



## KAUTILYA SCHOOL OF PUBLIC POLICY

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

<b>Course Code:</b> PPOL6711	<b>Course Title:</b> New Media and Policy Governance	
<b>Trimester:</b> 3	<b>Course Type:</b> Elective	<b>Credits:</b> 3
<b>Home Program(s):</b> MPP	<b>Batch/Academic Year:</b> 2023-2025	
<b>Course Lead:</b> Ms. Smita Sharma	<b>Assigned TA/RA:</b> Rituja Ghosh	

### Course Description

A 360-degree view of the evolution and role of media, its role in policy making and awareness, particularly with the emergence of new media and a post-truth world. How the relationship between government and media works, effective communication of policy issues in a dynamic and changing environment. The course will equip the students with the necessary conceptual, theoretical, and practical skills to meet the challenges of this constantly changing media scenario in India and the world. It further delves deeper into the role of ethics and morality in the responsibility of media/press, from covering issues to reporting to the people. The dynamics between various stakeholders are examined, and their underlying interests are evaluated to better understand India's media/press industry. The course starts with an overall understanding of how newsrooms work and terms of engagement with media. The importance of free media, challenges of revenues and government advertisements, and the evolution of new media, including independent digital outlets. The next module delves into questions of ethics and storytelling while reporting on elections and politics, national security, health, and climate related issues. The students will also hear from industry experts about the intersectionality of media and policy framing, communication, and engagement terms with government stakeholders for policy proposals. The course provides an understanding of the Future of investigative and collaborative journalism and the state of business journalism in India- the blurring lines with lobbying.

The final module focuses on the increasing concern of fake news and its implications on society, and the involvement of various actors and challenges are examined. Practical toolkits and exercises to identify fake news, hate speech, misinformation, and disinformation. The students will do practical exercises and assignments to understand how a news bulletin or a newspaper shapes up, how to do field surveys, write an OpEd and a policy paper, communication and negotiation skills needed for policy framing and articulation, and industry-related field visits.

## Learning Objectives

1. Understand media regulation and the interests of various stakeholders in the system.
2. Discuss the proliferation of media, mainstream media reach, and regional media's impact and importance.
3. Critically analyze the ethical issues and challenges in covering various issues and their relevance in contemporary times.
4. Explore the nature of 'fake news,' its fundamentals, and its intent in shaping the narrative to the audience.
5. Distinguish between hate speech and free speech, focusing on regulation and freedom of speech and the role of media in disinformation.

## Course Outcomes

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

1. Students will gain an in-depth understanding of how the media works, how news cycles and newsrooms operate, and use that knowledge for effective communication across platforms
2. Gain the communication skills needed to convey the message on key policy issues from concise writing, OpEd arguments, field surveys, writing policy papers, group discussions,
3. Learn how to distinguish fake news and propaganda from facts
4. Understand the nuances of reporting and editing for newspapers
5. Apply the principles of ethics and understand their role in the functioning of responsible journalism in a democracy.

## Course Schedule

Unit I	Sessions: 4	Media and the Newsroom
<p>Understanding the 24/7 News Cycle and newsroom structures. How to engage with Media Platforms for policy debates and awareness campaigns. Discuss the proliferation of media, mainstream media's reach, and regional media's impact and importance. Theoretical overview of what makes news, writing a headline and OpEd, designing a newspaper, and preparing a Television bulletin.</p> <ol style="list-style-type: none"> <li>1. The Newsroom Structure: How Newsrooms Operate</li> <li>2. Independent vs. Traditional Media: The growth of regional and digital media</li> <li>3. How the Press Information Bureau Works and Government Ad Allocations; Online Session</li> <li>4. How to create a news bulletin / newspaper layout/ writing a headline and Op-Ed: Theory</li> </ol>		

<b>Unit II</b>	<b>Sessions: 5</b>	<b>Nose For News and Freedom of Press</b>
<p>Practical exercises on prioritizing news and mounting a TV news bulletin. Understanding the regulation of media, press censorship, and interests of various stakeholders in the system. Distinguishing between paid news and advertorials and challenges for independent journalism and political reportage.</p> <ol style="list-style-type: none"> <li>1. Making a News Bulletin - Practicals</li> <li>2. Newsroom Revenue Models, Paid News and Advetorials - Keeping news free during elections, challenges for independent journalism</li> <li>3. Press Censorship</li> <li>4. IT Laws and Broadcasting Bill Impact on Media</li> <li>5. Political Reporting and Electoral Maths</li> </ol>		
<b>Unit III</b>	<b>Sessions: 4</b>	<b>Policy Framing and Communication</b>
<p>Understanding negotiation theory, communicating in a group setting, and articulating arguments and policy ideas. Mock simulations with role-playing on policy issues. How to frame survey questions- Theory and Practice. Crunching data for news.</p> <ol style="list-style-type: none"> <li>1. Write a policy paper, framing survey questions</li> <li>2. Negotiation Theory and Group Discussions</li> <li>3. Mock Exercises</li> <li>4. Data Journalism</li> </ol>		
<b>Unit IV</b>	<b>Sessions: 4</b>	<b>Journalism Ethics and Challenges</b>
<p>Understanding the challenges of reporting on specific areas of National Security, Law, and Climate Change. Ethics involved and Creative tools for storytelling. Future of collaborative and independent journalism.</p> <ol style="list-style-type: none"> <li>1. Reporting on National Security</li> <li>2. Climate Journalism and Storytelling</li> <li>3. Reporting on Legal Issues</li> <li>4. Future of Investigative and Collaborative Journalism</li> </ol>		
<b>Unit V</b>	<b>Sessions: 3</b>	<b>Policy and Communication Exercises</b>

What is public policy? Understanding the role of media and communication in public policy and engagement with government and nongovernment stakeholders. Field visit to ETV Bharat to understand how the newsroom works and the latest digital media trends.

1. Public Policy and Media and Communication; Engaging with Government and non-government
2. Field Visit to ETV Bharat - Ramoji Film City - Newsroom Models and Tools
3. Field Visit to ETV Bharat - Ramoji Film City - Digital Media Trends and Evolution

<b>Unit VI</b>	<b>Sessions:2</b>	<b>Fake News Challenge</b>
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The problem of fake news and hate speech. Explore the nature of 'fake news', its fundamentals, and its intent in shaping the narrative to the audience. Workshop on tools for tackling fake news, misinformation, disinformation, and deep fakes.

1. Fact Checking Workshop
2. Fact-Checking Workshop

<b>Unit VII</b>	<b>Sessions:2</b>	<b>Final Assignment</b>
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1. Op-Ed Writing Final Test
2. Op-Ed Writing Final Test / Final Q&A Wrap