

JAIN UNIVERSITY

Declared as Deemed-to-be University urs 3 of the UGC Act, 1956

BACHELOR OF ARTS (B.A.)

JOURNALISM, OPTIONAL ENGLISH, SOCIOLOGY

www.jainuniversity.ac.in

PROGRAMME OBJECTIVE

The objective of Bachelor of Arts is to strengthen the critical and creative thinking of the learners by offering a broad range of social, political, historical and professional courses of study. These 3 year programme provides students with a broad, flexible education that allows them to develop, understand, and disseminate knowledge, to think critically and to build on these abilities.

Programme Name

Bachelor of Arts

Programme Code

001

Course Name

Bachelor of Arts in **Journalism, Optional English, Sociology**

Course Code

102

Duration of the Programme

3 years, 6 semesters

Total Credits

168

Eligibility

The minimum qualification required to apply is a pass in the 10+2 examination in Science/ Commerce/ Arts from PUC / ISC / CBSE or equivalent board.

Medium of Instruction / Examination

English

Study Campus

**School of Graduate Studies
J C Road, Bangalore – 560 027**

Programme Timings

8.30 am – 4.00 pm (Mon – Fri) & 8.30 am – 2.30 pm (Sat)

Course Advisor

Dr. Mythili P Rao

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Prof. Venugopal Rao

+91 96201 51477

Programme Features

Students have a choice of graduating with a [Single degree](#) or a [Dual degree](#)

Students opting for [Dual degree programme](#) can enroll into [the 5th sem MA or MSc \(Psychology\)](#)

Students benefit from [interdisciplinary design](#) of the curriculum

The curriculum enables students to [enhance their](#):

- Active learning competence
- Communication skills
- Critical thinking
- Leadership & creativity
- Sense of responsibility & commitment

Examinations & Assessments

1. Internal tests
2. Assignments
3. Seminar presentation
4. Class tests
5. Preparatory theory and Practical examination
6. End term theory and Practical examination

Value Added Courses

The objective of Jain University is to provide integrated coaching to students that adds value to students' profile and can make them more employable. These value added courses are designed as per current industry standards in partnership with other institutions. Currently 3 courses are offered in Bachelor of Arts Programme.

1. Diploma in Film Studies
2. Certificate Programme in Foreign Languages: French / German
3. Certificate Programme in HR & Counselling Skills

COURSE OVERVIEW

Journalism is an exciting occupation that allows you to meet many different kinds of people and to travel. The basis of journalism is information - discovering, collecting, assembling, analyzing and presenting information. To do this effectively, journalists require highly developed skills in language, a good understanding of the media, an interest in current affairs and a broad general knowledge

Language is power. We use language for the whole range of activities that make us human, from passion to politics; we negotiate through language in every waking moment of our lives. Literature is language at its most effective.

English at Jain University is designed to fulfill three main aims: opening up the vast and delightful range of literatures written in English; providing a grasp of the concepts and techniques for analyzing texts; and improving communication skills of every kind.

By taking English you will find your perceptions sharpened, your understanding deepened and your enjoyment enhanced - for life. Above all, you will equip yourself for a career in almost any sector of society.

Sociology is the study of people, societies and social groups. The aim of sociology is to understand and explain aspects of social behaviour and relationships. Sociology encourages the critical analysis of people's participation in social processes and focuses attention on the dynamics of power, inequality, social divisions, and personal and cultural identity. There is an emphasis on the way in which these dynamics and social structures change over time.

The subject matter of sociology traverses a broad range of topics including class, gender, and ethnicity; health, education and welfare; the media; politics; environmental issues; religion; social movements work; sport and leisure; and social policy.

CAREER OPPORTUNITIES

Journalism

Employment Settings

Television companies
Radio stations
Online/print publishers
Newspapers/magazines/professional organizations
Advertising agencies
Central, state, & local governments
Businesses & trade associations
Colleges, universities & schools
Non-profit & special interest groups
Public relations & advertising firms

Sample Occupations

Freelance Writer
Editor
Print or Online News Reporter
Web Designer
Broadcast Reporter
Photojournalist
Publicist
Producer
Anchor
Technical Writer
Media Relations Coordinator

English

Employment Settings

Colleges and universities
Forensic labs and hospitals
Government and non-profit agencies
Libraries and historical societies
Corporations or consulting firms
Public and private research groups

Sample Occupations

Associate Editor
Writer/Editor/Reporter/Journalist
Technical Writer/Editor
Public Information Specialist
Human Resources
Sports Writer
Advertising Writer
Insurance Underwriter
Leadership Consultant
Grant Writer

Paralegal
Researcher Lecturer

Sociology

Employment Settings

Colleges and universities
Probation and parole offices
Public and private secondary schools
Government agencies
Nonprofit organizations
Advertising firms
Community development agencies
Environmental groups

Sample Occupations

Advocate
Educator
Sociologist
Social Worker
Public Health Worker
Policy Analysts
Demographers
Juvenile Officer