

# KAUTILYA SCHOOL OF PUBLIC POLICY

GITAM (Deemed to be University) Rudraram, Patancheru Mandal Hyderabad, Telangana 502329

Course Code: PPOL6391	<b>Course Title</b> : 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

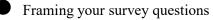
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importance of regional media.				
Changing media consumption among age groups.				
Session 2	The Art of Conversation			
The second session focuses on verbal communication- research, approach in interviews, panel discussions; working on body language 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				
• Demons	strations in Studio.			
Session 3	Group Discussions (Non-Graded- 8 x 6)			
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			
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			

This session will deal with Methodology and tools involved in producing a policy paper

Guest Lecture- (Online) - Riya Sinha, Researcher, CSEP.

The process of ideating, research and surveys involved,



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. 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.

Session 6

Writing an	<b>Op-Ed Practice</b>	(Non-graded)
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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.

## Session 7 & 8

Assessment and Feedback

Individual Studio Practical OR Writing an Op-ed (Graded- 70 marks each)

• 5 mins of Interviews Live or Live Interviews with One Guest Or Self Explainer on Policy Issues

OR

• Op-Ed Topic will be shared on the day, with 30 mins allowed for preparation. Then hand written Op-Ed

Video Explainer Topics will be shared by 9th August. Students will have to notify format choice by 10th August.