
Faculty of Economics & Political Science

Public Opinion

Information :

Course Code : PSC 408

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Public Administration

Instructor Information :

Title	Name	Office hours
Lecturer	Sahar Mohamed Talaat Mohamed Abdallah El Ashmawy	
Teaching Assistant	Lamiaa Akmal Emad ElDeen Zaghloul Elokaely	

Description :

The course discusses different theories concerning public opinion and media especially in the south. First it defines the concept of public opinion; its determinants, its inception, way of affecting it, how to measure it. Then defining media and communication theory, systems of communication, and roles of media in development. Finally discussing the international dimension of media institutions.