



# EXTENDED CAMPUS

COLLEGE of PROFESSIONAL  
and CONTINUING STUDIES

## COMM 6473-101: Communication and Public Opinion

### Course Description:

This course examines the concept and measurement of public opinion. The purpose of the course is to provide students with the critical and analytical tools for evaluating the role of public opinion in modern times. Students who pass this class will know how surveys are conducted and how to read survey results. They will also learn about how the media may affect public opinion and about the role of public opinion in democratic society.

### Class Dates, Location and Hours:

Dates: August 16 – 18 & 23 – 25, 2019

Location: College of Allied Health, OU Health Sciences Center, 1200 N. Stonewall, Oklahoma City, OK 73117-1215

Hours: Friday 5:30-9:30 p.m.; Saturday 8:30 a.m.-4:30 p.m.; Sunday 1:00-5:00 p.m.

Last day to enroll or drop without penalty: July 18, 2019

### Site Director:

Email: [apokc@ou.edu](mailto:apokc@ou.edu). Phone: 405-271-4522.

### Professor Contact Information:

Course Professor: Jill A. Edy

Mailing Address: Burton Hall, 610 Elm Ave., Norman, OK 73019

Telephone Number: 405-325-5051

Fax Number: 405-325-7625

Email Address: [jedy@ou.edu](mailto:jedy@ou.edu)

Professor availability: The professor will be available via email to students before and after the class sessions. On-site office hours are half an hour before and after each class session, by appointment.

### Textbook(s) and Instructional Materials:

Student materials are available at the OU Bookstore Website at <https://ou.textbookx.com/institutional/index.php>. There is no longer a physical bookstore, the store will remain, but textbooks will not be stocked. The website has book selling, renting, buying, returning, and order tracking capabilities. If you need help with an order, or if you have any questions contact the toll-free phone at 1-(855)-790-6637, agents are available from 9a – 5p (EST) Monday – Friday. For more information or questions about textbooks, feel free to contact [apsyllabi@ou.edu](mailto:apsyllabi@ou.edu). Text prices are available online

1. Glynn, C. J. et. al. (2016). *Public Opinion*. 3<sup>rd</sup> Edition. Boulder, CO: Westview Press.
2. Asher, H. (2017). *Polling and the Public: What Every Citizen Should Know*. 9<sup>th</sup> Edition. Washington, DC: Congressional Quarterly Press.
3. Additional readings posted to the course website on Canvas.

**Course Objectives:**

- Understand basic techniques for conducting public opinion surveys
- Learn basic techniques for interpreting survey results
- Know how communication processes influence public opinion
- Appreciate the role of public opinion in democracy

**Course Outline:**

The course will consist of lectures and discussion of texts and other materials provided by the professor. Major topics to be addressed include:

- Procedures for conducting public opinion surveys
- Sources of error in public opinion surveys
- Interpreting public opinion surveys
- Psychological and social aspects of public opinion
- Communication processes and public opinion
- Public opinion and democracy

**Assignments, Grading and Due Dates:**

| <b>Assignment</b>           | <b>Due Date</b>          | <b>Percent of grade</b> |
|-----------------------------|--------------------------|-------------------------|
| Reflection Papers (3 @ 10%) | First day of class       | 30                      |
| Participation               | During class sessions    | 15                      |
| Final Exam                  | Last class session       | 30                      |
| Final Paper                 | <b>September 9, 2019</b> | 25                      |

**Grading:**

This is a letter-graded course: A, B, C, D, or F.

**Notice:** Failure to meet assignment due dates could result in a grade of I (Incomplete) and may adversely impact Tuition Assistance and/or Financial Aid.

## **POLICIES AND NOTICES**

### **Attendance/Grade Policy**

Attendance and participation in interaction, individual assignments, group exercises, simulations, role playing, etc. are valuable aspects of any course because much of the learning comes from discussions in class with other students. It is expected that you attend all classes and be on time except for excused emergencies.

Excused absences are given for professor mandated activities or legally required activities such as emergencies or military assignments. It is the policy of the University to excuse absences of students that result from religious observances and to provide without penalty for the rescheduling of examinations and additional required class work that may fall on religious holidays. Unavoidable personal emergencies, including (but not limited to) serious illness; delays in getting to class because of accidents, etc.; deaths and funerals, and hazardous road conditions will be excused.

If you are obtaining financial assistance (TA, STAP, FA, VA, Scholarship, etc.) to pay all or part of your tuition cost, you must follow your funding agency/institution's policy regarding "I" (Incomplete) grades unless the timeline is longer than what the University policy allows then you must adhere to the University policy. Students who receive Financial Aid must resolve/complete any "I" (Incomplete) grades by the end of the term or he/she may be placed on "financial aid probation." If the "I" grade is not resolved/completed by the end of the following term, the student's Financial Aid may be suspended making the student ineligible for further Financial Aid.

Students are responsible for meeting the guidelines of Tuition Assistance and Veterans Assistance. See the education counselor at your local education center for a complete description of your TA or VA requirements.

### **Academic Integrity and Student Conduct**

Academic integrity means honesty and responsibility in scholarship. Academic assignments exist to help students learn; grades exist to show how fully this goal is attained. Therefore all work and all grades should result from the student's own understanding and effort.

Academic misconduct is any act which improperly affects the evaluation of a student's academic performance or achievement. Misconduct occurs when the student either knows or reasonably should know that the act constitutes misconduct. Academic misconduct includes: cheating and using unauthorized materials on examinations and other assignments; improper collaboration, submitting the same assignment for different classes (self-plagiarism); fabrication, forgery, alteration of documents, lying, etc...in order to obtain an academic advantage; assisting others in academic misconduct; attempting to commit academic misconduct; destruction of property, hacking, etc...; intimidation and interference with integrity process; and plagiarism. All students should review the Student's Guide to Academic Integrity at [http://integrity.ou.edu/students\\_guide.html](http://integrity.ou.edu/students_guide.html)

Students and faculty each have responsibility for maintaining an appropriate learning environment. All students should review policies regarding student conduct at <http://studentconduct.ou.edu/>

### **Accommodation Statement**

The University of Oklahoma is committed to making its activities as accessible as possible. For accommodations on the basis of disability, please contact your local OU Site Director.

### **Adjustment for Pregnancy/Childbirth-Related Issues**

Should you need modifications or adjustments to your course requirements because of documented pregnancy-related or childbirth-related issues, please contact me as soon as possible to discuss. Generally, modifications will be made where medically necessary and similar in scope to accommodations based on temporary disability. Please see <http://www.ou.edu/content/eoo/faqs/pregnancy-faqs.html>.

### **Title IX Resources**

For any concerns regarding gender-based discrimination, sexual harassment, sexual misconduct, stalking, or intimate partner violence, the University offers a variety of resources, including advocates on-call 24/7, counseling services, mutual no-contact orders, scheduling adjustments, and disciplinary sanctions against the perpetrator. Please contact the Sexual Misconduct Office at [smo@ou.edu](mailto:smo@ou.edu) or (405) 325-2215 (8-5), or the Sexual Assault Response Team at (405) 615 -0013 (24/7) to report an incident. To learn more about Title IX, please visit the Institutional Equity Office's website at <http://www.ou.edu/content/eoo.html>

### **Course Policies**

Advanced Programs policy is to order books in paperback if available. Courses, dates, and professors are subject to change. Please check with your OU Site Director. Students should retain a copy of any assignments that are mailed to the professor for the course. Advanced Programs does not provide duplicating services or office supplies.

Any and all course materials, syllabus, lessons, lectures, etc. are the property of professor teaching the course and the Board of Regents of the University of Oklahoma and are protected under applicable copyright.

For more information about Advanced Programs, visit our website at: <http://www.goou.ou.edu/>

## INSTRUCTOR VITA

**Jill A. Edy, Ph.D.**

### Education

- 1998 Ph.D., Communication Studies, Northwestern University, Evanston, Illinois
- 1990 M.A., Mass Communications, University of Leicester, Leicester, England
- 1988 B.A., Summa Cum Laude, Special Honors, Political Communication, The George Washington University, Washington, D.C.

### Current Positions

- Advanced Programs Professor since 2003
- Associate Professor, Department of Communication, University of Oklahoma

### Frequently Taught Advanced Programs Courses

- COMM 6383 Seminar in Political Communication
- COMM 6970 War, Peace, and Media
- COMM 5013 Introduction to Graduate Study

### Major Areas of Teaching and Research Interest

- Political Communication
- Public Opinion
- Journalism
- Collective Memory

### Representative Publications and Presentations

- Edy, J. A. (2006). *Troubled Pasts: News and the Collective Memory of Social Unrest*. Philadelphia: Temple University Press.
- Edy, J. A. and Meirick, P. (2007). "Wanted, Dead or Alive: Media Frames, Frame Adoption, and Support for the War in Afghanistan," *Journal of Communication*, 57(1), 119-141.
- Edy, J.A. and Risley-Baird, E.E. (2016) "Misperceptions as Political Conflict: Using Schattschneider's Conflict Theory to Understand Rumor Dynamics." *International Journal of Communication*, 10, 2596-2615.
- Edy, J. A. and Snidow, S. M. (2011) "Making News Necessary: How Journalism Resists Alternative Media's Challenge," *Journal of Communication*, 61: 816-834.
- Edy, J. A. and Daradanova, M. (2006). "Reporting through the Lens of the Past: From Challenger to Columbia," *Journalism*, 7, 131-151.

### Major Professional Affiliations

- International Communication Association
- American Political Science Association
- National Communication Association
- Association for Education in Journalism and Mass Communication

### Representative Honors and Awards

- Nominee, Paul F. Lazarsfeld Award, Political Communication Division, American Political Science Association, 2000
- Top Three Faculty Paper, Mass Communication Theory and Society Division, Association for Education in Journalism and Mass Communication, Kansas City, MO, 1993
- Outstanding Dissertation Award, Northwestern University, 1999
- Northwestern University Graduate Student Fellow, 1991-1992
- Rotary International Scholar, 1988-1989
- Phi Beta Kappa, 1988, The George Washington University