

**Faculty of Political Science / JOURNALISM / Public Opinion**

<b>Course:</b>	Public Opinion			
<b>Course ID</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS credits</b>	<b>Lessons</b> (Lessons+Exercises+Laboratory)
2769				
<b>Programs</b>	JOURNALISM			
<b>Prerequisites</b>	No prerequisites required			
<b>Aims</b>	Understanding the role and importance of the public and public opinion within the context of political process.			
<b>Learning outcomes</b>	Teaching material which needs to be learned in order to pass the course Public opinion, in a broad sense, includes: • Conceptual categorical definition of public opinion; • Place, role and importance of public opinion in the system of representative democracy (public opinion polls as the fourth branch of government); • Factors of political socialization; • Basics of socio-psychological analysis of creation, development and firmness of attitudes; • The role of basic social values on the creation of public opinion; • Relation and influence of political propaganda on creation of public opinion; • Means and methods (e.g. spinning) for making an influence on public opinion; • Methods for research and interpretation of poll results			
<b>Lecturer / Teaching assistant</b>	Veselin Pavicevic, PhD, Associate Professor, Mr Jelena Mijanovic			
<b>Methodology</b>	Lectures, exercises, seminar papers, homework, presentations, case studies, consultations, tests.			
<b>Plan and program of work</b>				
Preparing week	Preparation and registration of the semester			
I week lectures	Introductory lecture. Concept of public and types of public,			
I week exercises				
II week lectures	Habermas' idea of public sphere, the voting public, the concept and types of audience			
II week exercises				
III week lectures	Concept of public opinion and its conceptualization			
III week exercises				
IV week lectures	Creating and changing the public opinion			
IV week exercises				
V week lectures	Attitudes, determination, mechanisms for establishment , structure, values, needs			
V week exercises				
VI week lectures	Test I			
VI week exercises				
VII week lectures	Opinion polling, methods and techniques			
VII week exercises				
VIII week lectures	Movie analysis			
VIII week exercises				
IX week lectures	Prejudice and Stereotype			
IX week exercises				
X week lectures	Public opinion and similar concepts: values and political culture			
X week exercises				
XI week lectures	Public sphere, the media and the public			
XI week exercises				
XII week lectures	Test II			
XII week exercises				
XIII week lectures	Political public opinion I			
XIII week exercises				

**ECTS catalog with learning outcomes**  
**University of Montenegro**

XIV week lectures	Political public opinion II					
XIV week exercises						
XV week lectures	Final Exam					
XV week exercises						
<b>Student workload</b>	Per week 4 credits x 40/ 30 = 5 hours i 20 minutes Structure: 2 hours of lectures 1 hour of exercises 2 hours i 20 minutes of individual work Per semester Lectures and final exam 5 hours i 20 minutes) x 16 = 85 hours i 20 minutes Necessary preparation (administration, enrollment, verification before the beginning of the semester): 2 x (5 hours i 20 minutes) = 10 hours i 40 minutes Total workload for the course 4 x 30 = 120 sati Additional work: for preparation of make-up exam and taking make-up exam 0-30 hours Structure of working hours:: 85 hours and 20 minutes (Lectures)+10 hours and 40 minutes(Preparation)+24 hours (Additional work)					
<b>Per week</b>			<b>Per semester</b>			
<b>credits x 40/30=0 hours and 0 minuts</b> 0 sat(a) theoretical classes 0 sat(a) practical classes 0 excercises <b>0 hour(s) i 0 minuts</b> of independent work, including consultations			Classes and final exam: <b>0 hour(s) i 0 minuts x 16 =0 hour(s) i 0 minuts</b> Necessary preparation before the beginning of the semester (administration, registration, certification): <b>0 hour(s) i 0 minuts x 2 =0 hour(s) i 0 minuts</b> Total workload for the subject: <b>x 30=0 hour(s)</b> Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item) <b>0 hour(s) i 0 minuts</b> Workload structure: <b>0 hour(s) i 0 minuts (cources), 0 hour(s) i 0 minuts (preparation), 0 hour(s) i 0 minuts (additional work)</b>			
<b>Student obligations</b>						
<b>Consultations</b>						
<b>Literature</b>			Habermas, Jirgen, Javno mnenje, Kultura, Beograd, 1969. Additional literature: Jantol, Tomo, Politička javnost, Birotisak, Zagreb, 2004. Vasović, Mirjana, U predvorju politike, Službeni glasnik, Beograd, 2007. Jovanović, Pavle, Marjanović, Miloš, Po			
<b>Examination methods</b>						
<b>Special remarks</b>						
<b>Comment</b>						
<b>Grade:</b>	F	E	D	C	B	A
<b>Number of points</b>	less than 50 points	greater than or equal to 50 points and less than 60 points	greater than or equal to 60 points and less than 70 points	greater than or equal to 70 points and less than 80 points	greater than or equal to 80 points and less than 90 points	greater than or equal to 90 points