

The evaluation is based on the assessment of student intervention in the different sessions and of a paper to deliver at the end of the semester.

Teaching Method

The teaching methodology combines lectures; student intervention through the presentation and discussion of texts or topics; sessions with experts, academics and professionals in the related fields. The student is expected to work autonomously to learn and further explore the course's subjects.

Observations

Basic Bibliographic

BOYCE & LEWIS (2009), *Climate Change and the Media*, Peter Lang; COTTLE, S. (2008), *Global Crisis Reporting*, Open U Press; FLYNN, J. et al (2001), *Risk, Media and Stigma: Understanding Public Challenges to Modern Science and Technology*, Earthscan; GREGORY & MILLER (2000), *Science in Public*, Basic Books; HAMILTON, J. (2004) JAMES T., *How the Market Transforms Information into News*, Princeton U Press; HANSEN, A. (2010), *Environment, Media and Communication*, Routledge; HOUGH & ROBERTS (2005), *Understanding Public Attitudes to Criminal Justice*, Open U Press; LEWIS, J. LOUW, E. (2005), *The Media and Political Process*, Sage; MOELLER, S. (1999), *Compassion fatigue: How the media sell disease, famine, war and death*, Routledge; NORRIS, P. (2003), *Electoral Engineering*, Cambridge U Press; SEALE, C. (2003) *Media and Health*, Sage; TRENT & FRIEDENBERG (2003), *Political Campaign Communication*, Rowman & Littlefield; WOOD & GANNON (2008), *Public Opinion and Criminal Justice*, Willan.

Complementar Bibliographic