

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

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### II Semester

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

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<b>DSCC</b>	<b>OEN204A21</b>	<b>Optional English II [British Literatures II]</b>	<ol style="list-style-type: none"><li>1. Appreciate and critically interpret the poems of the metaphysical poets and the romantic period</li><li>2. Construct a rhetorical approach to romantic literature</li><li>3. Critique a novel in its socio-cultural context and acquire thorough knowledge of the aesthetic and literary movements associated with the age</li><li>4. 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</li></ol>
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### III Semester

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

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

### IV Semester

Cours	Course Code	Course Title	Course Outcomes
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e Type			
<b>MIL [ Any ONE to be Opted]</b>			
AECC	AEN103A41	Additional English IV	<ol style="list-style-type: none"> <li>1. Interpret select poems of Robert Frost, Sarojini Naidu and William Blake</li> <li>2. Explain the style and significant features of prose writings of R. K Narayan, Willa Cather, Doris Lessing, O. Henry, and Booker. T. Washington</li> <li>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</li> <li>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</li> <li>5. Appraise the literary devices and techniques used in poetry and prose</li> <li>6. Formulate grammatically correct sentences using proper punctuations</li> <li>7. Create citations of books, articles and journals using MLA format 8th edition</li> </ol>
AECC	KAN103B41	Kannada IV	<ol style="list-style-type: none"> <li>1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು.</li> <li>2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು.</li> <li>3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು</li> </ol>
AECC	HIN103B41	Hindi IV	<ol style="list-style-type: none"> <li>1. हर्दी वयंग्य अधययन करने की शौली को समझलेता है</li> <li>2. वयंग्य में नहिति वचिारों का वश्लेषण</li> <li>3. वयंग्य कथाओं में अभवियक्त वचिारों का मूल्यांकन</li> <li>4. नबिंधों में नहिति आदर्श वचिारों का अनुकरण</li> <li>5. वयंग्य सृजन कौशल्य का वकिस</li> </ol>
<b>Compulsory courses</b>			
AECC	ENG103A41	English IV	<ol style="list-style-type: none"> <li>1. Recognize, define, and identify poetic terms and genres</li> <li>2. Examine novels analytically and interpretively, to identify literary elements like plot, character, setting, tone, point of view, theme, style, symbol, metaphor, and image</li> <li>3. Analyze the characters and themes of one act plays</li> <li>4. Acquire vital employability skills and employment opportunities with in-depth knowledge of cv, cover letter, report writing and paragraph writing</li> </ol>
DSCC	JOR204A41	Journalism IV [Radio and New Media Journalism]	<ol style="list-style-type: none"> <li>1. Describe the growth and development of radio in India</li> <li>2. Analyze radio news, interviews and special audience programs</li> <li>3. Create scripts for radio news, interviews and podcast</li> <li>4. Develop online content based on the principles of online journalism.</li> </ol>
DSCC	POL204B41	Political Science IV [Western and Eastern Political Thought]	<ol style="list-style-type: none"> <li>1. Illustrate the basic philosophies of thinkers</li> <li>2. Appraise ancient, medieval and modern thinking on issues</li> <li>3. Develop the relevance of concepts in the present situation</li> </ol>
DSCC	OEN204A41	Optional English IV [American Literatures]	<ol style="list-style-type: none"> <li>1. Critique a novel in its socio-cultural context and acquire thorough knowledge of the aesthetic and literary movements associated with the age</li> <li>2. Identify writers according to characteristic writing style and become proficient in literary jargons and nuances of literature</li> <li>3. Imbibe values implied in short stories and expand the creative arena, enrich diction by appreciating the writing style of the writers</li> </ol>
SEC	HUM402A41	Basic Research Methods	<ol style="list-style-type: none"> <li>1. Imbibe research culture</li> <li>2. Perform independent social science and humanities research work for graduation</li> <li>3. Develop research articles</li> </ol>

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NCCC	LSE5A2A41	Life Skills Education	<ol style="list-style-type: none"><li>1. Develop self-competency and confidence in their day to day life</li><li>2. Evaluate the problems and find the sustainable solutions in their daily life</li><li>3. Enhance interpersonal relationship effectively in the community</li><li>4. Develop coping mechanisms to manage their stress effectively in their environment</li></ol>
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### V Semester

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

### VI Semester

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