The Public Opinion course teaches students the main concepts and theories applied to the study of public opinion; it enables them to understand the influence of the media in the formation and development of public opinion and introduces them to political communication. This course is intended to help students understand what public opinion is, how currents of opinion are generated and what they mean, based on a realistic and personal proposal.

SKILLS

Basic Skills
Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks.

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues.

Students must have developed the learning skills needed to undertake further study with a high degree of independence.

**General Skills**

To understand the key aspects of informative events in today’s society, to convey them to the public using any media platform.

To be able to generate public opinion and build bridges with the various social sectors, allowing for the formation and dissemination of a message and culture for the benefit of mankind, conveying values based on the search for truth and common good.

**Specific Skills**

To identify and appropriately use information sources. To acquire the ability to search, select and prioritise any source or document (written, audio, visual, etc.) useful for the preparation and processing of information, as well as its communicative exploitation for persuasion, fiction or entertainment.

To gain an understanding of informative and communicative processes, as well as of the main currents and theories formalising and criticising them from a conceptual, methodological and research-based standpoint.

**DISTRIBUTION OF WORK TIME**

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<thead>
<tr>
<th>CLASSROOM-BASED ACTIVITY</th>
<th>INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY</th>
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<tbody>
<tr>
<td>30 hours</td>
<td>45 hours</td>
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