

Faculty of Economics and Political Science

Media and Shaping Public Opinion

Information :

Course Code : PMM 301

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Political Mass Media

Instructor Information :

Title	Name	Office hours
Associate Professor	Samah Mohamad Mohamady Saad	
Lecturer	Abeer Ahmed Ahmed Mohamed Shousha	5
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Area Of Study :

With its direct access to the human mind and immunity against censorship, media; broadcasting, newspapers and TV plays a dangerous role in shaping public opinion. The mechanism of news production, funding, spinning, subconscious formation, public mobilization and others are the subjects that this course investigates closely to give students full access to the process through which media plays the fundamental role in shaping public opinion.

Course Goals:

- Identify effects studies
- Evaluate how new and traditional media affect public opinion formation
- Measure published story biases and their effect on the public
- Compare strategies of how the media affects the public and how the public affect the media

Description :

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Course outcomes :

a. Knowledge and Understanding: :

- 1 - Define public opinion
- 2 - Identify the sources of public opinion

b. Intellectual Skills: :

- 1 - Inspect the nature of media and its role in democracy
- 2 - Evaluate how political campaigns affect public opinion

c. Professional and Practical Skills: :

- 1 - Compare the effects of traditional media and new media on public opinion formation
- 2 - Illustrate the effect of media on political socialization

- 3 - Measure the effects that public opinion polls have on the public

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
Introductory Lecture and Course Outline	3	1	
What is Public Opinion?	3	1	
Sources of Opinions	3	1	
Characteristics of public opinion formation	3	1	
Effects of traditional media on public opinion formation	3	1	
Effects of new media on public opinion formation	3	1	
Midterm Exam		1	
Political Socialization in the media	6	2	
Effects of publishing public opinion poll results	3	1	
Understanding the nature of media and democracy	3	1	
Media influence on opinion and behavior	6	2	
Final Exam		1	
Political campaigns effects on public opinion	3	1	

Teaching And Learning Methodologies :

Demonstration videos
Presentation
Simulations
Debates
Group discussion
Research Paper

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Attendance, Participation, Assignments, Quizzes, Research Paper D	30.00		To assess understanding and theoretical background of the intellectual and practical skills.
Final Exam	40.00	15	To assess knowledge and intellectual skills
Midterm Exam(s)	30.00	7	To assess professional skills

Recommended books :

Maxwell McCombs. Setting the Agenda: The Mass Media and Public Opinion. Cambridge: Polity, 2006.

Slavko Splichal. Public Opinion: Developments and Controversies in the Twentieth Century. Lanham, MD: Rowman & Littlefield, 1999.

John Gray Geer, Public Opinion and Polling around the World: A Historical Encyclopedia. Santa Barbara, CA: ABC-CLIO, 2004.

Public Opinion and Campaign Finance: A Skeptical Look at Senator McCain's Claims. Washington, D.C.: Cato Institute, 2003.