Universidad Rey Juan Carlos

TEACHING GUIDE

PUBLIC OPINION AND INTERNATIONAL JOURNALISM

GRADO EN RELACIONES INTERNACIONALES (INGLÉS)

ACADEMIC YEAR 2026-27

Q2803011B UNIVERSIDAD REY JUAN CARLOS
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I.-Subject Identification	
Type	FORMACIÓN BÁSICA
Teaching period	2 course, 2Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation

The aim of the course on Public Opinion and International Journalism is to provide the students with a sound knowledge of the multiple processes involved in the shaping, presentation, and influence of public opinion. They will be able to answer questions such as: What is the meaning of public opinion? What is the relationship between mass media, digital communication, and public opinion? What is the impact of public opinion on democracy? What is the influence of public opinion on international issues? What is the role of international journalism in the creation of public opinion? How do misinformation and disinformation affect public opinion and democracies?

Students will understand the contemporary information environment, different communication phenomena, and will be able to critically analyze the role of the media and the journalistic profession in contemporary societies, with special attention to the international relations dimension.

Students will learn different theoretical perspectives for understanding public opinion and the processes involved in relation to mass media and politics. They will acquire tools to analyze international issues and conflicts with a critical and rational approach in order to apprehend all factors involved, as well as contrasting or contradictory viewpoints. Also, they will gain knowledge on research techniques to study and measure public opinion and the applications that mass media and journalists made of those studies.

Other aims of this subject are: To achieve a critical and rational ability to understand the complexities of modern societies and the global nature of events.To be able to understand all varieties and forms of information and how that information is presented by different instances in our every day life and in the mass media. To know the plurality of disciplines involved in the processes of public opinion-making. To approach that knowledge from a theoretical, political, and economic dimension. To become aware that public opinion is socially constructed. To identify the social representations of international issues, stereotypes, and hegemonic discourse.To acknowledge the role that political and economic power plays in the making of public opinion and how that power influences mass media.

III.-Learning outcomes

CG03. Students must have the ability to gather and interpret relevant data in order to make value judgements that include an analysis of the relevant political, legal, social, economic, scientific and ethical issues.

CG04. Students must be able to transmit information, ideas, problems and solutions to others, be they specialised or not.

CG05. Students must be able to work in groups, transmitting, sharing and processing information.

CE01. Students must acquire general knowledge on the source, development and nature of legal systems and protocols governing actions and meetings that regulate interpersonal and institutional relations in national and international scenarios.

CE09. Students must be aware of and understand the basic features of the globalisation of social, economic and political activity as well as the functioning of international organisations.

CE11. Students must be capable of identifying the process in which public opinion is formed in the area of international relations and develop skills to analyse the information and pass it on.

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.

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IV.-Contents

IV.A.-Syllabus

PART ONE
Definitions of public opinion:
1.1 The meanings of public opinion
1.2 The history of public opinion

PART TWO
Theories of public opinion:
2.1 Sociological perspectives
2.2 Psychological perspectives

PART THREE
Methods and research techniques on public opinion
3.1 Quantitative methods: surveys and content analyses
3.2 Qualitative methods: interviews and focus group

PART FOUR
Media, globalization, digital transformation, and public opinion
4.1 The role of mass media in society. A model of media and the social world.
4.2 The role of audience. The effects of mass media on public opinion.
4.3 Globalization, media and public opinion.
4.4. Digital media, technologies, and digital competence

PART FIVE
Public opinion, democracy and governance
5.1 Democracy, Political processes, policy making, and public opinion
5.2 Foreign policy, strategic communication, and public opinion
5.3 Disinformation, misinformation, propaganda and foreign information manipulation and interference (FIMI): institutional responses

PART SIX
International journalism and public opinion
6.1 Agenda setting, Framing, and Journalists routines
6.2 Journalism genres: hard news, interpretive journalism and opinion journalism
6.3 International journalism, foreign correspondents and news coverage of international conflicts and crises

IV.B.-Training activities

Type	Title
Academic tutorials	Written evaluation test of the different contents of the program
Group work	In-group research, written assignments and presentations
Other activities	Seminars and guest lectures
Lectures	Reading assignments and critical commentary
Individual work	Individual written assignment

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Theoretical sessions	Lectures on the course contents
Academic tutorials	Tutoring

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V.-Student workload	
Theoretical sessions	28
Resolution of exercises, problems, case studies, etc.	22
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	10
Academic tutorials	30
Related activities: conferences, seminars, etc.	18
Preparation of theoretical sessions and self-study	25
Preparation of practical tasks, exercises, case studies, projects, etc.	25
Preparation for tests and/or exams	22
Total student workload	180

VI.-Methodology and academic programme

Type	Period	Content
Theoretical sessions	Week 1 to Week 14	In-class teaching: Every week the teacher will explain a topic following the contents of the program.
Practical sessions	Week 1 to Week 13	In-class teaching: Every week there will be case studies, discussions, or practices, related to the theoretical issues explained. These work will be done individually and in groups and mainly in the classroom, but also students will be required to do some additional work.
Theoretical sessions	Week 1 to Week 14	Reading activities of suggested books and articles. Some reading assignments will involve the submission of a deliverable by the student.
Academic tutorials	Week 2 to Week 14	Tutoring will be conducted on-site and through videoconferences.
Seminars	Week 2 to Week 14	Seminar, conference or workshop attendance related to the contents of course (depending on availability)

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Tests and/or exams	Week 14 to Week 14	Final evaluation activity on the course contents (exam).
Theoretical sessions	Week 1 to Week 1	Public Opinion study design, reporting and presentation
Theoretical sessions	Week 1 to Week 1	Production of a journalistic piece
Active methodologies or innovative teaching	Week 1 to Week 1	Scenario-based discussions and simulations

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VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.
All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.
The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).
Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.
The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities

Assessment weighting
The assessment activities will be conducted on-site
Regular evaluation:
– Final on-site evaluation activity on the course contents (exam). The activity has a weight of a 40% of the final score. It is mandatory to pass the exam for passing the course. Minimum mark to pass: 5. Students that don't pass this evaluation activity will be re-evaluated during the extraordinary evaluation period.
– Individual written assignment. The instructor will inform the students during the first weeks on the details of this activity and will provide instructions including deadlines. It will consist con the production of a journalistic piece of analysis (international issue). The activity has a weight of the 25% of the final score. Minimum mark to pass: 5. Students that don't pass this evaluation activity will be re-evaluated during the extraordinary evaluation period.
– Final work in-group. The instructor will inform the students during the first weeks on the details of this activity related to public opinion and international topic issues and will provide instructions including deadlines. The activity will involve research on a topic (to be agreed with the instructor) and production of a written report, as well as the presentation of the report. The activity has a weight of the 25% of the final score. This evaluation activity has not a minimum score to pass and is not to be re-evaluated.
– Individual reading assignments and deliverables, individual or in-group case study analyses, and guest lectures (depending on availability). The instructor will inform the students during the first weeks on the details of these activities and will provide instructions including deadlines. These activities have a weight of the 10% of the final score. These activities are not to be re-evaluated.
Extraordinary evaluation:
It will be held during the extraordinary evaluation period and will be reaffirmed to evaluate the student in evaluation activities that are revaluable, as established in the teaching guide. In other words, it will apply only to those exercises or tests that have not been passed in the ordinary evaluation period (or have not been submitted to them) and that are revaluable.

VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.
Subject with possibility of academic exemption: Yes.

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VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

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

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

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

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.

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VIII.-Teaching resources and materials

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IX.-Professors	
Name and surname	RUBÉN ARCOS MARTÍN
E-mail address	ruben.arcos@urjc.es
Department	Comunicación Audiovisual y Publicidad
Campus	Madrid - Vicálvaro
Category	Titular de Universidad
Academic degree	Doctor
Person responsible for the subject	Yes
Tutorial timetable	Para consultar las tutorias póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	3
Number of sexennia	2
No. of positive evaluations by Docentia	1

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