

CHRIST (Deemed to be University) Delhi- NCR
Department of English and Cultural Studies
School of Arts and Humanities

Curriculum for BACHELOR OF ARTS IN MEDIA AND PSYCHOLOGY

Programme: Bachelor of Arts in Media and Psychology Honours/ Honours with Research

Programme Description

The combined majors in Media and Psychology offers students the opportunity to integrate the study of Media with Psychology. These interlinked disciplines have their own exclusive areas of expertise with conceptual and methodological specialization's which helps the student to have a clear understanding with regard to their possibilities. While providing the opportunity for an integrated approach, this course provides ample scope to learn the discipline of media studies and Psychology in depth where students can major either in the discipline of Media or Psychology for further studies. The program offers an eclectic mix of electives that promotes interdisciplinary academic engagement without compromising on discipline-specific identities. In the third year, students will be awarded the Under Graduate Degree with Media and Psychology as the majors. Students have the option to do an honours programme/honours programme with research either in Media or Psychology.

Programme Objectives

This programme intends to:

1. Enable the student to engage with social surroundings with objective vantages of Psychology and Media
2. Develop an analytical and conceptual framework for the student to professionally study and understand human social realities
3. Help the student to develop a foundational understanding of research and career options in Psychology and Media
4. Equip the student to understand the nuances of human existence in societies
5. Provide an insight into the multidisciplinary paradigms emerging in the field of social science.

Duration – 8 semesters

Research Requirements

To foster the research culture, it is advised for students to undertake research presentations at seminars and publications in various academic journals. Students will be awarded credits according to the merit of their efforts. Research presentations and publications are part of the curriculum towards the end of the programme.

For the Research Component, students will be taught and trained in research in the domains of Media and Communication with a focus on Quantitative research as well as Psychology. They will be encouraged to perform fieldwork and analysis leading to insights and conclusions.

Students in the fourth year are expected to make presentations at national / international seminars which will earn them credits accordingly. Research publications in any recognized academic journals / books with ISSN / ISBN number will be encouraged.

Eligibility for Admission and Admission procedure

- Class XII Pass with 60% (from ISC / CBSE / NIOS / State Boards).
Students pursuing an international curriculum must note that eligibility is according to AIU stipulations:
 - Applicants pursuing IB curriculum must have 3 HL and 3 SL with 24 credits
 - Applicants pursuing GCE / Edexcel must have a minimum of 3 A levels with a grade not less than C.

Programme Outcomes

After the completion of this programme, graduates will be capable to:

1. Demonstrate a coherent understanding and comprehensive knowledge of the fundamental theories and concepts in the disciplines of Media Studies and Psychology in a multidisciplinary learning context
2. Demonstrate critical thinking, scientific inquiry, argumentation and sensitivity to diversity while applying disciplinary concepts to everyday life and real-world situations.
3. Design, conduct, and communicate basic research following fundamental methods and ethical standards in social sciences and humanities
4. Use the knowledge of Media Studies, and Psychology to enhance self-awareness, well-being, interpersonal relationships, career-decision making, and social responsibility in personal and professional domains.

Programme Structure

Semester 1

Course Code	Course Name	Course Type	No. of Hours	Credits
MED101-1N	Introduction to Media and Communication	Major Core 1	4	4
PSY101-1N	Introduction to Psychology	Major Core 2	4	4
		Multidisciplinary	3	3
ENG181-1N	Englogue	Ability Enhancement Course	2	2
MED161-1N	Writing for Newspapers	Skill Enhancement Course	3	3
MED162-1N	Design and Layout	Skill Enhancement Course	3	3
	Holistic Education - I	Value Added Course	1	1
	EVS	Value Added Course	1	1
	Total		21	21

*Students will choose the MDC Course.

Semester 2

Course Code	Course Name	Course Type	No. of Hours	Credits
MED102-2N	Reporting and Editing	Major Core 1	4	4
MED103-2N	Media and Political Structures in India	Major Core 1	4	4
PSY202-2N	Personality and Individual Differences	Major Core 2	4	4
PSY203-2N	Brain and Behaviour	Major Core 2	4	4
		Multidisciplinary	3	3
ENG181-2N	Englogue	Ability Enhancement Course	2	2
	Holistic Education - II	Value Added Course	1	1

	Indian Constitution	Value Added Course	1	1
	Total		23	23

*Students will choose the MDC Course.