

Faculty of Economics and Political Science

Public Opinion

Information :

Course Code : PMM 202

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Political Mass Media

Instructor Information :

Title	Name	Office hours
Lecturer	Sarra Mohamed Moneir ElSayed Ahmed	

Area Of Study :

This course introduces students to the nexus of shaping, measuring and utilizing public opinion. It lays out the process how public opinion is shaped through media and other tools; how to measure public opinion through crafting the questions, picking the samples, conducting the poll, analyzing the results, and drafting the final report; and, in addition, the influence that public opinion might have on the decision making process and the policy makers. Agenda setting, framing and branding are also covered as well as the ethical principles and issues of performance that must be perceived.

Course Goals:

- Define the basic concepts of public opinion
- Explain theories of public opinion formation
- Compare public opinion research techniques
- Analyze historical and contemporary political scenes
- Analyze the effect of media forms on public opinion
- Investigate how public opinion is expressed in different public spheres, how it affected by culture, and how it impacts the governance
- Examine forces that shape public attitudes
- Create a culture of working in teamwork
- Examine how public opinion is affected by culture
- Analyze how public opinion impacts the governance

Description :

This course introduces students to the nexus of shaping, measuring and utilizing public opinion. It lays out the process how public opinion is shaped through media and other tools; how to measure public opinion through crafting the questions, picking the samples, conducting the poll, analyzing the results, and drafting the final report; and, finally, the influence that public opinion might have on the decision making process and the policy makers.

Course outcomes :

a. Knowledge and Understanding: :

1 -	Identify basic concepts of public opinion
2 -	Compare theories of public opinion formation
3 -	Identify forces that shape public attitudes

b. Intellectual Skills: :

1 -	Assess historical and contemporary political scenes
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2 -	Inspect how the media developments affect public opinion formation
3 -	Compare how public opinion is expressed in different public spheres
c. Professional and Practical Skills: :	
1 -	Conduct public opinion research
2 -	Conduct a critical evaluation of public opinion case studies
d. General and Transferable Skills: :	
1 -	Use computers and the Internet.
2 -	Work in a team environment.
3 -	Translate to and from other languages.
4 -	Apply practical and professional problem solving

Course Topic And Contents :			
Topic	No. of hours	Lecture	Tutorial / Practical
Introduction to the course and syllabus The World Outside and the Pictures in Our Heads	3	1	
Stereotypes versus Interests	3	1	
The Making of a Common Will The Image of Democracy	3	1	
Media and Public Opinion	3	1	
Documentary screening and assignment	3	1	
Presentations Revision	3	1	
Midterm Exam		1	
Public Opinion Research	9	3	
The Public Sphere	3	1	
Historical and contemporary political scenes	3	1	
The Appeal to the Public	3	1	
The Appeal to Reason Revision	3	1	
Final Exam		1	

Teaching And Learning Methodologies :
Data show and computer in lectures
Lectures by instructor
Tutorials by assistant
Screening of videos
Group discussion
Group project
Group Presentation

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Attendance, Participation, Assignments, Projects and Presentations)	30.00		To assess understanding, theoretical background of the intellectual skills, knowledge and teamwork.
Final Exam	40.00	15	To assess knowledge and intellectual skills
Midterm Exam	30.00	7	To assess knowledge and critical skills