



KAUTILYA SCHOOL OF PUBLIC POLICY

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

Course Code: PPOL6711	Course Title: New Media and Policy Governance	
Trimester: 3	Course Type: Elective	Credits: 3
Home Program(s): MPP	Batch/Academic Year: 2024-2026	
Course Lead: Ms. Smita Sharma	Assigned TA/RA:	

Course Description

Media- the fourth pillar of Democracy-has undergone a sea change over the past two decades alone. With the advent of the online era it has grown multifold encompassing new age technology to adapt to a worldwide younger and diverse audience. Globally media organizations and journalists have come under attack under dictatorial, brutal regimes or conservative governments. But it also faces severe challenges and questions today in a changing world order about its fundamental role of being a watchdog that should speak truth to power to strengthen institutions and democracies. In India a complex burgeoning media landscape driven by political pressures to corporate interests is the subject of constant discussion, debates and criticism.

This course takes an in-depth look at the role of media in a representative democracy, the regulations and new laws governing it, and the influence wielded by media houses. In particular, the capacity of the media to inform, to create awareness about policy issues and create an atmosphere for dialogue and civil society participation in policy making decisions. The course will examine the relationship between media and government when reporting on sensitive issues of national security, climate change and disasters. The course intends to take students through a journey asking the most fundamental questions about media.. Is ethical journalism a casualty in the infodemic era? What are the newsroom revenue models and how do they impact editorial decisions? Emerging governance concerns surrounding issues like fake news, hate speech, and propaganda.

The course will include practical exercises to understand harnessing the power of media in policy making

Learning Objectives

1. Examine the political economy, revenue models and influence of new media.
2. Compare and contrast media regulation in India with other countries and other democracies.

3. Understanding tools of new media and ethical concerns while reporting on sensitive issues.
4. Create media campaigns on policy issues and using the new media tools for dissemination of information

Course Outcomes

On successful completion of this course, students will be able to:

	Course Outcomes	Assessment
CO1	Perceive the rise of new media and its dimensions on the changing landscape of the mainstream media.	A1
CO2	Examine the dynamics between government and media and its role on policy awareness	A2
CO3	Newsroom revenue models and Budgeting for Media campaigns	A3
CO4	Fighting fake news and disinformation	A4
CO5	To learn approaches in reporting news, communicating ideas and using traditional and social media tools in efficient ways	A5

Course Topics

Unit I	Sessions: 6	Media and Government
<ul style="list-style-type: none"> ● Global media trends; Understanding traditional media organization ● Regulation in India and key democracies ● Role of regional media overview ● How a newsroom operates during breaking news; ● Relationship between the government and media ● Role of government in disseminating information during a crisis ● Spinning the narrative 		
Unit II	Sessions: 4	Media, Ethics and National Security
<ul style="list-style-type: none"> ● Reporting on war, security issues and terrorism ● Ethics- from use of images in war/ crisis to divulging sensitive information ● Reporting on a pandemic and role of government ● Climate Change in Media 		
Unit III	Sessions: 4	Fake News and Disinformation

- Trust and mainstream media
- Fake news and busting disinformation;
- Impact on elections and democracies
- Rise of citizen journalism
- New Indian IT laws to regulate online content

Unit IV	Sessions: 4	Current Media Trends
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- Digital media to Social media
- How the landscape has changed
- How independent is independent journalism
- Using social media and online platforms for effective communication

Unit V	Sessions: 6	Media as Policy Tool
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- Understanding new age media tools for policy awareness
- Creating media campaigns
- Media Budgeting for policy awareness
- Audio and visual storytelling exercises
- Conducting Interviews
- Writing Press Releases
- Final Q&A and Wrap