



### Course Specification

<b>Course name: Public opinion</b> <b>Course Code: COM 205</b>	<b>Program: Journalism</b> <b>Academic level: Second Level</b> <b>Semester: Second Semester</b>
<b>Specialization: Journalism</b>	<b>Number of studying units: Theoretical: (3)</b> <b>Practical: (-)</b>

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

##### a) Information and concepts

- A/1- State The importance of public opinion
- A/2- recognize the origin of public opinion
- A/3- Identify the factors highlighted the importance of public opinion
- A/4- explain the stages of scientific thinking in public opinion phenomenon
- A/5- distinguish the difference between belief, direction, opinion and behavior

##### b) Intellectual skills

- B/1- Analyzes strengths, weaknesses and factors affecting public opinion
- B/2- analyzes how to create a public opinion on a particular phenomenon
- B/3- distinguishes between different types of public opinion

##### c) Professional and practical skills

- C/1- Evaluate the most important international and Arab media institutions playing an important role in forming public opinion
- C/2- To illustrate the impact of public opinion on the elections
- C/3- analyze the media content provided in the light of the concept and impact of public opinion

##### d) General and transferable skills

- D/1- Use the Internet to collect information on public opinion relationship with the political system.
- D/2- Make a report on one of the media acts
- D/3- Discuss and compare different views

#### Course Content:

1. Importance of public opinion
2. Stages of scientific thinking in the phenomenon of public opinion
3. Public opinion topics
4. The most important characteristics of public opinion
5. Types of public opinion in terms of time
6. Division of public opinion in terms of culture and change
7. Midterm exam
8. Properties of public opinion as a social phenomenon
9. Stages of public opinion
10. Public opinion goals
11. Public opinion surveys
12. Preparation of a survey form
13. Improved promotion techniques in public opinion
14. Relationship of public opinion on the democratic system
15. 15- Final Exam

#### Teaching and Learning Methods:

1. Lectures

2. presentations
3. Open discussions

**Student Assessment Methods:**

1. Midterm Exam to assess the student understanding
2. Student assignments to assess the student's ability on research and investigation.
3. Discussion and participation in the lecture.
- 4 - Final exam at the end of the semester.