

# **PUBLIC OPINION MANAGEMENT TECHNOLOGIES**

Number of credits: 4 ECTS

Course period: 2 semester / 1 class per week

Language of Instruction: English

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## **Course description**

The purpose of discipline is to teach Master's students to identify and use modern management techniques of public opinion in a variety of fields such as business, government, politics and the social sphere.

Discipline objectives: to generate among Master's students understanding of the nature of public opinion through the study of the theoretical concepts of this phenomenon, as well as its forms and functioning in the real life, to show them the main current channels, tools, and public opinion management techniques taught to see the manipulative and negative public opinion management technology avoid their effects and counteract them, teach the use of available public opinion management technologies.

Lectures and reading materials. Participating in the lectures and reading the assigned papers are the most essential parts of the course. All enrolled students are therefore expected to participate in all lectures and read all assigned papers.

Seminars. The seminars are organized and conducted by the Instructor. The student performance at the seminars will be assessed based on three criteria: attendance, preparedness, and activity.

## **Prerequisites**

Lectures, seminars, group presentation, mid-term exam, final Exam.

## **Course outline**

Week 1. Lecture 1. Genesis and evolution of the concept of "public opinion". The history of the phenomenon of public opinion-research.

Week 2. Lecture 2. Subjects and objects of public opinion.

Week 3. Seminar 1. Public opinion as a socio-political phenomenon.

- Week 4. Seminar 2. Statics and dynamics of public opinion.
- Week 5. Seminar 3. The main methods of public opinion research.
- Week 6. Seminar 4. Methods and mechanisms of influence on public opinion.
- Week 7. Seminar 5. Methods and mechanisms of influence on public opinion.
- Week 8. Seminar 6. The mass media and public opinion.
- Week 9. Seminar 7. The mass media and public opinion.
- Week 10. Seminar 8. Integrated communications and public opinion.
- Week 11. Seminar 9. Integrated communications and public opinion.
- Week 12. Seminar 10. Public opinion and politics.
- Week 13. Seminar 11. Public opinion in modern Russia.
- Week 14. Seminar 12. Public opinion in modern Russia.

Final exam

### **Assignments**

For each part of the course there will be an individual assignment to write a short paper addressing a specific question. The assignments will be graded and commented by the Instructor with one paragraph of comments.

### **Examination**

Mid-term exam consists of a multiple choice test of 20 questions that deal with terms, ideas, and facts covered during the previous weeks and a short (not exceeding 250 words) written answer to one of two questions based on material covered within the previous weeks.

Group presentation: A PowerPoint (or Prezi, or OpenOffice) presentation of 20-25 slides prepared by a working group (depending on the number of students in the class but not more than four students in a group) on one of the issues covered in the course. The presentation will be followed by a Q and A session. Presenters are expected to demonstrate their use of theoretical and methodological tools discussed during the course for analysis of the subject of their presentation.

Final Exam consists of an open-ended test that requires short (1-3 sentences) responses to 20 questions based on the material covered within the course and a short academic essay (2,500 words) on one of three suggested topics.

### **Course evaluation**

ECTS Grade	Points	Russian grade
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A	100-91 points	“excellent”: 100–80 points
B	90-81	
C	80-71	“good”: 79– 60 points
D	70-61	
F: failed	less than 60 points: failed	“satisfactory”: 59–40 points
		“unsatisfactorily”: failed, less than 40 points

### Core reading

1. Бузни Е. Н. История связей с общественностью: [учеб. пособие] / Е. Н. Бузни. — М.: Вузов-ский учебник: ИНФРА-М, 2011. — 191, [1] с. Бердников И. П. PR-коммуникации. Практи-ческое пособие [Электронный ресурс] / Бердников И. П. – М.: Дашков и Ко, 2010. – 105 с.
2. Кривоносов А. Д. Основы теории связей с общественностью: [учебник для студентов ву-зов, обучающихся по направлению подготовки (специальности) "Связи с общественно-стью"] / А. Д. Кривоносов, О. Г. Филатова, М. А. Шишкина. — СПб. [и др.]: Питер, 2012. — 375, [1] с.: ил.
3. Марков А. А. Связи с общественностью в органах власти : учебное пособие для студентов вузов, обучающихся по направлению подготовки (специальности) "Реклама и связи с об-щественностью" / А. А. Марков. — Москва : ИНФРА-М, 2014. — 188, [1] с.

### Recommended reading

1. Букша К. С. Управление деловой репутацией. Российская и зарубежная PR-практика / К. С. Букша. — М. [и др.] : Вильямс, 2007. — 141, [1] с. : ил.
2. Гостенина В. И. Социология массовой коммуникации: [учеб. пособие для вузов по направ-лению подгот. (специальности) "Связи с общественностью"] / В. И. Гостенина, А. Г. Кисе-лев. — М.: Альфа-М: ИНФРА-М, 2012. — 350 с.
3. Грушин Б. А. Мнение о мире и мир мнений: Проблемы методологии исследования обще-ственного мнения / Б. А. Грушин. — М. : Политиздат, 1967. — 400 с.
4. Добреньков В. И. Методы социологического исследования : учебник : [для вузов по специ-альности 020300 "Социология"] / В. И. Добреньков, А. И. Кравченко ; Моск. гос. ун-т им. М. В. Ломоносова. — М. : ИНФРА-М, 2006. — 767 с.

5. Доценко Е. Л. Психология манипуляции: феномены, механизмы и защита / Е. Л. Доценко. — 3-е изд., испр. и перераб. — СПб. : Речь, 2003. — 304 с. : ил.
6. Политическая и партийная система современной России. (Москва, 2 октября 2009 г.) [Электронный ресурс]. — М. : Научный эксперт, 2009. — 368 с. — <URL: <http://www.biblioclub.ru/book/78316/>>.