



KAUTILYA SCHOOL OF PUBLIC POLICY

GITAM (Deemed to be University)

Rudraram, Patancheru Mandal

Hyderabad, Telangana 502329

Course Code: PPOL6391	Course Title: Media, Communication and Policy	
Trimester: 1	Course Type: Skillshop	Credits: 1
Home Program(s): MPP	Batch/Academic Year: 2024-26	
Course Instructor: Smita Sharma	Teaching Assistants:	

Course Description

Media and Communication has become extremely interlinked and crucial to policy and policy debates around the world. This has made understanding the media landscape and policy interlinkage important for a public policy practitioner. Therefore this course will expose students to the contemporary debates of media and media related tools that are leveraged to influence policy.

Objectives and Outcomes

The objective of the course is to-

- Enable students to understand the intersection of media and policy issues.
- To give students skills needed in a media setting.
- To expose students to various forms of new media.
- To develop skills for better communication, articulation of policy issues and ideas.
- To expose students to the comprehensive media landscape and various challenges in news reportage.

Course Schedule

Session 1	The Newsroom Structure
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The first session will provide an overview of how a newsroom functions and students will be exposed to the following:-

- Understanding the 24/7 News Cycle and How New Media Works
- How To Use Media Platforms for awareness campaigns
- Discuss the proliferation of media, reach of mainstream media, and the impact and

importance of regional media.

- Changing media consumption among age groups.

Session 2	The Art of Conversation
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The second session focuses on verbal communication- research, approach in interviews, panel discussions; working on body language and articulation in front of cameras and in group discussions

- What makes for an engaging interview?
- Understanding the studio layout
- How to face the camera?
- Generating video content and explainers
- Approaching a panel discussion/ group discussion in a constructive manner
- Demonstrations in Studio.

Session 3	Group Discussions (Non-Graded- 8 x 6)
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The third session will involve group discussions on topics shared the day before with role play involved.

- 6 teams with 8 members each - will be allowed 30 mins each to discuss a policy proposal and come up with accepted solutions.

Session 4	Writing an Opinion Piece
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The fourth session will take students through the art of formulating opinions in print and online medium in different formats. Guest Lecture: Mr. Stanly Johny (Foreign Editor, The Hindu)

- How to write an Op-Ed
- how to structure written arguments
- How to pitch an Op-Ed
- New formats of writing and getting published

Session 5	Writing a Policy Paper and Framing Questions for Research
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<p>This session will deal with Methodology and tools involved in producing a policy paper</p> <p>Guest Lecture- (Online) - Riya Sinha, Researcher, CSEP.</p> <ul style="list-style-type: none"> ● The process of ideating, research and surveys involved, ● Framing your survey questions ● Writing an executive summary ● Structuring your policy brief. ● Reaching out to the media and collaborating for public policy awareness and discussions, working with the government, and lessons from some key policy projects. <p>Students will be divided into 8 groups of 6 each and be given 20 mins time for designing questionnaire, Feedback will be provided during session- Non Graded.</p>	
Session 6	Writing an Op-Ed Practice (Non- graded)
<p>Students to be divided into 16 groups of 3 each. 30 mins time to formulate the first two paras of an Op-Ed, and highlight structure of thoughts and arguments.</p>	

Session 7 & 8	Assessment and Feedback
<p>Individual Studio Practical OR Writing an Op-ed (Graded- 70 marks each)</p> <ul style="list-style-type: none"> ● 5 mins of Interviews Live or Live Interviews with One Guest Or Self Explainer on Policy Issues <p>OR</p> <ul style="list-style-type: none"> ● Op-Ed Topic will be shared on the day, with 30 mins allowed for preparation. Then hand written Op-Ed <p>Video Explainer Topics will be shared by 9th August. Students will have to notify format choice by 10th August.</p>	