

**Academic discipline:  
"Sociology of public opinion"**

<b>Code and name of specialty</b>	1-23 01 15 Social communication
<b>Training course</b>	3
<b>Semester of training</b>	5
<b>Number of class hours:</b>	50
<b>Lectures</b>	28
<b>Seminar classes</b>	32
<b>Practical exercises</b>	-
<b>Laboratory classes</b>	-
<b>Form of intermediate assessment (credit/differential credit/exam)</b>	credit
<b>Number of credits</b>	3
<b>Competencies to be formed</b>	To master the research skills; the use of tools of the sociology of public opinion to study various socio-cultural processes; the use of methods of sociological research in the study and formation of public opinion; tracking the activities of organizations studying public opinion in the post-Soviet countries and the world.
<b>Summary of the content of the academic discipline:</b>	
"Sociology of public opinion" is a discipline aimed at mastering the complex of sociological knowledge necessary for the practical activity of a specialist in social communications, as well as the formation of skills for preparing effective management decisions. It provides the approaches for understanding the essence and functioning of public opinion as a social institution; representation of the genesis and state of public opinion research in Western and post-Soviet countries; translation of systemic ideas about the methodology and methods of public opinion research; the study of the activities of the main organizations conducting public opinion research.	