

Programme Matrix: Bachelor of Arts - Journalism, Political Science, Optional English [2019 Batch]



Kristu Jayanti College
A U T O N O M O U S Bengaluru
Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

FACULTY OF HUMANITIES

BA Journalism, Political Science, English Literature

Programme Educational Objectives

PEO1: To impart holistic education through Liberal Arts and Social Sciences.

PEO2: To prepare students with the knowledge and skills for a career in mass communication and journalism.

PEO3: To develop comprehensive knowledge on the political process and institutions.

PEO4: To sensitize the students on the themes and styles of literature.

Programme Outcomes

After the successful completion of the three year BA JPsEng. Programme, the graduate will be able to:

PO1: Demonstrate theoretical knowledge proficiency in Liberal Arts and Social Sciences with social consciousness and human values.

PO2: Apply professional and social skills to cater to the needs of the industry, society and global community.

Programme Specific Outcomes

After the successful completion of the three year BA JPsEng. Programme, the graduate will be able to:

PSO1: Appraise national and global issues in Liberal Arts and Social Sciences.

PSO2: Perform effectively with professional ethics in the domains of Journalism, Political Science and English Literature.

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I Semester

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
AECC	AEN103A11	Additional English I	<ol style="list-style-type: none"> 1. Describe and differentiate between genres of poetry like ballads and sonnets 2. Analyze critically the writing style of prose writers 3. Develop interest to appreciate one act plays 4. Apply the rules of punctuation to write concisely demonstrate proficiency in creating 5. Leaflets and brochures
AECC	KAN103B11	Kannada I	<ol style="list-style-type: none"> 1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. 2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. 3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು
AECC	HIN103B11	Hindi I	<ol style="list-style-type: none"> 1. हिंदी साहित्य के गद्य वधाओं को विश्लेषण करने की क्षमता का विकास 2. वदियार्थों में सामाजिक यथार्थ का मूल्यांकन करने का ज्ञान 3. सृजनात्मक कौशल्य में परपूरणता 4. गद्य वधाओं का अध्ययन करने के बाद सामाजिक मूल्यों का ज्ञान प्राप्त 5. अनुवाद कला और भाषा में परशुद्धता
Compulsory courses			
AECC	ENG103A11	English I	<ol style="list-style-type: none"> 1. Demonstrate ability to identify nuances of prose and poetry 2. Develop the skill to appreciate prose and poetry 3. State the basic concepts of grammar and its usage develop communicative skills and become competent users of English in real life situations
DSCC	JOR204B11	Journalism I [Introduction to Communication]	<ol style="list-style-type: none"> 1. Describe the meaning and process of communication 2. Analyze linear and non-linear models of communication 3. Evaluate the role of press in an authoritarian, libertarian, socialist, democratic and developing society 4. Appraise print and broadcast media and its social cultural, economic and political impact
DSCC	POL204A11	Political Science I [Basic Concepts of Political Science]	<ol style="list-style-type: none"> 1. Describe the basic and fundamental principles of political science 2. Analyze the rights and duties of the citizens 3. Evaluate the importance of sovereignty, law, liberty and justice 4. Appraise the significance of human rights
DSCC	OEN204A11	Optional English I [British literatures I]	<ol style="list-style-type: none"> 1. Critique and interpret English literature of the Chaucerian age & Elizabethan age 2. Analyze literary aesthetics through understanding of the genres 3. Review the socio-political contexts of the literary texts 4. Apply theoretical aspects of language in production and understanding of English language

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II Semester

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
AECC	AEN103A21	Additional English II	<ol style="list-style-type: none"> 1. Explain the meaning of select poetry, prose, and drama of writers from India, England, Chile, France, Nigeria and Canada by placing the texts in the cultural context 2. Analyze the issues of race, problems faced by fisher community and women, futility of war, societal fabrications, Nazism, religion, spirituality, partition, and the political tensions in professional field 3. Relate and frame opinions on racial issues, war, struggles of women and the marginalized community 4. Interpret film text 'Life is beautiful' and learn the historical background of the reign of Hitler and the injustices in concentration camps 5. Solve questions on idioms, super ordinates, and hyponyms
AECC	KAN103B21	Kannada II	<ol style="list-style-type: none"> 1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. 2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. 3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು
AECC	HIN103B21	Hindi II	<ol style="list-style-type: none"> 1. काव्य अध्ययन में संगीतात्मक शैली को समझ लेता है 2. काव्य को विश्लेषण करने की क्षमता 3. काव्य में नहिती वचिारों का मूल्यांकन 4. काव्य सृजन करने का कौशल्य 5. व्याकरणकि भाषा का ज्ञान एवं स्पष्टता
Compulsory courses			
AECC	ENG103A21	English II	<ol style="list-style-type: none"> 1. Discuss the use of animal imagery and hypersensitive characters in the twentieth century writings 2. Describe poetic style and its devices in the English verses of the Victorian age 3. Analyze poems and sonnets regarding existentialist and metaphysical themes 4. Discover and implement new strategies of grammar in speaking English language 5. Integrate the prominence of media and the elements of advertising by creating media awareness
AECC	NES102A01	Environmental Science	<ol style="list-style-type: none"> 1. Discuss the overexploitation of natural resources. 2. Appraise the components of the ecosystem. 3. Assess the conservation of biodiversity. 4. Criticize the mitigation process of natural disasters 5. Survey the effects of pollution in the environment. 6. Recommend the various policies for the betterment of the environment.
DSCC	JOR204B21	Journalism II [Print Media Journalism]	<ol style="list-style-type: none"> 1. Define the meaning, principles and functions of journalism 2. Analyze the content of a newspaper and magazine 3. Describe the development of journalism in India and Karnataka 4. Assess subject based and approach based journalism practiced in print media.
DSCC	POL204A21	Political Science II [Political Theories]	<ol style="list-style-type: none"> 1. Define the theories of political science 2. Analyze the content of political theories 3. Assess the advantages and disadvantages of political theories

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DSCC	OEN204A21	Optional English II [British Literatures II]	<ol style="list-style-type: none">1. Appreciate and critically interpret the poems of the metaphysical poets and the romantic period2. Construct a rhetorical approach to romantic literature3. Critique a novel in its socio-cultural context and acquire thorough knowledge of the aesthetic and literary movements associated with the age4. Reiterate classifications of essays and discuss the aspects of language enabling better critical interpretation of the essays of Charles lamb, Oliver goldsmith and Richard Steele
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III Semester

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
AECC	AEN103A31	Additional English III	<ol style="list-style-type: none"> 1. Appreciate the beauty of gothic romantic theme in Alfred Noyes's "The Highway man" 2. Focus on the moral idea in the poem "Inchcape Rock" by Robert Southey 3. Compare and contrast the passionate love and cruelty of fate in "A Sunny Morning" 4. Outline the difference between essay writings and precis writing 5. Discover the sufferings of a single parent in Rabindranath Tagore "The Editor"
AECC	KAN103B31	Kannada III	<ol style="list-style-type: none"> 1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. 2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. 3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು
AECC	HIN103B31	Hindi III	<ol style="list-style-type: none"> 1. हिंदी कविति और खंडकाव्य के भेद को समझलेता है 2. पौराणिक कथा का वशिलेषण करता है 3. पौराणिक काव्य में आदर्श वचिरो का अनुकरण करता है 4. आधुनिक और पौराणिक वचिरो का मूलयांकन 5. काव्य सृजन शौली का वकिस
Compulsory courses			
AECC	ENG103A31	English III	<ol style="list-style-type: none"> 1. State the problems of a man and the significance of parental affection in real life 2. Review the historical background of true events in roman history 3. Extrapolate the reflections on the lives of writers in literary genres 4. Interpret the significance of English literature in the forms of movies and serials in media 5. Formulate the structure of oral and written presentations and develop speaking skills
DSCC	JOR204A31	Journalism III [Media laws and Ethics]	<ol style="list-style-type: none"> 1. Describe the concept of press freedom in India, USA and UK 2. Review the laws and provision in Indian Penal Code with reference to defamation, sedition, obscenity and its relation to press 3. Analyze ethical issues related to portrayal of women and children, paid news and manipulation in news content 4. Critique the role of Press Council of India in safeguarding press freedom
DSCC	POL204B31	Political Science III [Major Constitutional System]	<ol style="list-style-type: none"> 1. Interpret and understanding the principles of comparative politics 2. Analyze the working of the political system of the nations 3. Evaluate the constitutional rules of the nations
DSCC	OEN204A31	Optional English III [British Literatures III – Victorian and Modern]	<ol style="list-style-type: none"> 1. Describe the social, political, geographical, historical, religious, and cultural context of American Literature 2. Theorize gender, race, class, ethnicity, multiculturalism, and realism portrayed in American literature 3. Construct a rhetorical approach to American literature 4. Analyze the tropes, themes and conventions like realism, gothic, confessional writing, abolitionist literature, American dream, dark romanticism 5. Appraise the aesthetic aspect of American literature
Skill Enhancement Course [Any ONE to be Opted]			
SEC	JOR402A31	Introduction to Photojournalism	<ol style="list-style-type: none"> 1. Describe parts of a camera and its functions 2. Appreciate principles of aesthetics in photography 3. Design and develop photo stories.

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SEC	POL402A31	Indian Constitution	<ol style="list-style-type: none"> 1. Understand basic and fundamental features of Indian constitution 2. Understand rights and duties of the citizens and their role
SEC	ENG402A31	Film Adaptations	<ol style="list-style-type: none"> 1. Interpret the movie “My Fair Lady” 2. Focus on the angle, shots and distance while watching a scene 3. Extrapolate the role of audience and director 4. Analyze the postcolonial film theory 5. Clarify the concept regarding agency, ideology, gaze

IV Semester

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e Type			
MIL [Any ONE to be Opted]			
AECC	AEN103A41	Additional English IV	<ol style="list-style-type: none"> 1. Interpret select poems of Robert Frost, Sarojini Naidu and William Blake 2. Explain the style and significant features of prose writings of R. K Narayan, Willa Cather, Doris Lessing, O. Henry, and Booker. T. Washington 3. Compare the ethical and cultural differences in Wole Soyinka's play 'The Lion and the Jewel' and learn the unique native culture of Nigeria 4. Assess the issues related to marriage, education, moral code of conduct, the concept of sublime, modernity, tradition, and the mindsets of human beings in life 5. Appraise the literary devices and techniques used in poetry and prose 6. Formulate grammatically correct sentences using proper punctuations 7. Create citations of books, articles and journals using MLA format 8th edition
AECC	KAN103B41	Kannada IV	<ol style="list-style-type: none"> 1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. 2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. 3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು
AECC	HIN103B41	Hindi IV	<ol style="list-style-type: none"> 1. हर्दी वयंग्य अधययन करने की शौली को समझलेता है 2. वयंग्य में नहिति वचिारों का वश्लेषण 3. वयंग्य कथाओं में अभवियक्त वचिारों का मूल्यांकन 4. नबिंधों में नहिति आदर्श वचिारों का अनुकरण 5. वयंग्य सृजन कौशल्य का वकिस
Compulsory courses			
AECC	ENG103A41	English IV	<ol style="list-style-type: none"> 1. Recognize, define, and identify poetic terms and genres 2. Examine novels analytically and interpretively, to identify literary elements like plot, character, setting, tone, point of view, theme, style, symbol, metaphor, and image 3. Analyze the characters and themes of one act plays 4. Acquire vital employability skills and employment opportunities with in-depth knowledge of cv, cover letter, report writing and paragraph writing
DSCC	JOR204A41	Journalism IV [Radio and New Media Journalism]	<ol style="list-style-type: none"> 1. Describe the growth and development of radio in India 2. Analyze radio news, interviews and special audience programs 3. Create scripts for radio news, interviews and podcast 4. Develop online content based on the principles of online journalism.
DSCC	POL204B41	Political Science IV [Western and Eastern Political Thought]	<ol style="list-style-type: none"> 1. Illustrate the basic philosophies of thinkers 2. Appraise ancient, medieval and modern thinking on issues 3. Develop the relevance of concepts in the present situation
DSCC	OEN204A41	Optional English IV [American Literatures]	<ol style="list-style-type: none"> 1. Critique a novel in its socio-cultural context and acquire thorough knowledge of the aesthetic and literary movements associated with the age 2. Identify writers according to characteristic writing style and become proficient in literary jargons and nuances of literature 3. Imbibe values implied in short stories and expand the creative arena, enrich diction by appreciating the writing style of the writers
SEC	HUM402A41	Basic Research Methods	<ol style="list-style-type: none"> 1. Imbibe research culture 2. Perform independent social science and humanities research work for graduation 3. Develop research articles

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NCCC	LSE5A2A41	Life Skills Education	<ol style="list-style-type: none">1. Develop self-competency and confidence in their day to day life2. Evaluate the problems and find the sustainable solutions in their daily life3. Enhance interpersonal relationship effectively in the community4. Develop coping mechanisms to manage their stress effectively in their environment
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V Semester

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DSCC	JOR204A51	Journalism V [Reporting]	<ol style="list-style-type: none"> 1. Analyze news articles with news elements and principles of newswriting 2. Manage interviews for journalistic reporting 3. Construct news and interview features 4. Design news stories in hard news and soft news format.
DSCC	JOR204A52	Journalism VI [Editing Techniques]	<ol style="list-style-type: none"> 1. Illustrate the organizational structure of a newspaper organization 2. Interpret the editorial page 3. Construct suitable headlines for a news story 4. Analyze the layout, typography and photographs used in newspaper and magazine design.
DSCC	POL204A51	Political Science V [Public administration]	<ol style="list-style-type: none"> 1. Discover basic and fundamental principles of public administration 2. Categorize rights and duties of the citizens and their role 3. Invent the relevance of concepts in the present situation
DSCC	POL204A52	Political Science VI [International relations]	<ol style="list-style-type: none"> 1. Summarize basic and fundamental principles of international relations 2. Analyze the significance of national power, foreign policy 3. Assess the relevance of internationalism in today's world
DSCC	OEN204A51	Optional English V [Indian literatures I]	<ol style="list-style-type: none"> 1. Appraise English studies in India and its evolution 2. Analyze the genres and how they differ in form and content when it comes to Indian writers writing in English 3. Integrate the 'Indianans' of English through the writings of the authors from across the country
DSCC	OEN204A52	Optional English VI [European and Non - European Literatures I]	<ol style="list-style-type: none"> 1. Appreciate and analyze the prominent writers and works according to the socio-cultural context 2. Evaluate comparative merits of works from different cultural origins 3. Understand the quality of great works of art in literature 4. Demonstrate advanced factual knowledge of European geographies, histories, politics, and cultures 5. Assess proficiency in analyzing and interpreting specific European topics at an in-depth level using major theories and concepts 6. Establish the ability to read and communicate, both verbally and in writing, in a European language other than English
DSCP	HUM2P4A51	Project / Dissertation / Internship	<ol style="list-style-type: none"> 1. Integrate theoretical and practical knowledge acquired in the classroom to institutional and industrial setting 2. Create media contents truly, fairly and accurately in forms and styles appropriate for the media professions, audiences and media institutions 3. Adapt tools and technologies appropriate for the media profession 4. Integrate communication theories in the use and presentation of images and information.
NCCC	EEC5A2A51	Extra-Curricular and Extension Activities as per Annexure II	<ol style="list-style-type: none"> 1. Adopt self-awareness, empathy, creative thinking, critical thinking, coping with emotions and stress for intra-personal effectiveness 2. Develop communication skills, interpersonal skills, problem solving and decision making skills for interpersonal effectiveness

VI Semester

Course Type	Course Code	Course Title	Course Outcomes
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DSCC	JOR204A61	Journalism VII [Television and Cinema]	<ol style="list-style-type: none"> 1. Describe the evolution of the Television and Cinema industry 2. Build scripts for television programs and documentaries 3. Assess stages of production in developing a television Programme 4. Analyze the visual language and grammar of television and cinema production.
DSCC	JOR204A62	Journalism VIII [Advertising and Public Relations]	<ol style="list-style-type: none"> 1. Define the meaning and nature of advertising and public relations 2. Describe the types of advertisement based on medium and content design copy content for an advertisement 3. Evaluate the stages of developing a pr campaign 4. Create a socially responsible public relations campaign.
DSCC	POL204A61	Political Science VII [Personnel and Financial Administration]	<ol style="list-style-type: none"> 1. Define the basic and fundamental principles of personnel administration 2. Evaluate the rights and duties of the civil servants 3. Discover the significance of concepts of recruitment to retirement in life
DSCC	POL204B62	Political Science VIII [International Institutions and Issues]	<ol style="list-style-type: none"> 1. Appraise the working of peacemaking organizations 2. Compare the foreign policies of the leading nations 3. Determine the relevance of concepts in the present situation know
DSCC	OEN204A61	Optional English VII [Indian Literatures II]	<ol style="list-style-type: none"> 1. Assess a given piece of literature and conduct a strategic comparison 2. To restate and interpret meaning from a given scenario by quoting examples and metaphors 3. Express thoughts and develop plans and procedures through creative thinking operations 4. Perform writing tasks and activities with expertise and high quality, independent of help 5. Give a natural, instinctive, and effortless approach towards literature by enabling them to construct and compose
DSCC	OEN204A62	Optional English VIII [European and Non-European Literatures II]	<ol style="list-style-type: none"> 1. Demonstrate critical thinking skills in understanding the nuances of literary genres of European 2. And Non –European writers 3. Understand how reason and emotion interacts in certain situations (colonial and post-colonial) 4. Demonstrate an awareness of the significance of the literary forms and of the role they play 5. Critique and appreciate a range of world literary texts and its significance and approaching under 6. The lens of Feminism Marxist and other literary theories
SEC	SSP4L2A01	Soft Skills Practices	<ol style="list-style-type: none"> 1. Apply communication skills into professional and personal life 2. Acquire digital literacy skills 3. Create strategies to face interviews and build self esteem