

**TEACHING GUIDE**  
**COMMUNICATION AND PUBLIC OPINION**

**GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y  
COMUNICACIÓN CORPORATIVA (INGLÉS)**

**ACADEMIC YEAR 2024-25**

Date: 30-06-2024



 **Q2803011B UNIVERSIDAD REY JUAN CARLOS**  
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I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	3 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>The main objective of the subject Communication and Public Opinion is to provide a vision of the reality and knowledge of both public opinion and communication in the business, organizational and political spheres, places where students will provide their professional services. The aim is for students to understand and analyze the basic tasks of communication in public spaces. The aim is to train future professionals who, in addition to acquiring the specific technical competence, will have a personal and human formation that will allow them to develop and relate in an adequate way in their future jobs.</p>

III.-Competences
<p><b>Generic competences</b></p> <p>CG2. Ability to apply knowledge to practice            CG3. Ability to analyse, gather and summarise information and data            CG5. Development of autonomous learning in the field of study            CG6. Planning and organisation skills            CG9. Ability to gather, evaluate and interpret information from different sources            CG12. Development of interpersonal skills            CG14. Critical-thinking and self-criticism skills            CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people            CG16. Leadership, with a conscious and ongoing commitment to respond constructively to challenges, contributing towards their resolution with experience, knowledge and action</p>
<p><b>Specific competences</b></p> <p>CE7. Gain specific knowledge in the field of communications and on how the media operates in relation to institutions and businesses, as the fundamental principle to position a message            CE9. Learn how to programme the communication plan, internal and external, for a business organisation, corporation or institution            CE11. Knowledge of the professional and business environment related to the practice of the profession            CE13. Ability to communicate different messages to all types of audiences, differentiating the information with accuracy            CE14. Knowledge of the basic principles of corporate communication, and of the way the media operates in relation to institutions and/or businesses            CE15. Knowledge of online media and use of corporate communication and marketing tools</p>



**IV.-Contents**

**IV.A.-Syllabus**

- Unit 1. Concept of public opinion
- Unit 2. Origin and evolution of public opinion
- Unit 3. Public opinion and the media
- Unit 4. Public opinion and politics
- Unit 5. The formation of public opinion
- Unit 6. Public opinion research

**IV.B.-Training activities**

Type	Title
Reading	The professor will provide readings for critical commentary and discussion.
There will be a series of theoretical and practical questions that will address the main aspects of the contents and that will serve as a self-test of the knowledge acquired.	Group projects of communicational intervention will be elaborated.
Group projects will be presented in class.	Evaluation tests of the theoretical knowledge imparted in the subject.



V.-Student workload		
Lecture classes	35	
Practical classes/resolution of exercises, case studies, etc.	15	
Practical sessions in technological laboratories, hospitals, etc.	0	
Tests	10	
Academic tutorials	24	
Related activities: conferences, seminars, etc.	24	
Preparation of lecture classes	22	
Preparation of practices, exercises, cases studies work	20	
Test preparation	30	
Total student workload	180	
VI.-Methodology and academic programme		
Type	Period	Content
Tests	Week 1 to Week 16	Exam set by the University and class assignments.
Master classes	Week 1 to Week 16	The basic theoretical contents of the subject will be developed in class by the professor and will be completed with the use of the complementary bibliography mentioned throughout the course.
Work placements	Week 1 to Week 1	The practical sessions will consist of the resolution of exercises carried out individually or in group by the student to complement the theoretical knowledge. Recommended or previously indicated readings will also be discussed.



**VII.-Assessment methods**

**VII.A.-Assessment weighting**

**Continuous ordinary assessment:**

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

**Extraordinary assessment:** Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

**Description of the tests for assessment and their weights.**

**GENERAL OBSERVATIONS:**

**PLAGIARISM.** The activities and university works must be original.

When using fragments from other sources, these must be properly cited. Cases of total or partial plagiarism will be penalized with the non-evaluation of the work, or the possibility of reevaluation.

**SPELLING.** Spelling mistakes will result in a decrease in the final grade. The qualification of the activities, works, and exams will be evaluated not only on a content basis, but also on the aspects that contribute to correct written expression such as formal presentation, structure, organization of ideas and contents, correct spelling and punctuation, amongst others will be considered. In short, the correspondence of expression to a university level will be evaluated. With regards to writing and presentation, the following criteria will be taken into account: 0.5 points will be subtracted for each spelling mistake; and 0.5 points for each 10 punctuation errors.

**EXPRESSION.** The grading of the written exams includes aspects such as spelling, punctuation and accentuation, as well as expression corresponding to a university level. The structure and presentation of the written text will also be taken into account in the grade. Attention will also be paid to the legibility of graphics and content, the order of the text structure, syntax, and concordance, including the use of appropriate markers.

**WEIGHTING OF THE EVALUATION**

Attendance is considered compulsory and has a weighting. The student must attend at least 50% of the classes. The extraordinary evaluation is intended only for students who fail to pass the reevaluable tests in the ordinary evaluation, or who have not presented themselves, and will be carried out under the terms established by the teacher.

The evaluation will follow the following guidelines:

Individual written test (25%). Performed on an official date and in person. Minimum grade: 5. Re-evaluable in the extraordinary assessment period.

Group project and oral presentation in class (25%). Minimum grade: 5. Non reevaluable practice in in the extraordinary assessment period.

Individual written project (20%). Minimum grade: 5. Failure to submit in due time and form will result in a failing grade. Reevaluable in the extraordinary assessment period.

Attendance (5%). Not reevaluable in extraordinary assessment period. Students must sign the attendance sheet.

Significant participation (5%). Participation in at least two forums of the subject with a quality contribution. Not reevaluable in extraordinary assessment period.

**VII.B. Assessment of students with an academic exemption**

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Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

#### **VII.C. Review of assessment tests**

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

#### **VII.D.-Students with a disability or special educational needs**

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

#### **VII.E.-Academic behaviour, academic integrity and honesty**

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed



## VII.-Bibliography

### Referecence Generic

Berganza Conde, María Rosa y de Miguel Pascual, Roberto (2012). Opinión pública. Editorial: CEF.  
 Bernays, Edward (2011) Crystallizing Public Opinion. Editorial: Ig Publishing.  
 Bourdieu, Pierre (1991). Language and Symbolic Power. Editorial: Polity Press  
 Montero, José Ramón y otros (2006). Ciudadanos, asociaciones y participación en España. Editorial: Centro de Investigaciones Sociológicas.  
 Price, Vincent (1994). La opinión pública: esfera pública y comunicación. Editorial: Paidós Comunicación.  
 Rodríguez Uribes, José Manuel (1999). Opinión pública: concepto y modelos históricos. Editorial: Monografías jurídicas.  
 Sampedro, Víctor (2021). Comunicación y Sociedad. Opinión pública y poder. Editorial: UOC.  
 Sampedro, Víctor (2015). Opinión pública y democracia deliberativa. Medios, sondeos y urnas. Editorial: Istmo.  
 Lippmann, Walter (2017). La Opinión pública. Editorial: Cuadernos de Langre  
 Zaller, John R. (2014). La naturaleza y los orígenes de la opinión pública. Editorial: Centro de Investigaciones Sociológicas.

### Reference literature

## IX.-Lecturers/Teachers/Professors

<b>Lecturer/teacher/professor´s name</b>	ALMUDENA YEBRA ROMANILLOS
<b>E-mail address</b>	almudena.yebra@urjc.es
<b>Department/field</b>	Comunicación Audiovisual y Publicidad
<b>Category</b>	Profesor/a Asociado/a
<b>Subject Coordinator</b>	Yes
<b>Academic tutorial timetable</b>	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
<b>Nº of Quinquenios</b>	0
<b>Nº of Sexenio</b>	0
<b>Nº period for technology transfer</b>	0
<b>Stretch Docentia</b>	0