ACHARYA INSTITUTE OF GRADUATE STUDIES

ACHARYA

Affiliated to BCU

NAAC A+ ACCREDITED **nirf**

- Engage with renowned faculty and access LinkedIn extensive programs.

- Gain hands-on experience with certifications in AWS, ACCA, and more.

- Expand horizons with international immersion and global exposure.

- Benefit from personalized mentorship for tailored academic support.

- Access a digital library with rich resources for research and growth.

- Enjoy top sports facilities and expert training for holistic development.

- Achieve career success with 550+ companies visiting for placements annually.

B.A PSYCHOLOGY I JOURNALISM I ENGLISH

About

B.A in Psychology / Journalism / English is a multidisciplinary program that offers students a wide range of opportunities after graduation.

PSYCHOLOGY: Psychology is the study of underlying aspects of human behavior, thought and experiences.

JOURNALISM: Journalism is a discipline that prepares students with the theoretical knowledge and practical skills to lead in the world of media.

ENGLISH: English strengthens the knowledge of students in language and literature. This can be helpful for students to explore and understand different cultural aspects.

Career Scope

To succeed in today's world, students must acquire knowledge across various fields and adopt holistic perspectives, which is where triple-major degree programs become invaluable. Graduates of these programs can explore a wide range of career options, including opportunities in media companies, advertising agencies, journalism, the film industry, counseling centers, social services, educational institutions, and research.

Eligibility

Pass in Pre-University / Higher Secondary / 10+2 / 'A' Level or equivalent of any recognized board or council in any discipline with English as one of the languages.

Duration
3 years

COURSE CONTENT

Psychology

Semester 1
- Basic Psychological Processes – I
- Practicals – I

Semester 2
- Basic Psychological Processes – II
- Practicals – II

Semester 3
- Child Psychology
- Practicals – III

Semester 4
- Development Psychology
- Practicals – IV

Semester 5
- Health Psychology
- Social Psychology
- Practicals – V Health Psychology
- Practicals – VI Social Psychology

Semester 6
- Abnormal Psychology
- Human Resource Management
- Practicals – V Abnormal Psychology
- Practicals – VI HRM

English

Semester 1
- Introduction to Literature (Theory) – British Literature
- Introduction of Phonetics and Linguistics (Practical)
- Language 1 - General English
- Language 2 – Additional English

Semester 2
- Introduction to Literature (Theory) – Indian Writing in English
- Linguistic Morphology (Practical)
- Language 1 - General English
- Language 2 – Additional English

Semester 3
- British Literature up to 1800
- Practical
- Language 1 - General English
- Language 2 – Additional English

Semester 4
- American Literature
- Practical
- Language 1 - General English
- Language 2 – Additional English

Semester 5
- Literature of the Marginalized (Dalit and Gender)
- Post Colonial and Literary Theory

Semester 5
- World Literature
- Cultural Studies and Film Studies

Journalism

Semester 1

- Communication skills
- Public Speaking
- Mass Communication
- Verbal and Non-Verbal Communication
- Models of communication
- Essential of good communication

Semester 2

- Media in Democracy
- Branches of Journalism (Citizen, Investigative, Photo, Wildlife, Developmental, etc.)
- Artificial Intelligence in media
- Web Journalism
- New Media
- OTT platforms

Semester 3

- Structure of news
- Beat reporting
- Lifestyle coverage
- Crime reporting
- Press conference
- Broadcast interviews
- Media Literacy

Semester 4

- News editing in age of convergence
- Newsroom
- Editing skills
- Editorial team
- Editorial sections
- Special Pullouts

Semester 5

- Radio & Television Journalism
- Voice modulation
- Community radio
- Writing Skills for broadcast media
- Script writing
- Major TV networks
- News bulletin production

Semester 6

- Public Relations
- Advertising
- Media planning
- Corporate Communication
- Website, E-Papers
- Tool for digital media design
- Digital marketing
- Crisis management

Acharya Legacy

Founded in 1990, Acharya aims to revolutionize education. With over 12,000 students and 100+ academic programs annually, it stands among the global education elite. Located in India's technical hub, Bangalore, Acharya prioritizes innovation and knowledge. The institution fosters experiential and collaborative learning, shaping well-rounded individuals, evident in its diverse student population from 75+ countries.

11 Institutions

15 Research Centers

100+ Programmes

75+ Nationalities

12000+ Students

1000+ Eminent Faculties

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B Premnath Reddy
Founder Chairman
Acharya Group

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