

LORETOCOLLEGE

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.
- Understand the concepts, evolution, and functions of Public Relations as a strategic communication discipline.
- Develop skills in PR planning, tools, media relations, and crisis communication.
- Apply theoretical knowledge in practical PR writing and campaign design.

Third Year MJOR (JournalismMinor)

Semester VI

MN-3

Topics	Hours allotted	Topics(as per curriculum)	Teaching Method	Learning Outcome (Output)	Assessment

Unit1	24	<p>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</p>	<p>Lecture, discussion method, PowerPoint presentations</p>	<p>Understand classical and modern models of communication, semiotic concepts, normative and interpretative frameworks.</p>	<p>Continuous Internal Assessment and C.U. Examination</p>
		<p>Jakobson's model. Concepts of Semiology: Sign, Code, Text, Signification. Normative theories of press. Four Models of Communication: Transmission, Ritual/Expressive, Publicity, Reception. McQuail's four theories of Mass Communication: Social scientific, Normative, Operational, Everyday/Common sense theory.</p>			

Unit2	20	<p>PhasesofMedia-Societyrelations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society. DominantMedia Paradigm: Hypodermic model,One-step flow theory. Development paradigm: Two-step flow, Diffusion of Innovation,Media Dependency theory.</p>	Lecture,case studies, group discussions	Learn the different paradigms of media-society relations and evaluate audience-centric approaches.	Continuous Internal Assessment and C.U. Examination
		Active Audience proposition:Uses andGratifications model.			

Unit3	20	<p>Cultivation Theory.</p> <p>Agenda Setting series of models: Priming,Framing, Gatekeeping, Agenda Setting. SpiralofSilence. Information Imbalance: McBride Commission. Globalization of Media &Propagandamodel. Media Conglomeration. Corporate Communication Models: Conduit Model,Grapevine Model.</p>	<p>Lecture, critical reading sessions, PowerPoint presentations</p>	<p>Critically analyze contemporary mediatheories, understand globalization, propaganda, and corporate communication processes.</p>	<p>Continuous Internal Assessment and C.U. Examination</p>
Unit4	16	<p>Tutorial Project: Term paper or Poster Design & Presentation on anytopicfromthe module.</p>	<p>Guided research, mentoring, presentations</p>	<p>Gain practical exposure in research,poster design, and academic presentation.</p>	<p>Project presentation and evaluation</p>

MN-4

Topics	Hours allotted	Topics(as per curriculum)	Teaching Method	Learning Outcome (Output)	Assessment
Unit-1	20	PR – Definitions, historical overview of the discipline, PR as Management function, Image Management. Public Relations versus Advertisement. Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing. Publics: Definition and types. Integrated Marketing Communication.	Lecture, discussion method, PowerPoint presentations	Understand foundational concepts of PR, differentiate PR from related fields, and identify target publics and communication strategies.	Continuous Internal Assessment and C.U. Examination

Unit-2	20	<p>PR Theories and Principles: Research, planning, implementation, evaluation. James Grunig's Four PR Models: Publicity, Public Information, Two-way Asymmetrical, Two-way Symmetrical. Strategic Communication. PRO: Role, qualities, and functions.</p>	Lecture, case studies, group discussions	Develop understanding of PR models and strategic communication planning; evaluate effectiveness of PR practices.	Continuous Internal Assessment and C.U. Examination
Unit-3	20	<p>Tools of PR: Press Release, Annual Report, House Journal, Press Conference, Press Tour, Corporate Film. Relationship Management: Media Relations, Community Relations, CSR, Internal/Employee Relations. Financial PR. Crisis PR: Issue–Emergency–Crisis, Crisis communication strategies. PR Agency: Trends, In-house vs Agency, Client–Agency relationship.</p>	Lecture, critical reading sessions, practical demonstrations, PowerPoint presentations	Acquire knowledge of PR tools and techniques; analyze crisis situations and organizational communication strategies.	Continuous Internal Assessment and C.U. Examination

Unit-4	16	Practical : Writing Press Release and Press Rejoinder Designing Corporate Advertisement Preparing House Journal format Framing Annual Report Strategic communication exercises on community relations (field- based project)	Guided research, mentoring, practical sessions, presentations	Gain hands-on experience in PR writing, campaign design, and professional communication practices.	Project presentation and evaluation
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