

Sociology of public opinion and mass media.

The discipline is aimed at students mastering the basic theoretical and empirical areas of public opinion, mass media and mass communication in the modern world, expanding and deepening knowledge in the field of public relations, mastering the skills of sociological methods of their study. Within the credit module, the formation of future sociologists' ability to analyse public opinion, to apply special methods of its research is envisaged. The discipline orients students on the basic concepts, problems and theories that have place in the subject field of sociology of mass media, aimed at acquaintance with the essence and functions of mass communication in modern society, effects and manipulative potential of mass media, empirical research methods in this field.

As a result of mastering the discipline students will be able to:

- to collect statistical data on the state of public opinion;
- to compare the main sociological theories of mass media;
- to write press releases;
- to identify the mechanisms of influence of the media on public opinion;
- to imagine the essence of social effects of mass media;
- to have information about the manipulative arsenal of mass media influence.