

1- Course Name
Public Opinion
2- Course Code
PO
3- Semester Year
2025-2026
4- Date of Preparation of this Description
11/15/2025
Available Attendance Forms
5
In-Person
6- Total Study Hours
60
7- Name of Course Coordinator
Mr. Ahmed Ayad Mahdi
8- Course Objectives
<p>1- To introduce the student to the concept of public opinion and its historical development</p> <p>2- To enable the student to understand the laws governing the movement of public opinion and the factors that shape it</p> <p>3- To provide the student with knowledge of the types, manifestations, and functions of public opinion</p> <p>4- To enable the student to measure public opinion, its measurement tools, and samples</p> <p>5- To introduce the student to the relationship between public opinion and traditional and digital media</p>
9- Teaching and Learning Strategies
<p>1- To provide the student with scientific knowledge of the subject of public opinion.</p> <p>2- To prepare the student scientifically to understand the phenomena of public opinion and measure it.</p> <p>3- To enable the student to understand the role of media in shaping public opinion</p> <p>4- The ability to formulate a media message capable of influencing public opinion</p>

5- Skill in surveying public opinion and understanding its trends through sound scientific tools 6- Explaining and interpreting public opinion topics and their relationship to media work 7- Stimulating the student's mind by asking questions and making him think about the answers 8- Ask the student to provide examples related to the topic, then give him the most accurate example or accept his example if it is correct.					
10 - Course structure					
Evaluation method	Learning method	Unit name	Learning outcomes	Watches	week
exam, electronic test, Written and oral and direct questions	Delivering lectures and discussions in person	The concept of public opinion	Acquire knowledge	2	1
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The emergence and development of public opinion	Acquire 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	Acquire knowledge	2	3
exam consists of an electronic The written test, an oral exam, and direct questions	Delivering lectures and discussions in person	The nature of public opinion	Acquire knowledge	2	4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Laws of public opinion	Acquire knowledge	2	5
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Factors Shaping Public Opinion / Part 1	Acquire knowledge	2	6
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Factors Shaping Public Opinion / Part Two	Acquire knowledge		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Types and divisions of public opinion	Acquire knowledge	2	8

Electronic, written, oral, and direct question testing	In-person lectures and discussions	Positive aspects of public opinion	Knowledge acquisition	2	9
Electronic, written, oral, and direct question testing		Negative aspects of public opinion	Knowledge acquisition	2	10
Electronic, written, oral, and direct question testing	In-person lectures and discussions	Functions of public opinion in the political sphere	Knowledge acquisition	2	11
Electronic, written, oral, and direct question testing	In-person or electronic lectures and discussions depending on the general circumstances	Functions of public opinion in the social sphere	Knowledge acquisition	2	12
Electronic, written, oral, and direct question testing	In-person or electronic lectures and discussions depending on the general circumstances	The evolution of public opinion measurement	Knowledge acquisition	2	13
Electronic, written, oral, and direct question testing	In-person or electronic lectures and discussions depending on the general circumstances	Difficulties in measuring public opinion	Knowledge acquisition	2	14
Electronic, written, oral, and direct question testing	In-person or electronic lectures and discussions depending on the general circumstances	Functions of Public Opinion Research	Knowledge Acquisition	2	15
Electronic, written, oral, and direct question testing	In-person or electronic lectures and discussions depending on the general circumstances	Methods of Measuring Public Opinion / Referendum	Knowledge Acquisition	2	16
Electronic, written, oral, and direct question testing	Lectures and discussions will be held in person or electronically, depending on the circumstances.	Types of Samples in Public Opinion Research	Knowledge Acquisition	2	17
Electronic, written, oral, and direct question testing	Lectures and discussions will be held in person or electronically, depending on the circumstances	Observation	Knowledge Acquisition	2	18

The electronic, written, oral test, and direct questions	Delivering lectures and discussion in person		Assessing knowledge	2	19
The electronic, written, oral test, and direct questions	Delivering lectures and discussion in person		Assessing knowledge	2	20
	In person		First month exam - Second semester	2	21
The electronic, written, oral test, and direct questions	Delivering lectures and discussion in person		Assessing knowledge	2	22
The electronic, written, oral test, and direct questions	Delivering lectures and discussion in person		Assessing knowledge	2	23
The electronic, written, oral test, and direct questions	Delivering lectures and discussion in person	Conferences, seminars, and shaping public opinion	Assessing knowledge	2	24
The electronic, written, oral test, and direct questions	Delivering lectures and discussion in person	Public opinion in the democratic system	Assessing knowledge	2	25
The electronic, written, oral test, and direct questions	Delivering lectures and discussion in person	Public opinion in the non-democratic system	Assessing knowledge	2	26
The electronic, written, oral test, and direct questions	Delivering lectures and discussion in person	Global public opinion	Assessing knowledge	2	27
The electronic, written, oral test, and direct questions	Delivering lectures and discussion in person	Public opinion and foreign policy	Assessing knowledge	2	28
The electronic, written, oral test, and direct questions	Delivering lectures and discussion in person	Public opinion and economic policy	Assessing knowledge	2	29
		Written exam	Second month exam - Second semester	2	30

Distribution of the grade out of 100 according to the tasks assigned to the student such as daily preparation and daily, oral, and monthly exams

and written exams and reports etc.

(grade for the first semester) 15 theoretical and 5 practical 20
(grade for the second semester) 15 theoretical and 5 practical
20 annual pursuit grade 40 and grade for the final exam 60



1) Sunaa Muhammad al-Jabouri, Media and Arab and World Public Opinion, Amman, Osama Publishing House, 2010 2) Shaimaa Dhu al-Fiqar, Theories in Forming Directions of Public Opinion, 2nd ed., Cairo, The Egyptian Lebanese Publishing House, 2009 3) Atef Adli al-Abd, Introduction to Communication and Public Opinion, Cairo, Dar al-Fikr al-Arabi, 1997 4) Faraj al-Kamil, Media Research and Public Opinion, Cairo, University Publishing House, 2001 5) Max McCombs and others, News and Public Opinion, translated by Muhammad Safwat Hassan, Cairo, Dawr al-Fajr

6- Shaimaa Dhu al-Fiqar, Theories in Forming Directions of Public Opinion, 2nd ed., Cairo, The Egyptian Lebanese Publishing House, 2009 7) Atef Adli al-Abd, Introduction to Communication and Public Opinion, Cairo, Dar al-Fikr al-Arabi, 1997 8) Faraj al-Kamil, Media Research and Public Opinion, Cairo, University Publishing House, 2001 9) Max McCombs and others, News and Public Opinion, translated by Muhammad Safwat Hassan, Cairo, Dawr al-Fajr, 10) Curriculum of Thi Qar University - College of Media, Digital Media Department