# ACHARYA INSTITUTE OF GRADUATE STUDIES

Affiliated to BCU

NAAC A+ ACCREDITED

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Acharya Institute of Graduate Studies (AIGS), established in 2005, is one of Bengaluru's leading graduate colleges, committed to delivering industry-aligned undergraduate and postgraduate education. With innovative programs across sciences, technology, commerce, management, design, and languages, AIGS focuses on practical learning, career readiness, and holistic student development.

- Learn from experienced faculty with strong academic and industry exposure.
- Gain practical advantage through certifications such as AWS, ACCA, and other skill-based programs.
- Access global exposure through international immersion and collaborative learning opportunities.
- Benefit from personalized mentorship and a digitally rich library ecosystem.
- Achieve strong career outcomes with 550+ recruiters visiting annually for placements.

## 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.

- **Multidisciplinary curriculum** blending **psychology, journalism and English** to build well-rounded communication and analytical skills.
- **Focus on human behaviour and media interplay,** helping students understand psychological concepts and apply them in media contexts.
- **Creativity and language proficiency enhancement**, strengthening writing, critical thinking, cultural awareness and expression.
- **Practical exposure and industry orientation,** with opportunities for hands-on work in media, reporting, editing, and storytelling.
- **Broadened global and cultural perspectives** through coursework that builds awareness of diverse societies and communication practices.

## Career Scope

- **Media and communication avenues –** Roles in print/digital journalism, broadcasting, content creation, reporting and storytelling.
- **Psychology-linked fields –** Opportunities in counselling support, behavioural analysis, human resources, social services and learning environments.
- **Creative, research and education paths –** Careers in publishing, editing, creative writing, cultural studies, teaching or higher studies in related domains.



**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

## FEE STRUCTURE

Refer offer letter for the actuals.

Inclusions : Tuition Fee, University Registration, Eligibility Fee, Miscellaneous Fee, Laboratory Fee, Library Fee and Sports Fee.

Exclusions : Uniform & Stationery.
Examination fee as prescribed by the University / Board.

Students are offered complimentary Tab, OBT, Softskills & Linkedin Learning Licence.



## 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 Faculty

**120** Acres State-of-the-Art Campus



**B Premnath Reddy**
Founder Chairman
Acharya Group

## **Acharya Offerings -** click on each to know more... »

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Center of Excellence



Clubs



Digital Library



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Research



Sports



Hostels



Habba



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