

## Subject card

|                                             |                                                                                                                                                                         |                                                          |                                         |                                     |                                                |            |     |
|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Public Opinion (Lecture), PG_00206676                                                                                                                                   |                                                          |                                         |                                     |                                                |            |     |
| Field of study                              | Journalism and Social Communication                                                                                                                                     |                                                          |                                         |                                     |                                                |            |     |
| Date of commencement of studies             | October 2026                                                                                                                                                            |                                                          | Academic year of realisation of subject |                                     | 2026/2027                                      |            |     |
| Education level                             | Master's studies                                                                                                                                                        |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study |            |     |
| Mode of study                               | full-time studies                                                                                                                                                       |                                                          | Mode of delivery                        |                                     | at the university                              |            |     |
| Year of study                               | 1                                                                                                                                                                       |                                                          | Language of instruction                 |                                     | Polish                                         |            |     |
| Semester of study                           | 2                                                                                                                                                                       |                                                          | ECTS credits                            |                                     | 1.0                                            |            |     |
| Learning profile                            | practical                                                                                                                                                               |                                                          | Assessment form                         |                                     | exam                                           |            |     |
| Conducting unit                             |                                                                                                                                                                         |                                                          |                                         |                                     |                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                      |                                                          | dr Michalina Ahmad                      |                                     |                                                |            |     |
|                                             | Teachers                                                                                                                                                                |                                                          |                                         |                                     |                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                                             | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                   | 15.0                                                     | 0.0                                     | 0.0                                 | 0.0                                            | 0.0        | 15  |
|                                             | E-learning hours included: 0.0                                                                                                                                          |                                                          |                                         |                                     |                                                |            |     |
| Learning activity and number of study hours | Learning activity                                                                                                                                                       | Participation in didactic classes included in study plan |                                         | Participation in consultation hours |                                                | Self-study | SUM |
|                                             | Number of study hours                                                                                                                                                   | 15                                                       |                                         | 3.0                                 |                                                | 7.0        | 25  |
| Subject objectives                          | The aim of the course is to familiarize students with public opinion issues that are necessary for the work of a journalist and other professions related to the media. |                                                          |                                         |                                     |                                                |            |     |

| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                  | Subject outcome                                                                                                     | Method of verification                                                                  |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
|                                 | [DZiKSMU2_U03] He/she is able to formulate and solve research problems including the analysis of the works of other authors, the synthesis of various ideas and views, the selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solving of complex problems in the field of social communication sciences and media. | Is able to solve research problems in the field of opinions and present them in a communicative way                 | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report |
|                                 | [DZiKSMU2_W01] The student has an in-depth knowledge of selected facts and phenomena as well as the resulting regularities important from the point of view of media studies.                                                                                                                                                                                                                                                                   | Has in-depth knowledge of selected topics in the field of local and international public opinion                    | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report |
|                                 | [DZiKSMU2_U09] He/she knows a foreign language at the B2 + level according to the Common European Framework of Reference for Languages and has the ability to communicate in it in terms of the specificity and terminology appropriate for the field of journalism and social communication.                                                                                                                                                   | Is able to communicate in a foreign language to communicatively present phenomena related to public opinion         | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report |
|                                 | [DZiKSMU2_U01] The student is able to select sources correctly and use research methods appropriate for the research workshop of a communicator and media expert, as well as effectively select information in order to solve a task formulated by themselves or others.                                                                                                                                                                        | Is able to correctly select sources and use appropriate research methods to define issues related to public opinion | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report |
|                                 | [DZiKSMU2_U10] He/she is able to cooperate and work in a group, set and achieve common goals, assume various roles in the team, including managerial ones.                                                                                                                                                                                                                                                                                      | Is able to cooperate in a group to carry out tasks in the field of public opinion research and analysis             | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report |
|                                 | [DZiKSMU2_U04] He/she is able to independently identify and solve problems characteristic of media and media-related activities; select means and methods of work adequate to the proper performance of professional tasks.                                                                                                                                                                                                                     | Is able to independently select working methods in order to explain phenomena in the field of public opinion        | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report |
|                                 | [DZiKSMU2_W06] He/she has an in-depth knowledge of the processes of social communication development and media systems of various countries and understands their conditions and principles of functioning.                                                                                                                                                                                                                                     | Has extended knowledge of the processes of shaping public opinion                                                   | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report |
|                                 | [DZiKSMU2_K04] He/she is ready to think and act in an entrepreneurial manner.                                                                                                                                                                                                                                                                                                                                                                   | Can actively use knowledge of public opinion                                                                        | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report |
| Subject contents                | Introduction to the subject of the subject. Features of public opinion. Stages of public opinion formation. Stereotype and its social functions. Spiral of silence. Agenda setting hypothesis. Public opinion research and the so-called "survey democracy". Public opinion and new media.                                                                                                                                                      |                                                                                                                     |                                                                                         |
| Prerequisites and co-requisites |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                     |                                                                                         |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                        | Passing threshold                                                                                                   | Percentage of the final grade                                                           |
|                                 | activity, project                                                                                                                                                                                                                                                                                                                                                                                                                               | 51.0%                                                                                                               | 100.0%                                                                                  |

|                                                                |                                                                                                                                                                                                                                                   |                                                                                                                                                                                   |
|----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                  | Lippmann W., Public opinion, Kraków 2020. Młyniec E., Public opinion. elements of political theory and practice, Toruń, 2015. Nowak-Teter E., Public opinion online, Lublin 2023. |
|                                                                | Supplementary literature                                                                                                                                                                                                                          | <a href="https://www.ipsos.com/pl-pl/news-and-events/overview">https://www.ipsos.com/pl-pl/news-and-events/overview</a>                                                           |
|                                                                | eResources addresses                                                                                                                                                                                                                              |                                                                                                                                                                                   |
| Example issues/<br>example questions/<br>tasks being completed | Select an issue that is present in the media space, characterize it and explain why it is an important phenomenon for local or supra-local public opinion and determine both what stage of public opinion formation is the issue you have chosen? |                                                                                                                                                                                   |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                    |                                                                                                                                                                                   |

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