



Course Description Form: Public Opinion

1- Course name					
Public Opinion					
2- Course code					
VGTY					
3- Semester/Year					
2026-2027					
4- Date this description was prepared					
15/10/2026					
5- Available forms of attendance					
In-person					
6- Total number of study hours					
60					
7- Name of the course coordinator					
Asst. Lecturer Saad Eidan Kadhim					
8- Course objectives					
Introducing the student to the concept of public opinion and its historical development 1- Enabling the student to understand the laws governing the movement of public opinion and the factors that shape it 2- Providing the student with knowledge of the types, manifestations, and functions of public opinion 3- Enabling the student to measure public opinion, including measurement tools and samples 4- Introducing the student to the relationship between public opinion and traditional and digital media 5-					
9- Teaching and Learning Strategies					
1- Providing the student with scientific knowledge on the subject of public opinion. 2- Preparing the student scientifically so that they can understand and measure public opinion phenomena. 3- Enabling the student to know the media's role in shaping public opinion 4- The ability to formulate a media message capable of influencing public opinion 5- Skill in surveying public opinion and identifying its tendencies through sound scientific tools 6- Explaining and interpreting public opinion topics and their relationship to media work 7- Stimulating the student's mind by posing questions and making them think about the answers 8- Asking the student to provide examples related to the topic, then giving the more accurate example or accepting theirs if it is correct					
10- Course structure					
Assessment method	Learning method	Unit name	Learning outcomes	Hours	Week
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	The concept of public opinion	Acquiring knowledge	2	1
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	The emergence and development of public opinion	Acquiring knowledge	2	2
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Reasons for the interest in public	Acquiring knowledge	2	3

		opinion in the twentieth century			
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	The nature of public opinion	Acquiring knowledge	2	4
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Laws of public opinion	Acquiring knowledge	2	5
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Factors shaping public opinion / Part One	Acquiring knowledge	2	6
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Factors shaping public opinion / Part Two	Acquiring knowledge		
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Types and classifications of public opinion	Acquiring knowledge	2	8
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Positive manifestations of public opinion	Acquiring knowledge	2	9
Electronic, written, and oral tests and direct questions		Negative manifestations of public opinion	Acquiring knowledge	2	10
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Functions of public opinion in the political sphere	Acquiring knowledge	2	11
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Functions of public opinion in the social sphere	Acquiring knowledge	2	12
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Development of public opinion measurement	Acquiring knowledge	2	13
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Difficulties of measuring public opinion	Acquiring knowledge	2	14
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Functions of public opinion research	Acquiring knowledge	2	15
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Methods of measuring public opinion / the referendum	Acquiring knowledge	2	16
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Types of samples in public opinion research	Acquiring knowledge	2	17
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion in person or electronically, depending on	Observation	Acquiring knowledge	2	18
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Interview	Acquiring knowledge	2	19
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	The press and its relationship to public opinion	Acquiring knowledge	2	20
	In-person		First Month Exam –	2	21

11- Course evaluation

Distribution of the grade out of 100 according to the tasks assigned to the student, such as daily preparation, daily and oral exams, monthly and written exams, reports, etc.

20 marks for the first semester (15 theoretical and 5 practical)

20 (marks for the second semester): 15 theoretical and 5 practical

60 marks for the final exam, and the annual coursework mark is 40

12- Learning and teaching resources

1) Sanaa Mohammed Al-Jabour, Arab and International Media and Public Opinion, Amman, Dar Osama, 2010

2) Shaimaa Zulfikar, Theories on the Formation of Public Opinion Attitudes, 2nd ed., Cairo, Egyptian Lebanese House, 2009

3) Atef Adly Al-Abd, Introduction to Communication and Public Opinion, Cairo, Dar Al-Fikr Al-Arabi, 1997

4) Farag Al-Kamel, Media and Public Opinion Research, Cairo, Dar Al-Nashr Lil-Jami'at, 2001

5) Maxwell McCombs et al., News and Public Opinion, translated by Mohammed Safwat Hassan, Cairo, Dar Al-Fajr

6- Shaimaa Zulfikar, Theories on the Formation of Public Opinion Attitudes, 2nd ed., Cairo, Egyptian Lebanese House, 2009

7) Atef Adly Al-Abd, Introduction to Communication and Public Opinion, Cairo, Dar Al-Fikr Al-Arabi, 1997

8) Farag Al-Kamel, Media and Public Opinion Research, Cairo, Dar Al-Nashr Lil-Jami'at, 2001

9) Maxwell McCombs et al., News and Public Opinion, translated by Mohammed Safwat Hassan, Cairo, Dar Al-Fajr,

10) Curriculum of the University of Dhi Qar - College of Media, Department of Digital Media

			Second Semester		
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Cinema and public opinion	Acquiring knowledge	2	22
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Theater and public opinion	Acquiring knowledge	2	23
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Conferences and seminars and the shaping of public opinion	Acquiring knowledge	2	24
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Public opinion in a democratic system	Acquiring knowledge	2	25
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Public opinion in a non-democratic system	Acquiring knowledge	2	26
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	World public opinion	Acquiring knowledge	2	27
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Public opinion and foreign policy	Acquiring knowledge	2	28
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Public opinion and electronic politics	Acquiring knowledge	2	29
		Written exam	Exam, second month – second semester	2	30