

# Write for policy...

(...or anything shorter than a journal article)

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# Being heard/read matters

- Be part of the political/policymaking process
  - research institutes & think tanks
  - civil society organisations
- Influence public discourse
  - newspapers, magazines
  - social media
  - radio/podcasts
- Be part of the epistemic community
  - international policy coordination

# Being heard/read matters

- AUDIENCE matters
  - Who are you representing?
  - Who's your target?
- IDEA matters
  - What's your angle?
  - Know your playing field
  - Don't be polemical

# Let's get started

- Give a working title
  - helps you develop thoughts
- Collect information to support your argument
  - pack with info
- Organise your argument/paragraphs
  - This can be a diagramme or bullet points
- 1 paragraph 1 point

# Write...

- Impact sentence matters
  - Lure the reader, catch attention
- Opening and concluding paragraphs
  - They need to be consistent
- PROOF READ
- Rewrite
- Learn to paraphrase and intext citation
- Read, read, read!

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