

2nd Faculty Workshop on Media Policy & Law

'Teaching Public Policy, Media and Law' Concept Note

Current Issues in Public Policy and Media Environment

Public policies are undergoing remarkable transformation within last two decades. This transformation has caused discomfort not only to the 'policy community' deliberating over and managing public policy; teachers of policy studies have also encountered newer challenges. Such challenges have been intensified by debates around the efficacy of attendant terms like 'public good' and 'market place of ideas'. In response to this has been a gradual shift in the teaching of Public Policy from traditional concerns of public administration to a governance perspective, encompassing the richness and scope of the latter term. While this transition in perspective has been variably successful in the teaching of environment policy, health policy and science/technology policy in India, it has yet to unfold in the field of media/communication studies.

The landscape of the media has become increasingly complex over the last two decades due to intense transformations at the commercial, technological and cognitive orders of the media industries. These changes have come to affect in different ways the field of media/communication studies. Yet, the standing emphases -- thematic, conceptual and theoretical -- in the pedagogy of mass communication, journalism, media studies and media law remain delinked from a critique of the evolving milieu.

These two challenges---i.e. in the teaching of public policy and in the pedagogical engagement with our media milieu--- when taken together provoke a few fundamental questions.

- To what extent does the umbrella term 'policy literacy' provide an entry point to start bridging the gap between media pedagogy and the policy milieu?
- What are the appropriate forums to discuss and advocate issues concerning the field of public policy, media and law in India?

Background of the Faculty Workshop

The roots of the proposed interaction amongst faculty lie in the project *Mapping Media Policy and Law* underway at CCMG, JMI and ALF¹. Driven by the core objective to promote Media Policy & Law as an academic field in India, this collaborative initiative has provided the opportunity to

- Rethink post-graduate syllabus of papers pertaining to themes in Public policy, media and law;
- Develop modules of classroom instruction and student exercises on such themes;
- Aggregate necessary documents/resources required to implement such modules &

¹ For details of the project, kindly see <http://www.altlawforum.org/node/305>

workshops;

- Conduct these modules in regular teaching programmes at CCMG and select other post-graduate courses².

Scope of the Faculty Workshop

The faculty workshops are to draw in post-graduate teachers located in different disciplinary and institutional settings---i.e. mass comm/journalism departments, policy studies, media studies centres and law schools, offering post-graduate degrees.

The first such faculty workshop was organised by the Centre for Culture, Media and Governance, Jamia Millia Islamia in collaboration with the Alternative Law Forum, Bangalore at National Law School of India University, Bangalore on 24-25 April 2012³. This rich deliberation catalysed the sharing of, and discussions on, pedagogical resources being deployed by teachers of media studies and media law⁴.

The second and the present faculty workshop aims to

- Understand the varying scope and subject matter of public policy, media & law as a field of inquiry and teaching;
- Review trends in teaching of Public Policy and Media especially from the standpoint of media policy & law;
- Platform experiences of developing pedagogical experiments and teaching tools;
- Devise mechanisms to share teaching resources, tools and expertise;
- Think of ways to continue such structured interactions at periodic levels

Key Questions

Discipline	<ul style="list-style-type: none">• How has public policy been shaped as an interdisciplinary inquiry to engage with contemporary challenges?• How do courses on media engage in teaching media policy?• How is media law variedly interpreted in the teaching of Law, Mass Comm/Journalism and Media Studies/Policy?
Method	<ul style="list-style-type: none">• What is the relevance of social science frameworks in courses like Public Policy, Mass Comm., Journalism and Media Law?• Why does the doctrinal trap persist in the teaching of (media) law in Mass Comm/Journalism courses?
Influence	<ul style="list-style-type: none">• What concerns underlie pedagogical approaches in public policy and media policy/law?• Has the spurt in policy activism, media advocacy and legal activism imprinted curriculum themes and classroom emphasis?

² Sikkim by CCMG, St. Josephs and Mount Carmel College in Bangalore by ALF.

³ The Concept Note and Programme of this workshop is available at http://jmi.ac.in/upload/admissionfile/ccmg/Workshop_SouthZone_Banglore_CCMG.pdf

⁴ Kindly see presentations at <http://jmi.ac.in/aboutjamia/centres/media-governance/activities/Workshops-228>

	<ul style="list-style-type: none"> • Has international collaboration or comparative research shaped approaches or issues in teaching public policy and media?
Approach	<ul style="list-style-type: none"> • What could provoke a shift from an instrumental to an institutional perspective in teaching public policy, media and media law? • What are the entry points to integrate themes in public policy, media studies and media law?
Tools	<ul style="list-style-type: none"> • What are the barriers to accessing and disseminating relevant teaching resources? • What is the efficacy of available teaching tools in the fields of public policy, media studies and media law?