

Opini Public assessment rubric

Public Opinion Project on conventional platform.

Direction: chose one of the following form of communication to influence public opinion.

1. Rethoric with specified theme. The Content of rethoric script is printed and demonstrated.
2. Propaganda with specified theme. The Content of propaganda script is printed and demonstrated.
3. Agitation with specified theme. The Content of agitation script is printed and demonstrated.

Public Opinion Problem based on conventional platform.

1. Solve case study about problem in PR and public opinion. The content is printed and presented.
2. Solve case study about problem in politic and public opinion. The content is printed and presented.

Public Opinion Project on digital platform.

1. Designing social campaign for non-commercial purpose. The Content is presented in mass media.
2. Designing Marketing for advertising non-commercial purpose. The Content is presented in massmedia.
3. Research public opinion use survey/ polling data in digital media.

Mid-term test for Public Opinion course.

Direction: Create content for social media to influence public opinion with specified theme. Social media include:

1. Youtube
2. Instagram
3. Twitter
4. TikTok

No	Criteria/Grade	80-100	65-79	50-64	40-59	0-39
1	Message Structure	Konten yang dibuat memiliki urutan penyampaian pesan yang mudah untuk dipahami. Konten yang dibuat sudah mengandung tiga unsur struktur pesan yaitu conclusion drawing, ordering of argument, dan cover both side.	Konten sebagian besar telah menerapkan tiga unsur dalam struktur pesan, namun terdapat salah satu struktur pesan yang kurang dapat dipahami oleh audience.	The content demonstrates that the author, to a certain extent, understands and has applied concepts learned in the course.	The content does not demonstrate that the author has fully understood and applied concepts learned in the course.	The content demonstrates that the author has little understanding of the course.

2	Message style	Konten yang dibuat memiliki fokus terhadap fungsi pesan yang disampaikan. Konten juga mengandung variasi bahasa namun tetap mudah untuk dimengerti oleh audiens.	Fungsi pesan sudah memiliki fokus namun bahasa yang digunakan dalam pesan belum memiliki variasi bahasa yang sesuai.	Fungsi pesan dalam konten yang dibuat terlalu luas.	Fungsi pesan dalam konten belum ditentukan.	Fungsi pesan tidak relevant dengan tujuan dari konten yang dibuat.
3	Message appeal	Konten yang dibuat di media sosial dibagikan secara berulang, sesuai dengan karakteristik media sosial yang digunakan dan memiliki kekuatan pesan baik secara rasional atau emosional.	Konten sudah memiliki kekuatan pesan baik secara rasional dan emosional namun konten tidak sesuai dengan karakteristik media sosial yang digunakan.	Konten sudah dibagikan secara konsisten di media sosial, namun belum memiliki kekuatan pesan.	Konten yang dibuat tidak dibagikan secara berulang dan tidak konsisten.	Konten tidak relevant

Description of Course Unit
according to the ECTS User's Guide 2015

Course unit title	Public Opinion
Course unit code	IT081310
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth Semester
Number of ECTS credits allocated	
Name of lecturer(s)	
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Student are able to recognize theoretical concept of public opinion. 2. Student are able to demonstrate opinion public process in a case. 3. Student are able to implement opinion public research in form of survey or polling.
Mode of delivery (face-to-face, distance learning)	Hybrid Learning
Prerequisites and co-requisites (if applicable)	
Course content	<ol style="list-style-type: none"> 1. Concept of Public opinion 2. Difference of attitude, opinion and type of opinion 3. Theory of public opinion 4. Opinion leader and community media 5. Public opinion campaign and Marketing 6. Public opinion propaganda, rethoric, and agitation. 7. Public Relations and Public Opinion 8. Politics and Public Opinion 9. Mass media and Public Opinion 10. Utilizing public opinion, obstacles in public opinion, public opinion and policy 11. Public opinion influenced by social media 12. Methodology to collect data public opinion 13. Methodology to measure data public opinion 14. Project of public opinion research
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> 1. Glynn, C. J., Herbst, S., Lindeman, M., O'Keefe, G.J. & Shapiro, R.Y. (2016). <i>Public Opinion: Third Edition</i>. New York: Routledge.

	<ol style="list-style-type: none"> 2. Smith, B. L., Lasswell, H. D. & Casey, R. (2015). <i>Propaganda, Communication and Public Opinion: A Comprehensive Reference Guide</i>. Amerika: Princenton University Press. 3. Salmon, C.T., Donsbach, W. & Tsftati, Y. (Ed.). (2014). <i>The Sprila of Silence: New Perspectives on Communication and Public Opinion</i>. New York: Routledge. 4. Proress, D. L. & McCombs, M. (Ed.). (2016). <i>Agenda Setting: Readings on Media, Public Opinion, and Polcymaking</i>. New York: Routledge. 5. Splichal, S. (2022). <i>Datafication of Public Opinion and the Public Sphere</i>. London: Anthem Press. 6. McCombs, M., Einsiedel, E. & Weaver, D. (2017). <i>Contemporary Public Opinion: Issues and the News</i>. New York: Routledge. 7. McCombs, M. (2014). <i>Setting the Agenda: The Mass Media and Public Opinion Second Edition</i>. Cambridge: Polity Press. 8. Bloomsbury Academic. (2018). <i>News, Numbers and Public Opinion in a Data-Driven World</i>. New York: Bloomsbury Publishing Plc. 9. Yi, Wu. (2021) From Words to Images: The Rise and Treatment of Visual Public Opinion in the Post-epidemic Era. <i>Jurnal Audiens</i>, 2 (2), 248 – 255. https://doi.org/10.18196/jas.v2i2.11913 10. Khudaikulov, M. (2022). Public Opinion in Journalism. <i>International Journal of Social Science Research and Review</i>, 5 (11). https://doi.org/10.47814/ijssrr.v5i11.728 11. Yao, D., Wang, Z., & Tang, Yu. (2023). Ecological Change and Analysis of Public Opinion under Social Media Environment. <i>Advances in Applied Sociology</i>, 13 (1), 28 -42. doi: 10.4236/aasoci.2023.131003.
Planned learning activities and teaching methods	Student Presentation, Group Discussion, and Project Based Learning.
Language of instruction	English and Bahasa Indonesia
Assessment methods and criteria	Participatory activity, research project outcomes, quizzes, mid and final semester exams.