The Impact of Artistic Creativity in the Development of the Concept of Public Opinion through the Ages

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Abstract
This study speaks about the impact of artistic creativity in the development of the concept of public opinion historically beginning with the era of the Pharaohs, who saw a clear interest in public opinion and the creation of public opinion most of the Pharaoh and raise this opinion from the status of Pharaoh to the arrival of the stage of deification in Greece and the Romans, who cared about public opinion Vdoa in building Theaters and public squares for the purposes of art and theater and to express the public opinion and organize meetings for the general public and listen to their views where the ancient Greek and Roman times in the spirit of the masses and in the general format as they have many terms near And similar to the term common public opinion these days. The two scholars also discussed the use of artistic creativity to uncover the dimensions and manifestations of public opinion in the Middle Ages. Emperors and kings in Europe were concerned with the views of the general public and with the coming of Islam and through the Quranic verses that urged consultation and listening to the public and then the Prophet Muhammad peace be upon him. The principle of Shura, benefiting from the buildings of mosques specifically in the establishment of these dialogues as platforms to reflect one of the images of public opinion, his term, which has only recently appeared in the wake of the emergence of the Industrial Revolution, with the development of societies, the rise of large cities, the rise of democracies and the spread of newspapers, is today an integral part of public life, as a result of the communications revolution, the development of the audiovisual media and others. The power of public opinion and the promotion of political systems because it is considered a tool of stability and political continuity, but has become an innovative approach in the expression of public opinion.

Keywords: Public opinion, political systems, media, communication media, creativity and innovation, recipient

Introduction
It has been used for many years in the expression of humanity and public opinion in it. Old and modern political systems have been interested in public opinion, but the term "public opinion" as a scientific term is a modern term. The use of the term "public opinion", and the use of the term "public opinion" in the period of the 12th century during the reign of Louis The sixteenth by the Minister of Finance, the so-called Jacques Nekir during the French Revolution when the need of the French treasury to loans were obtained by a few of the largest money owners, where the French minister to the need and use (public opinion) as he put it instead of the use of few Of investors, and thus was the first to use the term public opinion. (Hijab, 2000, 23)Since then, this concept has become widespread and has become widespread by the media, the arts, political systems, organizations and parties all over the world. This concept has also deepened and increased interest in measuring public opinion and industry. Specialized centers have emerged that measure public opinion and work on adapting, manufacturing and controlling it. Creativity in the field of newspapers and advertisements and the arts of communication violation that it was believed that the means of creativity and art in the media are the public

opinion is the one that controls the manufacture. But formulated through innovative creative concepts varied expression of the term public opinion, including the term format In general, the spirit of the masses, the majority opinion, the prevailing culture, public opinion, the general will, the General Agreement, and other terms that are very close to the term and the concept of public opinion. With the development of life in its different aspects, the interest in public opinion has grown and has become an integral part of contemporary political life in all countries of the world, but it has been particularly special to the extent that many countries have established many centers that measure public opinion through direct referendum or through Or through the sampling system, and the political systems changed their behavior to fit the prevailing public opinion because they are convinced that the continuation of political systems is impossible to get if they do not correspond with public opinion, so public opinion has become a cornerstone of the basic All of this would not have been possible without the provision of specialized creative buildings and the design of visual, written and audiovisual media and other information technology media.

Objective of the Study

 This study aims to:

-    Identify the term of public opinion and the evolution of this term through the ages.
-    Identifying   terms   similar   to   the   term   public   opinion   and   using   similar   terms.
-    The study seeks to find a link between the use of the concept of public opinion and creativity in the means and centers of communication and different media and on the basis that these most sophisticated means are most related to the term public opinion and most used by the public.

The Importance of Studying

The importance of this study is shown in that it examines with interest the concept of public opinion and the development of this concept through the ages and how the attention of the systems and similar concepts since Greece, Romans and Greeks through the Islamic state until the present time where the interest in this term has grown unprecedented and public opinion has become an essential part of contemporary political life Political systems have benefited from the various modes of communication and innovations of this science and art in drawing the image of the great interest of the public opinion as it became interested in public opinion and established centers of measurement of public opinion plays its role in the desired. To contribute to the development of some theories that study the phenomenon studied and how to develop the arts of communication and creativity different and able to meet the individual to express his opinion in an innovative way sophisticated modern technology.

The Study Problem

The problem of this study lies in the existence of many media terms similar to the term public opinion and the lack of differentiation between this term and other terms and the existence of a great overlap between these terms, especially in the media, which became unprecedented attention to the views of the public, making many scientists and media creators in the fields describe The world has become a small village, an expression of the unprecedented spread of communication and ease of communication between the inhabitants of the Earth planets in terms of ease of communication among the world's population. As was the case in a number of Arab countries after 2010, where revolutions in a number of Arab countries as a result of not taking these systems public opinion (Al-Khudari, 2016, 45).

Previous Studies

There are many studies that dealt with the concept of public opinion and its development through the ages and the role of media and communication in the composition of this opinion and types and methods of measurement, but few of these studies have focused on the term public opinion where the study was more than the definition of this reformer, The study will contribute to clarifying the evolution of the concept and its components and the role of media and its impact on it. In his book Public Opinion,

1- Dr. Said Siraj mentioned that the opinion in developing countries is not important at all and that the developing countries do not care much about public opinion. He says that interest has started in public opinion since the beginning of the industrial revolution in Europe and that Europe was the first In the interest of public opinion after the industrial revolution was launched and many of the kingdoms turned from repressive to democratic states. (Siraj, 2008, 67).

2- Dr. Majid al-Khudari, in his book Public Opinion and Political Decision-Making, believes that public opinion is of great importance both in the countries of the first world and in third world countries, and indicates that public opinion has become a tool of modern political systems. To adapt and measure public opinion and to make use of it in political decision-making, where there is a clear link between public opinion and political decision-making (Khudari, 2006, 56).

3 - Max Makomas, author of Public Opinion and Public Opinion, believes that public opinion answers people to organizational questions and opinion polls on public matters, and that the reality of public opinion is more complex than that. It involves a constant mixture of thought, feelings and casual behaviors. The mixture of our experiences in childhood to the last of our conversations and the greatest of these effects is the stream of messages you receive from the daily news. (Mujahid, 2006, 121).

4- In his book, Dr. KamelKhorshid believes that the means of mass communication play important roles in crystallizing public opinion. They present four stages to form public opinion. This is the stage of emergence. The issue first appears, then the stage of defining and diagnosing the conflict. The stage of the case reaching the decision-making circle (Al-Debisi, 2016, 78).

He said that the media message includes news, programs, press coverage, guests and political statements, all under the media message. Media programs, which are part of the media message, have a great impact on the public in forming their public opinion on issues related to the government and the governors. General Characteristics of the design of information programs that influence the public opinion and notice the media relationship in influencing the public opinion towards political issues, where the messages of decision-makers to public opinion, which leads to the emergence of two pieces of support and support.

According to Dr. Fathi Hussein Amer, the author of public opinion polls on the Internet, there is a fact that we should all know about the public opinion polls in Egypt during the period before the first presidential elections after the revolution of January 25, 2012, that we live in an innovative lie called public opinion polls In order to identify the trends of the Egyptian people towards the presidential candidates and see that many of these polls are not true and that there are many different factors that control these polls, which confirms that they are directed surveys and not real surveys. (Khorshid, 2009, 55).

Study Hypothesis
Based on the study problem, there are many hypotheses that the researcher will deal with in this study
1. There is a clear difference between the concept of public opinion in democratic political systems and political systems in the developing world
2 - The media plays a major role in shaping public opinion, especially interactive media
3. The importance of public opinion in the twentieth century deepened with the emergence of new democratic systems and with the spread of modern means of communication, which has become the main problem of public opinion in various countries of the world.
4. Public opinion plays a major role in changing or maintaining political systems in the world
5 - There are many parties that try to influence public opinion and the industry opinion of public support or opposition and guide the public opinion to be a supporter of the political system or opposed to it.

Study Approach
Perhaps the most difficult things facing the researcher is to choose the curriculum of the study and since this study is one of the studies that study the development of the concept of public opinion through the ages, the researcher felt that the historical and experimental methods are used to infer the technical approach in the detection of the areas of creativity and development and excellence in it. The experimental approach in the social and human sciences, with the end of the nineteenth century, and it shows that it provides important results in research related to this science; it depends on the observation and control of experience in confirming or proving any law or idea, which gives the scientific nature of research in social fields And allows possibilities to confirm the results of the search by re-experiment more than once. The experimental method, as it is evident from the label, is based primarily on experiments by testing the relationships between the variables of the single phenomenon. "The scientific approach aims to establish the relationship between cause and effect between phenomena or variables. The experiment, in which one or more variables are manipulated, changes their content several times, and this variable is called the independent variable, which allows for the study of the effects of the independent variable in the variable that receives its effect (Rashwan, 1997, 56).

Then the technical approach that reveals the role of the media and the media in the style of criticism and artistic expression in the analysis of the impact on the objectives of the study The researchers used a number of theories in this study, the theory of public opinion, the theory of technical criticism, cultural theory, The theory of public opinion was born in Western society and thought, so that the phenomenon of public opinion is already a complex phenomenon characterized by being a phenomenon (psychological, social, political and communicative) that one makes it the most interesting dimension and known (McNon) public opinion It is an opinion on a subject that is possessed by intelligent and good-natured people. It is characterized by a gradual spread and is taken by almost all people, even if they differ in their level of education. This theory examines the molecules that led to the college, examining political behavior, media philosophy, psychological and social causes, and its implications that led to a collective mind and an agreement that reaches a unified public opinion. (Abu Asbaba, 1999, 143).

The phenomenon of public opinion is a fact that exists in all societies by differentiating and differing disclosure, as well as in acknowledging its importance in the channels of power and the institutions of regimes. Countries differ on how to deal with public opinion polls through which it is possible to reveal what people think and is an influential force In the social, cultural and political life of countries. Either the technical critical theory in social science is studying the dynamics of social change. It goes beyond explanation and explanation, to determine how man has a role in making change, that is, it leaves people to make their history, so that its objective is the technical criticism based on analysis and scrutiny with transparency and integrity, as it criticizes society for change. Was philosophical with the Frankfurt school in the

1930s. (Ghareeb, 1996, 45).

Either cultural theory It is believed that the first researcher who tried to establish a general theory of culture is the famous American anthropologist Lesley White (1900-1975), called his theory of "culture science," to take more systematic and scientific connotations compared to the meanings of this word that has been used conventionally since Early 19th century. White's popularity in the United States increased sharply in the 1950s and 1960s with the emergence of an evolutionary view of American anthropology. He was the only advocate of evolutionary theory in American anthropology and in anthropology itself (Monove, 2004, 543).

Terminology of Study
Public opinion: - It is the outcome of the gathering of public opinion in one of the matters presented for dialogue and discussion.

Is defined in English as "general opinion", a set of popular and general ideas of individuals living within a single society, also known as beliefs in an environment, which may be acceptable, correct, rejected and wrong, and can be reformulated, Or modify them in proportion to the circumstances surrounding them. (Al-Hamdani, 2013, 67).

Public opinion is one of the means of expression that people have known since ancient times. People's opinions have contributed to changing many concepts and ideas that belong to a group or a group of people, and opinion is one of the factors affecting many areas of human political life, , Social, and other, because it is linked to public expression, and clear from an opinion, with public support for it. Al-Mukhtar al-Thami defined public opinion as the prevailing opinion among the majority of the people who are aware of a particular period of time in one or more of the controversial issues.

Public opinion at the Pharaohs
The effects of ancient Egypt revealed a clear awareness of public opinion and of superior methods of influencing it and directing it to the desired destination such as pharaohs, the sanctification of the priests, the construction of the temples and the establishment of the pyramids. These were all sophisticated methods of influencing public opinion. A public opinion supporting the pharaoh and extinguishing the halo of holiness and deity upon him (Al-Abd, 2006, 34).

Public opinion in the Greeks
The ancient Greek cities were the first to give public opinion a wide scope to organize the affairs of the community. The Romans spoke of "common views" and reached the concept of public voice or the voice of the people. The Greek words "casa pfeme nomos" and "vxopopuli" Influence in public matters (Jabour, 2010, 67).

Public Opinion at the Romans
The Roman texts expressed public opinion with the voice of the people or the masses. The Roman emperor took care of the voice of the people and held public meetings in the Roman stands in order to listen to the voice of the people (Al-Rumaihi, 2007, 12).

The word was conveyed through personal contact and through the network of roads built by the Romans to connect the parties to their vast empire. These roads were established on the roads, with no more than 100 Roman miles, each of which is equipped with horses. The transfer of official letters and imperial drawings. The word and news had the effect of shaping Roman public opinion. The thinkers and preachers such as "Cicero" and his brother, "Conteos" a large role in the formation of public opinion. The latter has written a complete

message about the propaganda and its arts. This is in addition to the arts and newsletters that have a strong and effective influence on the minds, the imagination and the patterns of behavior (Okasha, 2002, 167).

Public opinion in the Middle Ages
In the Middle Ages, the world was defined as the general agreement or general consensus, based on the high concept of the general or collective feeling used by the pope's supporters and their adversaries to express the dominant traditions and general tendencies of public opinion in the disputed areas (Badr, 1998, 85)

Public Opinion in Islam
Islam stands out from public opinion as a clear and strong position, considering that public opinion is one of the topics and aspects of life. There is a term very close to the public opinion, which is mentioned in the Islamic literature.
And consensus in Islam has a great place in Islamic law, it is one of the evidence of the provisions, and not consensus only public opinion in its meaning and content, which confirms the interest of Islam in public opinion as well as the right custom, which is considered in some religious issues, It can be said that public opinion is the same, because custom is what is known among people and spread among themselves and them, so that they used it and made it and the way and the road. Islam urges consultation, especially in matters of state, politics and governance, and eliminates tyranny of opinion. God has ordered His Messenger to consult his companions first opinion in matters that do not provide, whether religious or secular.

God praised the believers who ordered Shura between them, and spend what God gave them, God Almighty said (and those who responded to their Lord, and set up the prayer and ordered them Shura among them and the livelihood we spend). And the constant in Islam that the Shura was carried out through the Islamic Councils that were in the ongoing meeting in the mosques, and attended by a large preparation of Muslims, is presented to them and put all the views and better and more judicious than what is happening in the special councils related to modern democratic countries, And the Shura Councils. It is clear from this that Islamic thought does not deprive the members of the Ummah of the right to choose those who will rule them, considering that this issue enriches them all, which confirms that the public opinion is guaranteed from the beginning in the Islamic political system. The Muslim caliphs were very interested in knowing the conditions of the parish and the trends of public opinion in it. There is no doubt that the Islamic world has known the Shura, which involves recognition of the importance of public opinion. The Almighty said: "They consulted with them." It is clear that Omar ibn al-Khattab was He himself studies public opinion by contacting the general public and listening to their hopes and pains (Mansour, 2004, 45)

Public Opinion in Modern Times
The English Philosopher John Locke was interested in studying the legal and moral foundations of the public opinion, especially in his article published in 1690 entitled Understanding and starting with the writings of Machiavelli (1469-1527). There was a remarkable development in how philosophical thought dealt with the so-Is taken into account in the struggle for power (Nafaa et al., 2002, 149) Russo (1712-1778) was the first philosopher to use the expression of public opinion and one of Russo's most important writings in the social contract. The basic idea behind the social contract can be considered the subject of unity ... the unity of social construction by subordinating the special interests of public administration. It is clear that the concept of the will of the people refers in practical practical terms to the essence of public opinion in its contemporary meaning. (Al-Sarraj, 2004, 65)

In the eighteenth century, the era of the Enlightenment came after the American Revolution and then the French as the two most prominent events that reflect the role and strength of public opinion. Then came the 19th

century, which was full of events and changes. The industrial revolution developed and invented the new means of communication until public opinion became strong and powerful. Large, the result of which was to ask workers to develop legislation.

The end of the 19th century saw the writings (Gustave Le Bon) social world who was one of the first , Who have realized the idea of (public) and (the bloc), and its influence in politics. Finally came the 20th century, crowned wins public opinion so that the advent of radio, tv and cinema may make this century public opinion, and the first world war in this century had a significant impact on strengthening public opinion the emergence of psychological studies in the new continent after the war that focused on The study of conduct, led to the discovery of the origin of behavior is but some photo prepare for work and launched the concept (positions) or (directions) this concept not only in essence, public opinion or the basis of public opinion. Since the beginning of the 1930s started what is called public opinion research where this research to measure attitudes and reactions to issues and topics in social and political life.

The huge events that occurred in the twentieth century which shook the conscience of the entire world from the first World War (1929-1932) and the second world war, have influenced this way or that public opinion and its role in national and international political life, public opinion has become a significant role in shaping Events and in guiding the bat makers put on their accounts, whether stated or not stated. (Rababa, 1988, 56).

Public opinion has become a tool for exercising political power in many countries, particularly in Europe, where political parties control and there is intense competition between political parties and to ensure that the party keep power works to make public opinion and make his loyal public opinion, view General tool President needed llastkoraro to continue at the helm. Hence many surfaced manufacture centers of public opinion in the West and in third world countries alike and became a political decision making centres are public opinion before making a decision Public opinion poll centres on two of them. Government and some private tracking who became measuring public opinion in a case for a fee and based on this measurement the political system often modify his behavior or change the decision was led by Public opinion is extremely important in our modern world, turning into a fundamental pillar of society, if the job State is community management and regulating, to obtain the views and preferences of citizens is one of the most prominent means to this post, so I became the bulk of States and political systems give Public opinion special place through specialized centres for the study of public opinion, with a view to managing and interacting with him, maintaining political and social stability.

Thus public opinion plays a big role in the decision making process within the State, however this role remain linked to the extent of public liberties community, as well as the nature of the political system and philosophy governing this system, public freedoms are safeguarding and guaranteeing the public opinion, the political system is Determines the size and how it interacts with citizens ' opinions and attitudes.

Public Opinion Industry
The media plays a big role in making public opinion and with the development of modern media and the information technology revolution, is no longer just a tool for contemporary media connect knowledge and provide people with the news or event, or even just a means of entertainment, but also became an effective tool in making public opinion That is no longer the future of information or news, but became mentally and intellectually influenced reacts and behaviorally with ASD through different media.

The modern means of notification varied programmes but by visions and ideas and principles working to effect change in the target community rather than in a specific service or particular community, but that happens at

the global level, making the whole world as some specialists say one village live event and receive news One time a Subscriber through modern media, such methods may be All forms and types of publications, or through audio, or through channels and satellite television became endless now, or Web pages that have become containing millions of Internet users, or notify the phone too frequently in recent times, there is no longer Disagreement about the critical role played by the media in changing the behaviour of entire peoples and ways that serve this purpose and contribute to media influence what is known as quantitative impact through repetition, where media to provide similar and repetitive messages about an issue or theme or specific character in this show cumulative impact over the long term, recipient DOE Will, wills or dad, whatever power the receiver's immunity against media message, happens there conduct reflex for the recipient and a comprehensive effect on him in the sense that media entrapping him everywhere, and that all of these factors lead to reduce the chance of the individual receiving the same to have an independent view on the issues raised, WPA Following the increase the chance the media in generating ideas and trends affecting public opinion in individual behaviors themselves.

Either the standard baseline for each outlet to keep going is credibility, and as the recipient of the discriminatory and estimated with frequent media and prevailing competitive situation become the surging value and credibility to shake this credibility is the death of the medium, if not directly It is in the long term, and the credibility issue cumulative, this does not affect the credibility of many programs or write a lot of articles but need many years to reach this credibility and thus earn the receiver the political systems work on controlling public opinion and guide public opinion to their advantage and through control of the media and try to direct the media to be in favour of the political system and Governments spend millions of dollars around the world to guide public opinion and make it to be her supporter Through media and advertising campaigns carried both advertised campaigns or undeclared campaigns are campaigns newsletter through the dissemination of news, interviews, press and television reports.

Main Factors Influencing the Formation of Public Opinion
Firstly: information and publicity: both the media and advertising media, press, radio, theatre, cinema and public meetings are positive force effective influence in the formation of public opinion, successful advertising precipitated defeated the Germans in two world wars, the media is the processes that Entail certain news and information dissemination is based on honesty, openness, and respect for saying masses and forming public opinion through propaganda, there are processes that are trying to influence public opinion through configuration on individual characters through their motivation and emotions and surprise them with the news And hype and false promises

Secondly: cultural factors : they represent the sum of customs, traditions, values and lifestyles that regulate human life within the environment in which they live, thoughts of the person who grew up in a luxurious environment than the person who grew up in a different environment and habits acquired during the socialization process different Impact on the individual provisions, and so the culture is one of the most serious factors influencing public opinion towards a particular subject, for example, the hatred of white Americans because blacks were the result of cultural elements have undergone in the past where child culture conditions American hostile direction earns Against Negroes

Thirdly: psychological factors: there are psychological factors affecting individual and in his behavior, the human may be capitalized, because love has strong fear instinct or acquired attributes of transcendence and exaltation and play a crucial role in developing fancies public opinion depending on the prevailing conditions in the midst of war, for example, people accept Opinions and believe in the validity and relevance, while complaining about peacetime which in normal circumstances and even in normal conditions influenced public

opinion delivers ideas without people knowing, subconscious influence in directing our thoughts and opinions regarding the action or incident or idea depending on previous experiences to what us edgy and shock.

Conclusion and Recommendations

Public opinion is not urgent or novelty but aware of old sciences human civilizations, ancient civilizations knew and Greek and Romanian public opinion but with different names

With the advent of the era of interactive media increased attention to public opinion and became in many studies the world universities and increased interest of Governments and political systems is widely believed to be their stability and survival depends on having a general supporter of her so many political systems worked on a general industry supporter has Special centers have been established to measure public opinion industry

With the advent of interactive media is becoming political systems cannot do without it as urgent because of its major role in shaping public opinion in modern times, especially with the spread of modern media

Public opinion has become the scientific industry and many States now resort to polling stations and to the media in order to form an opinion of a supporter.

Attention to public opinion and its manufacture and measured spread to all the countries of the developed and developing world a like stress the importance of public opinion and the role and position that became taken in communities

The Recommendations

Concern various means of communicating and connecting the old and modern role in influencing public opinion.

Caution and attention but the seriousness of some modern means of communication and public information role in influencing public perceptions and constants.

Employing various communication areas creators for public opinion and service societies and their development.

Increased attention to public opinions, especially in developing countries, including third world countries.

Increased attention to public opinion by universities and political parties, and political systems.

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