

CMNS 3420 – 02 – Advanced Professional Communication – February 23, 2026



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Territorial Acknowledgement



Where we're going today



What is a policy brief?



Sample policy briefs



Preparing for Journal 4

Course Project: Pathway for Knowledge Mobilization



Proposal

- Persuasively *present your idea **for the*** Policy Brief
- Determine the focus and scope of your idea
- Demonstrate its value and your rationale for doing it

Demonstrate
value and
urgency of the
Idea

Policy Brief

- *Execute your idea **as a** Policy Brief*
- Complete the research and make your recommendations
- Clear articulation of the problem and stakes for finding solutions

Demonstrate
substantial research
and
recommendations

Communication Package

- *Mobilize your idea **from the** Policy Brief*
- Isolate key messages & recommendations for audiences
- Produces multi-media communication documents

Demonstrate
sharing those
recommendations
broadly

As you watch the video, consider the following:

- What does he say a policy brief is *not*?
- How is research used in a policy brief?
- What does he mean that a policy brief is a “translational text?”





- Look at your assigned policy brief
- Do a **quick sketch** of the organization of the policy brief
- Answer the questions to the right...



Exigence. What is the context/situation generating the need for the policy brief?



Focus. What is the Core question, issue or problem underlying the Policy Brief?



Purpose/Audience. What does this brief aim to do? What action or new knowledge does it generate? Who is it written for?



Value. What is the key value generated by the policy brief? Who benefits from this work? What is the call to action – what should happen next?



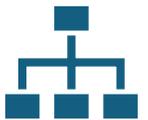
Perspective. What is the *discourse* community for this policy brief? What social perspective and ongoing conversation does it engage? (More on this in the section below).



Content. What content forms the substance of this policy brief? What kind of research does it use? What key points does it make?



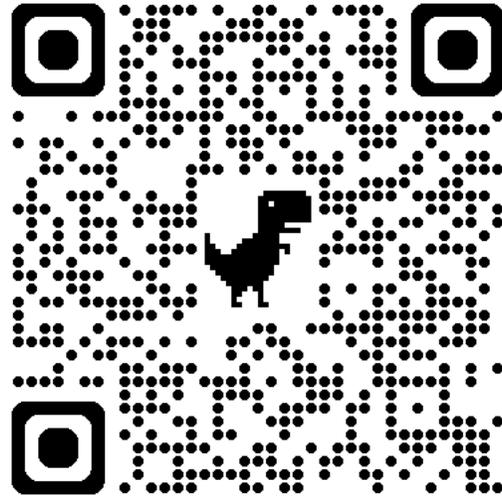
Structure. How has the brief been organized? What are the key sections? How does the *story* of the brief develop step by step? (More on the storytelling of the brief later in this unit).



Design. Look closely at how the document has been put together. How many levels of headings are used? How is colour and layout used? How would you describe the tone of the brief? How are graphics used?

University of North Carolina's Writing Centre

Tips for writing effective policy briefs



Pay particular attention to the sections on “How do I identify a problem” and “Framing the issue.”

Preparing for next class

- Work through Unit 2, Section 1 (course website) for Wednesday
 - Be sure to go through the readings listed. They will become your “go-to” guides for the next month.
- On Wednesday, we will work with the discourse community aspects of the policy brief
- Wednesday will have time allotted to work on Journal Task 4 and to address questions you may have.

