

Course description template: Public Opinion

1- Course Name
public opinion
2-codeThe course
PO
3- Term/Year
2025-2026
4- Date this description was prepared
15/11/2025
5- Available forms of attendance
My presence
6- Total number of study hours
60
7- Name of the course coordinator
M.M. Ahmed Ayad Mahdi
8- Course Objectives
<p>Introducing the student to the concept of public opinion and its historical development 1-</p> <p>To enable the student to understand the laws governing the movement of public opinion and the factors that shape it 2-</p> <p>To provide the student with knowledge of the types of public opinion, its manifestations and functions 3-</p> <p>Enabling the student to measure public opinion, including measurement tools and samples. 4-</p> <p>Introducing the student to the relationship between public opinion and traditional and digital media 5-</p>
9- Teaching and learning strategies
<p>1-To provide the student with scientific knowledge on the subject of public opinion.</p> <p>2- PreparationThe student is educated scientifically so that he can understand and measure public opinion phenomena.</p> <p>3- Student empowermentUnderstanding the role of media in shaping public opinion</p> <p>4- The ability to formulate a media message capable of influencing public opinion</p> <p>5- The skill of surveying public opinion and understanding its trends through sound scientific tools.</p> <p>6- Explanation and interpretation of public opinion topics and their relationship to media work</p> <p>7- Stimulating the student's mind by asking questions and making him think about the answers.</p>

8- The student is asked to provide examples related to the topic, and then given the most accurate example, or their example is accepted if it is correct.

10- Course structure

Evaluation Method	Learning method	Unit name	Learning outcomes	Hours	Week
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The concept of public opinion	Acquiring knowledge	2	1
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The emergence and development of public opinion	Acquiring knowledge	2	2
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Reasons for interest in public opinion in the twentieth century	Acquiring knowledge	2	3
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The nature of public opinion	Acquiring knowledge	2	4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Public opinion laws	Acquiring knowledge	2	5
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Factors Shaping Public Opinion / Part 1	Acquiring knowledge	2	6

Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Factors Shaping Public Opinion / Part Two	Acquiring knowledge		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Types and divisions of public opinion	Acquiring knowledge	2	8
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Positive aspects of public opinion	Acquiring knowledge	2	9
Electronic, written, oral, and direct question tests		Negative aspects of public opinion	Acquiring knowledge	2	10
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The functions of public opinion in the political field	Acquiring knowledge	2	11
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	The functions of public opinion in the social sphere	Acquiring knowledge	2	12
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general	The evolution of public opinion measurement	Acquiring knowledge	2	13

	circumstances.				
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Difficulties in measuring public opinion	Acquiring knowledge	2	14
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Public opinion research jobs	Acquiring knowledge	2	15
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Methods of measuring public opinion / referendum	Acquiring knowledge	2	16
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Types of samples in public opinion research	Acquiring knowledge	2	17
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically,	Observation	Acquiring knowledge	2	18

	depending on the circumstances.				
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Interview	Acquiring knowledge	2	19
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The press and its relationship to public opinion	Acquiring knowledge	2	20
	My presence		First Month Exam – Second Semester	2	21
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Cinema and public opinion	Acquiring knowledge	2	22
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Theater and public opinion	Acquiring knowledge	2	23
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Conferences, seminars, and shaping public opinion	Acquiring knowledge	2	24
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Public opinion in a democratic system	Acquiring knowledge	2	25
Electronic, written, oral, and direct question	Delivering lectures and discussions in	Public opinion in a non-democratic	Acquiring knowledge	2	26

tests	person	system			
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	global public opinion	Acquiring knowledge	2	27
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Public opinion and foreign policy	Acquiring knowledge	2	28
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Public opinion and politics Electronic	Acquiring knowledge	2	29
		Written exam	Second Monthly Exam – Second Semester	2	30

11- Course Evaluation

The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily oral exams, and monthly exams. Editorial and reporting...etc.

20 marks for the first semester)15My theory and5practical(

20 (marks for the second semester)15My theory and5practical

60 degrees on theAFinal exam Annual effort grade 40

12- Learning and teaching resources

- 1)Sanaa Muhammad Al-Jabour, Media and Arab and International Public Opinion, Amman, Osama Publishing House, 2010
- 2)Shaimaa Zulfiqar, Theories in Shaping Public Opinion Trends, 2nd ed., Cairo, Egyptian-Lebanese House, 2009
- 3)Atef Adly El-Abd, Introduction to Communication and Public Opinion, Cairo, Dar Al-Fikr Al-Arabi, 1997
- 4)Farag El-Kamel, Media and Public Opinion Research, Cairo, University Publishing House, 2001
- 5)Max McCombs et al., News and Public Opinion, translated by Muhammad Safwat Hassan, Cairo, Dar Al-Fajr
- 6-Shaimaa Zulfiqar, Theories in Shaping Public Opinion Trends, 2nd ed., Cairo, Egyptian-Lebanese House, 2009
- 7)Atef Adly El-Abd, Introduction to Communication and Public Opinion, Cairo, Dar Al-Fikr Al-Arabi, 1997
- 8)Farag El-Kamel, Media and Public Opinion Research, Cairo, University Publishing House, 2001
- 9)Max McCombs and others, News and Public Opinion, translated by Mohamed Safwat Hassan, Cairo, Dar Al-Fajr.
- 10) University of Dhi Qar curriculum - College of Media, Department of Digital Media

