



## About the Faculty

The Faculty of Journalism and Communication (FJC) was set up in the year 1992 in The Maharaja Sayajirao University of Baroda.

FJC offers a comprehensive curriculum which encapsulates a range of relevant subject areas and related practical work. During the proceeds of the course, the students get ample opportunities for exposure to theoretical understanding and hands-on training in the field.

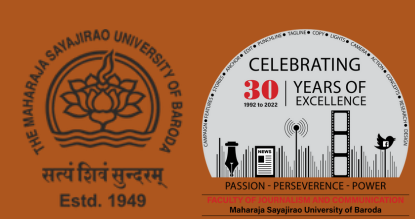
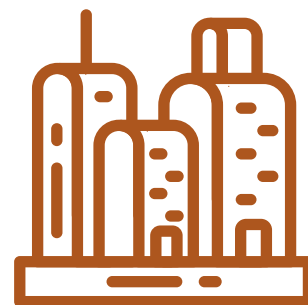
Such an interface helps students build their confidence and capabilities to be effective practising communicators in the future.

The Faculty strives to help students cultivate a holistic perspective of communication processes by means of seminars and workshops for application based media subjects.

### Contact:

Faculty of Journalism and  
Communication  
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FACULTY OF JOURNALISM AND COMMUNICATION  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

# Public Policy Communication

Certificate Course | 3 Credits | 45 Hours



### Regular programmes offered:

- Bachelor of Journalism and Mass Communication (BJMC)- a three years under-graduate Degree course
- Master of Journalism and Mass Communication (MJMC)- a two years post-graduate Degree course

## ELIGIBILITY

A student who has graduated in any discipline from a recognized University is eligible for admission

## FEES

INR 5000/-

## COURSE SPECIFIC OUTCOMES

- To acquaint students with key concepts in public policy and train them in techniques of policy analysis.
- To orient students with the interface between policy and communications in terms of theoretical and empirical perspectives
- To undertake hands-on exercises for critical learning with respect to public policy campaigns.

## UNIT 01

### Understanding Public Policy Analysis

- Constitution of India (Making and Features)
- Governance and Administrative mechanisms
- Philosophy and Concept of Public Policy
- Understanding what is it that guides policy making
- Historical time-line of Public Policies and their relevance in independent India
- Stakeholders in the policymaking process and their role (government, political parties, interest groups, lobbies, civil society organizations, media)
- Policy Analysis as a discipline
- Methodologies of policy analysis

## UNIT 02

### Concept of Communication

- Understanding the basic theoretical nomenclatures
- Mass Media Effects Theories, Key Concepts – Public Opinion, Public Sphere, Advocacy etc. Different Public Policies and Public Opinion, Media and Public Opinion
- Role and Significance of Communication in Public Policy
- Identifying and understanding the needs of rural/underprivileged segments of society
- Plugging the gaps with effective Policy making and implementation
- Communicating Key Policy Decisions (role and interaction between keystakeholders)



## UNIT 03

### Public Policy Communication Campaigns

- Hands on exercises in Analysis of different Public Policy Campaigns- [Educational - Health -Agricultural Policies]
- Case Studies - ideation to implementation of Policies
- Conceptualising Policy Impact studies
- Critical analysis of communication techniques employed by state and non-state actors in policy processes
- Designing a public policy communication campaign, employing innovative communication strategies for policy outreach.

