



### Course Specification

<b>Course name:</b> Public Opinion <b>Course Code:</b> COM 205	<b>Program:</b> All Programs <b>Academic level:</b> Level Two
<b>Specialization:</b> General	<b>Number of studying units:</b> <b>Theoretical:</b> 3 \ <b>Practical:</b> --

#### • Intended Learning Outcomes of Course (ILOs)

##### a) Information and concepts

- A/1 Demonstrate the concepts of public opinion, rumors and media misinformation.
- A/2 Demonstrate the basic concepts of the public domain and electronic public opinion.
- A/3 Recognize how rumors are made and the methods of media disinformation.
- A/4 Demonstrate the pillars of public opinion and its components.
- A/5 Recognize methods of persuasion and strategies for influencing public opinion.

##### b) Intellectual skills

- B/1 Analyzing public opinion campaigns.
- B/2 Selecting appropriate public data collection tools.
- B/3 Analysis of the components of public opinion.
- B/4 Classify the characteristics of electronic public opinion
- B/5 Discussing theories related to the role of the media in shaping public opinion.
- B/6 Criticizing and evaluating public opinion campaigns in light of professional and ethical standards

##### c) Professional and practical skills

- C/1 Employing the usage of persuasion methods of public opinion, according to each case.
- C/2 Planning public opinion campaigns and using its tools efficiently
- C/3 Conducting public opinion research and surveys and being able to analyze them and analyze the public efficiently.
- C/4 Using the Internet and databases efficiently and professionally to analyze and evaluate public opinion campaigns.

##### d) General and transferable skills

- D/1 Dealing efficiencies with the computer and its various programs and accessing the Blackboard educational platform.
- D/2 The Internet is used to gather information on public opinion issues.
- D/3 Think critically. D/4 a team member.
- D/5 Using social media and criticizing its performance as a means of forming public opinion.

#### Course Content:

- 1/4 The concept of public opinion and its pillars (the public - the controversial issue - the discussion - the directions - the specific time and place - the possibility of making an impact)
- 2/4 The different approaches to forming public opinion (social, political and media approaches). 4/3 the elements of public opinion.
- 4/4 Types and divisions of public opinion. 4/5 The concept of electronic public opinion, its features and the difference between it and traditional public opinion.
- 2/4 The methods of persuasion most used in shaping public opinion.

4/7 mid-semester exam.

4/8 Media strategies to influence public opinion. 4/9 Positive and negative aspects of public opinion.

4/10 The characteristics and functions of public opinion. 4/11 The stages of forming public opinion.

4/12 Measuring public opinion (types of public opinion surveys - methods for measuring public opinion).

4/13 Public opinion, rumors and media misinformation techniques. 4/14 Theories explaining the role of the media in shaping public opinion.

4/15 Final Exam.

### **Teaching and Learning Methods:**

1/5 Lectures (face to face learning). 5/2 Discussion. 3/5 Case studies by presenting campaigns for public opinions, exchanging opinions and teamwork. 5/4 Self-learning by searching on the Internet, searching within the library, summarizing what he has seen, and using what he read during the discussions. 5/5 Presentations. 5/6 E-learning through the Blackboard platform and interactive lectures via the platform.

### **Student Assessment Methods:**

7/a/1- The mid-term written test. 7/a/2- Tuition fees to assess the student's ability to do research 7/a/3- Discussion, participation and observation of students' behavior and performance in the lecture. 7/a/4- Written test at the end of the semester.