

**Gujarat University**  
**Department of Communication and Journalism,**  
**Master of Mass Communication and Journalism (MMCJ)**

**Important Instructions for Admission**

**The Department**

The Department of Communication and Journalism was established in 1987-88. The Department played a vital role in providing media professionals and communication experts to various fields. In the academic year 2010-11, the Department of Communication and Journalism offered a two-year integrated post-graduation level programme, Master of Mass Communication & Journalism. (Master Degree Course)

**The Importance of the Course (MMCJ programme)**

In the current times when information is easily accessible on fingertips, it has become crucial to ensure that authentic, credible and accurate information is communicated to the masses by the media. Dissemination of credible and authentic information relies on equally dedicated and ethical media professionals. Therefore, with the rapid growth of Mass media in the country, education and training in the media field has assumed a greater significance.

With a vision of addressing the need of education and training in the field of mass media, Department of Communication and Journalism, Gujarat University offers a masters course in Mass Communication and Journalism. With an aim to minimize the gap between education and occupation, Masters in Mass Communication and Journalism (MMCJ) course provides skill based education and training to the students to carve out the potential of a media professional in them.

The Master of Mass Communication & Journalism programme aims at developing

- Socially committed and professionally skillful media professionals.
- Media professionals trained by professionals from the industry.

The department has media competent infrastructure & facilities that include Studio, Seminar Hall, Projector Room, Computer lab and an Amphitheater and equipments like Movie Cameras, Digital Camera, Voice Recorder, Television, DVD player, computer etc. are also available for Audio- Visual training. The department has its own library with a large collection of relevant books on media studies and subscriptions of different newspapers, magazines, journals for easy access of student.

The department regularly invites active eminent media professionals as visiting faculty to serve more practical teaching of media education to the students. Students are also sent to media institutions for training and to get exposure to the ground level reality. With educational visits at

Vidhan Sabha, All India Radio Station, Doordarshan the students get the chance to understand functionality of Government media houses.

Adopting a mix of theoretical and practical teaching approaches through lectures, discussions, assignments, case studies, demonstrations, practical work, film viewing, etc, the department bridges the gap between education and employment potential .

As one of the leading media education institutes of Gujarat, the department conducts seminars and workshops of field experts on Documentary Film production,

magazine production as a part of its curriculum. Students undergo a mandatory internship in Print or electronic media based on their career ambitions. The students' projects are also appreciated by sending their work to different regional and national level competitions.

Thus, the course of Masters in Mass Communication and Journalism is designed to promote an accurate understanding and training in the media field. Covering a wide range of subjects, such as concept and history of the media, reporting, feature-writing and editing, translation, photography, television-radio production, documentary making, exposure of alternative media, public relations and advertising the course provides a 360-degree exposure of media to the students. Because of such integrated approach the employment ratio of the department's students.

### **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 student will be entitled for the admission.
- Duration of the course: Two Academic Years
- Tuition Fees: As par 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 Transfer Certificate from the last college they attended. Those coming from other University shall have to produce provisional Eligibility at the time of admission followed by the Migration Certificate. Registration formality is compulsory for all students of this course before 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 a 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. Student must bear all expenses for assignment and study related filed work.

**Note: -** In all semesters practical assignments will be suggested by 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.

**Department of Communication and Journalism**  
4th & 5th Floor, Swami Vivekanand Sikshan Sankul,  
Gujarat University, Navrangpura,  
Ahmedabad- 380009.  
Email: journalism@gujaratuniversity.ac.in