

LORETO COLLEGE

TIME PLAN 2025–2026

Name of the Teacher: Dr. Soumya Dutta

Initials: SD

Teaching Objective:

The students will be able to:

- Understand the foundational theories, models, and approaches to communication and media in society.
- Critically evaluate media–society relations and the impact of communication paradigms.

Third Year MJOR (Journalism Minor)

Semester V

Topics	Hours allotted	Topics (as per curriculum)	Teaching Method	Learning Outcome (Output)	Assessment
Unit 1	24	General Linear models of Communication: Shannon-Weaver's Mathematical model and criticism; Schramm-Osgood's Interactive model; Newcomb's Systemic model; Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman	Lecture, discussion method, PowerPoint presentations	Understand classical and modern models of communication, semiotic concepts, normative and interpretative frameworks.	Continuous Internal Assessment and C.U. Examination

		<p>Jakobson's model.</p> <p>Concepts of Semiology: Sign, Code, Text, Signification.</p> <p>Normative theories of press.</p> <p>Four Models of Communication: Transmission, Ritual/Expressive, Publicity, Reception.</p> <p>McQuail's four theories of Mass Communication: Social scientific, Normative, Operational, Everyday/Common sense theory.</p>			
Unit 2	20	<p>Phases of Media-Society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society.</p> <p>Dominant Media Paradigm: Hypodermic model, One-step flow theory.</p> <p>Development paradigm: Two-step flow, Diffusion of Innovation, Media Dependency theory.</p>	Lecture, case studies, group discussions	<p>Learn the different paradigms of media-society relations and evaluate audience-centric approaches.</p>	Continuous Internal Assessment and C.U. Examination

		Active Audience proposition: Uses and Gratifications model.			
Unit 3	20	Cultivation Theory. Agenda Setting series of models: Priming, Framing, Gatekeeping, Agenda Setting. Spiral of Silence. Information Imbalance: McBride Commission. Globalization of Media & Propaganda model. Media Conglomeration. Corporate Communication Models: Conduit Model, Grapevine Model.	Lecture, critical reading sessions, PowerPoint presentations	Critically analyze contemporary media theories, understand globalization, propaganda, and corporate communication processes.	Continuous Internal Assessment and C.U. Examination
Unit 4	16	Tutorial Project: Term paper or Poster Design & Presentation on any topic from the module.	Guided research, mentoring, presentations	Gain practical exposure in research, poster design, and academic presentation.	Project presentation and evaluation