



KAUTILYA SCHOOL OF PUBLIC POLICY

GITAM (Deemed to be University)

Rudraram, Patancheru Mandal

Hyderabad, Telangana 502329

Course Code: PPOL6621	Course Title: Public Policy Dissemination Techniques	
Trimester: 5	Course Type: General Core	Credits: 3
Home Program(s): MPP	Batch/Academic Year: 2023-2025	
Course Lead: Mr. Pankaj Pachauri	Assigned TA/RA: Mr. Rashad Ullah Khan	

Course Description

Dissemination of complex public policies is critical for their effective implementation. This course helps students to master public policy dissemination with advanced communication strategies, imparts skills in verbal and non-verbal proficiency and builds confidence in articulating complex ideas. Participants gain expertise in interviews, adapt communication styles for diverse multicultural audiences, and craft persuasive messages. It also encourages a continuous improvement mindset, enabling real-world application of acquired skills in policy contexts, simulations, case studies, and advocacy campaigns.

Learning Objectives

1. Equip public policy students with advanced communication skills, emphasizing improved verbal and non-verbal proficiency for advocacy.
2. Foster confidence in expressing complex policy ideas in simple language at public forums.
3. Develop effective interviewing skills for diverse public policy roles. Instill adaptability to varied audiences, ensuring clear, persuasive messaging.
4. Cultivate data visualization and usage with ethical communication practices. Enhance media literacy for impactful engagement.
5. Demonstrate policy advocacy competence and problem-solving through strategic communication.
6. Foster a continuous improvement mindset and empower students to apply acquired skills in real-world policy scenarios, ensuring practical relevance.

Course Outcomes

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

1. This course hones students' communication skills, fostering proficiency in verbal and non-verbal expression, especially in public policy contexts.
2. Participants gain confidence in articulating complex policy ideas through speeches, debates, and discussions.
3. The curriculum emphasizes adaptability to diverse audiences, crafting clear and persuasive messages, and adept data visualization techniques.
4. Ethical communication practices, media literacy, and policy advocacy competence are emphasized, encouraging a continuous improvement mindset.
5. Students apply these skills in real-world scenarios, addressing policy challenges through effective communication.
6. Students prepared for a career in the public policy sphere skilled with techniques to become successful disseminators of critical information.

Textbooks and Course Materials

1. The Political Brain, Drew Westen, Public Affairs, 2007.
2. Words That Work, Dr. Frank Luntz, Hyperion, 2007.
3. The Well Spoken Woman, Christine Janhke, Rowman and Littlefield, 2011.

Course Schedule

Unit I	Sessions: 6	Public Speaking
Unit II	Sessions: 6	Preparation for Interviews/Interactions
Unit III	Sessions: 6	Speech Writing for public articulation and policy issues
Unit IV	Sessions: 6	Social Media Essentials with data visualization for advocacy