



## KAUTILYA SCHOOL OF PUBLIC POLICY

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

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| <b>Course Code:</b> PPOL6391               | <b>Course Title:</b> Media, Communication and Policy |                   |
| <b>Trimester:</b> 1                        | <b>Course Type:</b> Skillshop                        | <b>Credits:</b> 1 |
| <b>Home Program(s):</b> MPP                | <b>Batch/Academic Year:</b> 2023-2025                |                   |
| <b>Course Instructor:</b> Ms. Smita Sharma | <b>Teaching Assistants:</b> Arushi Jha Thakur        |                   |

### 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 skillshop will expose students to the contemporary debates of media and media related tools that are leveraged to influence policy.

For a practical and pragmatic flavor, the participants will be facilitated with the actual experiences of practitioners having dealt with various aspects of media and policy to provide an overview of the current developments in Indian media and policy. Further, students will be gaining practical exposure via various stimulation to visualize realities of media and to develop communication skills

### Course 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 formats of media interaction such as a Press Conference, Newsroom Structure, Podcast.
- Exposure to the intersection of AI in media and public policy.
- To expose students to the comprehensive media landscape and various challenges in

news reportage.

- To develop skills for better communication, articulation of policy issues and ideas.

### Course Schedule

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| <b>Session 1</b>   | <b>November 20th</b> | <b>The Newsroom Structure</b>                         |
| <p>The first session will provide an overview of how a newsroom functions and students will be exposed to the following:-</p> <ul style="list-style-type: none"> <li>● Understanding the 24/7 News Cycle and How New Media Works</li> <li>● Terms of engagement with media and Press regulations</li> <li>● Discuss the proliferation of media, reach of mainstream media, impact and importance of regional media and citizen journalism</li> <li>● How to leverage traditional and social media for policy campaigns.</li> </ul> |                      |   |
| <b>Session 2</b>   | <b>November 20th</b> | <b>Dealing With the Press Overview</b>                |
| <p>The second session will focus on the written communication-</p> <ul style="list-style-type: none"> <li>● Understanding differences in News Reports/ Columns and Blogs</li> <li>● How to write a Press Release</li> <li>● Group Activity Practical- Writing a Press Release (No Grades)</li> </ul>   |                      |   |
| <b>Session 3 (I)</b>   | <b>November 21st</b> | <b>Basics Of A Press Conference</b>                   |
| <p>In this session, the students learn how to face the camera, how to frame questions and replies to do a press conference.</p> <ul style="list-style-type: none"> <li>● Class to be divided into 4 groups for mock drills on 4 different subjects -natural calamity, terror strike, health and news of the day.</li> </ul>  |                      |   |
| <b>Session 3 (II)</b>  | <b>November 21st</b> | <b>Guide To A Podcasting Session (Online Session)</b> |
| <p>We will have a Guest lecturer <b>Padma Priya</b> (the co-founder of Suno India) providing a <b>35 minutes</b> lecture on :</p> <ul style="list-style-type: none"> <li>● The use of Podcasting as a policy tool</li> <li>● The Audience, the reach of podcasts and practical tips and tools for podcasting.</li> </ul>   |                      |   |
| <b>Session 4</b>   | <b>November 21st</b> | <b>Press Conferences Practical</b>                    |
| <p>This will be a group exercise that is a graded assignment.</p> <ul style="list-style-type: none"> <li>● You will be expected to put what you learnt in the previous sessions to use.</li> <li>● The conference practical will be happening in the forum hall.</li> </ul>  |                      |   |
| <b>Session 5</b>   | <b>November 28th</b> | <b>Fake News, Misinformation &amp; AI</b>             |

Guest Speaker **Syed Nazakat** (the founder and CEO, Data Leads) will join **Online** to explore the problem of fake news, misinformation and disinformation challenges for newsrooms. This session will provide:

- An overview of the scale, scope and challenges of fake news,
- Understanding hate speech, misinformation and disinformation;
- Traditional newsroom filters Vs New Fact checking tools;
- AI as fake news force multiplier or weapon of misinformation destroyer;
- AI in the newsrooms today.

We will do some group exercises to visualize and understand these issues better.

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| <b>Session 6 (I)</b>   | <b>November 28th</b> | <b>The Art of Conversation &amp; TV Interviews/Panel Discussion</b> |
| <p>The session will focus on conversation skills and articulation of policy ideas in TV interviews and discussions for desirable outcomes.</p> <ul style="list-style-type: none"> <li>● We will learn how to articulate your thoughts effectively and actively engage others.</li> <li>● The Format of TV Interviews/ Panel Discussion.</li> </ul>   |                      |   |
| <b>Session 6 (II)</b>  | <b>November 28th</b> | <b>Usage of AI for Public Policy</b>                                |
| <p>The Co-founder of WIP, <b>Raahil Rai</b> will join Online for a <b>40 minutes</b> session to discuss the importance of AI as a Communication Tool and its revolutionizing impact on public policy. In this session, you will learn:</p> <ul style="list-style-type: none"> <li>● Using AI as a tool for refining advocacy strategies and public policy arguments, to enhance interpersonal communication skills.</li> </ul> <p>Mock simulations on enhancing advocacy strategies through AI</p> |                      |   |
| <b>Session 7</b>   | <b>November 29th</b> | <b>Shaping Up A Policy Paper</b>                                    |

**Avani Kapur** (leads the Accountability Initiative at CPR) will join us **Online**. She will be taking us through the methodology and tools involved in creating a policy paper. Further, students will be exposed to the following aspects of policy paper:

- The process of ideating, research and surveys involved, framing your questions, writing an executive summary and 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.

Assignments for designing a survey questionnaire on a policy topic and writing an executive summary to follow.

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| <b>Session 8</b> | <b>November 29th</b> | <b>Interview Practical</b> |
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This will be a Live-In Studio/ Recorded Interview Interview Practical that will be a graded assignment. Here you will be expected to put everything you have learnt throughout the skillshop to use.

**Note:** The course schedule may change subject to the professor's discretion.

### Course Material

Journalist casualties in the Israel-Gaza war. (2023, November 16). *Committee to Protect Journalists*. <https://cpj.org/2023/11/journalist-casualties-in-the-israel-gaza-conflict/>

Newman, N. (2023, June 14). *Overview and key findings of the 2023 Digital News Report*. Reuters Institute. Retrieved November 17, 2023, from <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2023/dnr-executive-summary>

PWC India. (n.d.). *India: Entertainment & Media Outlook 2022-2026*. PwC India. Retrieved November 17, 2023, from

<https://www.pwc.in/industries/entertainment-and-media/global-entertainment-and-media-outlook-2022-2026.html>

Aswani, T. (2023, March 28). In India, the State Challenges Independent Media. *The Diplomat*. <https://thediplomat.com/2023/03/in-india-the-state-challenges-independent-media/>

*How Shorts creators are using AI to elevate their content strategy*. (2023, October 27).

YouTube Blog. Retrieved November 17, 2023, from <https://blog.youtube/creator-and-artist-stories/how-shorts-creators-are-using-ai/>

Further, more reading material will be shared with you in due course of time on moodle. **Assessments**

The following assessment structure will be followed for this skillshop:-

| <b>Assessments</b>                       | <b>Format Weightages</b> |
|--|--------------------------|
| Attendance                               | Objective 15%            |
| Class Participation                      | Subjective 15%           |
| Press Conference (Practicals)            | Group Assignment 20%     |
| Mock Interview (Practicals)              | Individual 30%           |
| Executive Summary & Survey Questionnaire | Individual 20%           |

**Note:** Attendance is an objective function and depends on the number of classes you attend. Missing even one class will lead to reduction in attendance marks. Moreover, the minimum attendance requirement for passing this skillshop is 75%.

### **Rules to Be Followed**

1. Class punctuality will be factored into consideration when marking attendance. Therefore latecomers will be marked absent beyond 5 minutes into the commencement of the class.
2. The use of Mobile phones during class is prohibited. Violation of this rule will adversely impact the class participation marks.
3. Classroom Etiquettes such as punctuality, assignment submissions, maintaining classroom decorum, engagement with the professor and the course will be factored in while assessing class participation marks.