



BA in Journalism

BA



**Acharya Bangalore
B-School**



'A' Graded Institution
NAAC
NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL

Journalism, Tourism & History

— Overview

Bachelor's in Arts with a specialization in Journalism is a 3-year undergraduate course under the Bangalore University Curriculum. ABBS's BA program provides aspirants with the opportunity to pursue a career in journalism and media. The BA Journalism course focuses specifically on the news and the media industry. The subjects are selected, updated, and presented to suit the graduates in this profession. Subjects such as communicative english, functional english, basics of mass media under television, newspaper, journalistic writing, certain elements of written english, basics in computers are some of the topics that are dealt with. ABBS has highly qualified faculty members, eminent guest lecturers, professors, and successful entrepreneurs who are well-versed in their fields.

— Subjects Outline

- Introduction to Journalism
- Computer Applications for Media
- Writing for Media
- Photo Journalism
- Tourism- Foundation and History
- Tourism in India
- Emerging Concepts for Effective Tourism Development
- Society, Economy and Culture of Karnataka
- Tourism Policy

Objectives of BA Journalism course at ABBS

- To provide high quality education and exposure in the field of journalism.
- To empower students to confront difficulties in the current media and advancing communication stage.
- Focus on the importance of communication with preference to mass media.
- To enable students to expedite newsrooms, manage media houses with a solution driven attitude.
- To encourage budding anchors, show hosts, and entrepreneurs in the field of journalism.

— Career Prospects

01 Radio Telecasting Companies

02 Information Service Centers

03 Law & Legal Affairs Department

04 TV and News Channels

05 Advertising Agencies & Companies

06 AIR - All India Radio Station

07 FM Radio Channel

08 Newspapers and Magazines

09 Publication Houses

10 Content Creators

— Program Outcome

- The programme aims to churn out responsible media professionals.
- The programme aims to facilitate better career opportunities for all those students of this course.
- The programme aims to strike a balance between the professional and the professional ethics in the field of journalism and mass communication.

— Admission Eligibility

10+2 or PUC or an equivalent degree from a recognized education board and a minimum aggregate of 40% in 10th and 12th.

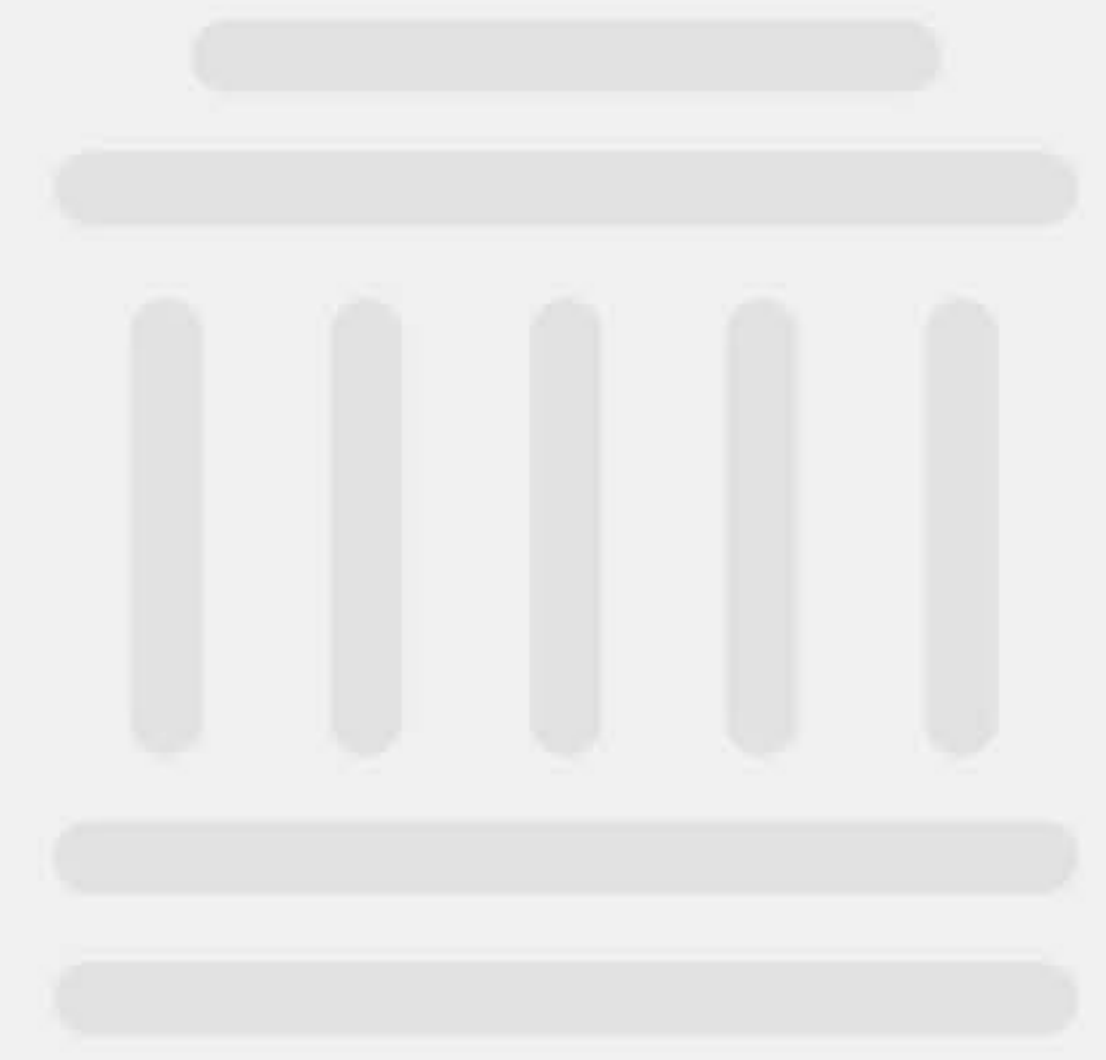
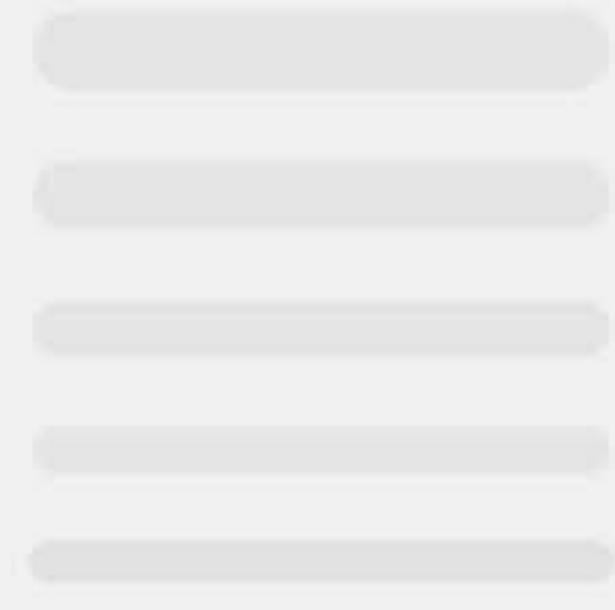
— Course Duration

3 to 4 Years (6 to 8 semesters)

— Program Dates

The admission process for various programs commences during January of every year and extends till the last date of admission as per the university regulations or availability of seats, whichever is earlier.

Note: Aspirants are instructed to personally confirm the admission dates and timelines from the admissions office.



Aspire. Accelerate. Achieve.



Acharya Bangalore B-School



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