

GUJARAT UNIVERSITY
Centre for Development Communication
Master of Development Communication (MDC)

Important Instructions for Admission

The Department

The Development Communication Course was started in 1984 as a one-year Diploma Course which was gradually shaped up as a two-year Masters level programme from 1987 onwards. Since then, the course has gained substantial demand in the Development sector. The aim of this course is to enhance understanding of the concept of Development and Communication and its application to Mass Media. The course also aims to sensitize, aware professionally responsible media professionals by providing a participatory, skill-based learning environment. MDC is a unique course offered by the Department.

MDC has produced a number of competent media professionals who have carved their niche in reputed local and national dailies, radio, television channels, GO's and NGO's. This adequately proves that the students of MDC have been able to adapt themselves to the rapidly changing media scene, with the help of the extensive exposure provided by the centre. The centre is fully aware of the demands of a full-time mass Communication programme. In that, it tries to extend the scope of the study beyond the classrooms and into the field, where the various media breathe. So, students not only attend lectures on the working of different media, but also undergo field training to be able to use theory to deal with the ground realities. A theoretical background is given through various workshops like the Print, Radio, TV, Photography, Media-package, Reading, Writing and Listening Skills, even traditional media like Puppet, Street Theater and Bhavai. The faculty at MDC, exclusively visiting, are experts in their subjects, mostly senior academicians from Gujarat University, active media professionals and development communicators working with NGOs. Guest lectures and seminars are arranged when eminent media professionals from in and around Ahmedabad visit the institute.

Programme imperatives

- Bottom-up approaches allow for the citizens– sometimes through grassroots organizations– to define their own goals and how to achieve voice of the voiceless.
- With the changing dynamics of internet and communications, the world of development is developing, therefore delivering key messages is also constantly evolving and adapting.
- In this continuous evolution, the core of any successful communication strategy is still the resonance and relevance of the message itself and, essentially, its ability to touch hearts and lives.
- "A vision of the future that provides necessary blueprint through which the developmental activities of individuals and institutions can be streamlined on the basis of ethical, humanitarian, and professional considerations" Guru (2016)

Programme Objectives

- To understand the process of development and communication
- To impart skills in preparation and distribution of development messages to millions of people in such a way that they are received and understood, accepted and applied.

- To provide the students a theoretical overview of the concept of the development and how it relates to the empirical experience in developing countries
- The students are expected to learn the key concepts in development and development communication with a substantial component of field work with a foundational knowledge involved in communication task.
- To produce development communication strategist who can make effective interventions in various development processes to act as a catalyst for social change.

Eligibility

A Graduate or Post-Graduate of any faculty can apply for admission. There will be a written test. According to the performance in the written test, students will be entitled for admission.

Duration of the course: Two Academic Years

Tuition Fees: As per Gujarat university rules.

Payment Seats: Rs.18000 per year for payment seats. (Other fees as per Gujarat University rules)

Medium of Instruction: Gujarati, English

Medium of Examination: First Semester Gujarati, English, Second/Third/Fourth Semester Only English.

Necessary Instructions

- Students who have passed their degree examination from Gujarat University will have to produce a Transfer Certificate (TC) from the last college they attended. Those coming from other University shall have to produce Provisional Eligibility (PEC) at the time of admission followed by the Migration Certificate. Registration formality is compulsory for all students of this course before the deadline.
- The attested copy of statements of marks should be attached along with application form for admission.
- Students seeking admission on the basis of Reservation should produce the latest caste certificate issued by the Government.
- Students selected for admission will be required to fulfil all formalities and report in time on or before the dates notified by the Head of the Department.
- To appear at the final examination, the student must keep minimum attendance separately for each term as required by the relevant rules of Gujarat University. It is compulsory to get practical training and submit assignments in time.
- We are not going to give any extension for the date of assignment submission and dissertation submission.
- This course has been designed with field level study and internship; therefore, students will be required to travel and visit places according to allotted assignments.
- During internship field study and travelling, department will not be responsible for any safety and security issues. A student has to bear all expenses for assignment and study related field work.

Note: - In all semesters practical assignments will be suggested by the Department head as per the requirement and available amenities at department level. Department will inform practical assignment details in the beginning of the semester. Media industry is the rapidly changing

industry so that for media education we suppose to propose new practical training packages to students as per the requirements.

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