



SARDAR PATEL UNIVERSITY VALLABH VIDYANAGAR, GUJARAT



NV PATEL DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES ESTD. 2005

Established to celebrate the Golden Jubilee of the University, with a handsome donation of Rs. 25 lac from the late philanthropist Shri Natubhai V Patel.



SARDAR PATEL UNIVERSITY VALLABH VIDYANAGAR, GUJARAT



Vision:

- To impart education and training of national standard and keep striving towards excellence to reach our ultimate goal of meeting international standard in Communication and Media Studies.

Mission:

- To work towards catering to the region for which this Department was created in our rural-based University
- To bring about changes in our curricula, teaching and learning processes, materials, modes of evaluation from time to time in reaching national and international standards
- To add newer areas of knowledge, both the current and the upcoming, from time to time to strengthen Communication and Media Studies
- To establish linkages with other academic institutions of importance at the national and international levels to facilitate a free-flow of knowledge
- To foster close association with our alumni and interfacing with the industry for mutual benefit



DETAILS OF PROGRAMME & FEE STRUCTURE



Programme	Programme Type	Intake	Fees			
			I SEM	II SEM	III SEM	IV SEM
Master of Journalism and Mass Communication	Self Financed	10	10,600	9,800	9,800	9,800

Eligibility:

A candidate who has passed the Bachelor's degree examination (first Degree) in any faculty of any recognised University under the 10+2+3 pattern or an examination recognised as equivalent thereto will be considered eligible for admission to MA (JMC) programme, subject to any other admission criteria prescribed by the University. Students from any other university seeking admission to MA (JMC) programme will have to get an eligibility certificate from Sardar Patel University. A minimum of 10% of seats in the course will be reserved for working professionals. There is No Age Bar.



COORDINATING TEAM



Coordinator: Dr Parul Popat, Professor & Head, Department of English

Member: Dr Vasant Patel, Associate Professor, Department of History

Member: Dr Arpit Patadiya, Assistant Professor, Department of Political Science



COURSES OFFERED



- **Fundamentals of Communication and Mass Communication**
- **Basic Understanding of Socio-Economic and Polity of India**
- **History of Journalism**
- **Constitution and Media Laws**
- **Introduction to Print Media**
- **Journalistic Reporting**
- **Journalistic Writing**
- **Journalistic Editing**
- **Introduction to Digital Media**
- **Introduction to Electronic Media**
- **Internship – Print Media, Digital Media**



MAJOR CAREER FIELDS



Print Media
(Newspapers,
Magazines,
Publishing
Houses etc)



Digital Media
(Radio,
Television,
Internet, Social
Media etc)



**Entertainment
Industry (OTT
Platforms,
Music and
Movies, Digital
Games etc)**



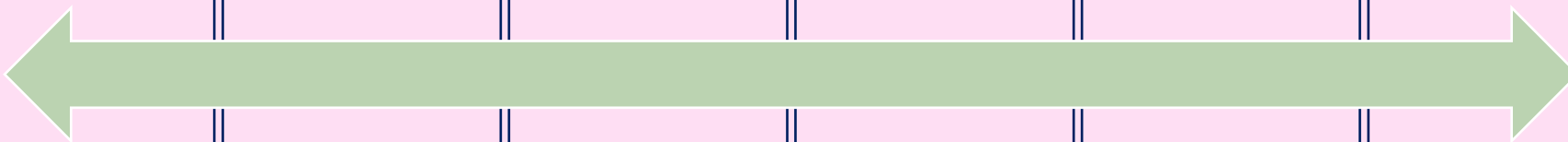
**Advertising
Agencies**



**Government
and Non-
Government
Sectors**



**Corporate
Houses**





CAREER OPPORTUNITIES



Content Writer

Content Marketer

Copywriter and Editor

Social Media Influencer

Public Relation Officer

Reporter in Print and Electronic Media

News Reader

Radio Jockey

Photojournalist



CAREER OPPORTUNITIES



News Production

Vlogger / Blogger

Voice Over Artist

**Translator and
Transcreator**

Proof-reader

Cartoonist

**Media
Researcher**

**Social Media
Influencer**

**Information
Department of
State and Centre**



INFRASTRUCTURE & LEARNING RESOURCES - UNIVERSITY



Community Radio Station,

Bhaikaka Library,

Olympic Size Swimming Pool



Video Recording Facility



Department Library,



University Hostel (Boys & Girls)



University Sports Complex,



State-of-the-art Gym



TEACHING-LEARNING PRACTICES



Learnering Centred Approach

Training Sessions by Renowned Practising Personnel

Hands-on Training

Application Oriented Assessment

Visits to Media and Publication Houses

Field Work and Internship

Project-Based Learning

Budding with Practicing Journalist



ADVISORY BOARD



- **Mr Devang Bhanushankar Bhatt, Channel Head, Gujarat Television Pvt. Ltd (GTPL), Ahmedabad, Gujarat**
- **Mr Dixit J. Soni, Editor, Zee24kalak, Zee Media, Ahmedabad, Gujarat**
- **Ms Gopi Maniar Ghanghar, Editor, AajTak, Ahmedabad, Gujarat**
- **Mr Hitendrasinh M Rajput, Input Editor, Nirman News, Ahmedabad, Gujarat**
- **Mr Saurabh P Shukla, Creative Content Producer, 93.5 Radio City, Ahmedabad, Gujarat**



INDUSTRY EXPERIENCED MENTORS



- **Dr Jashvant Raval, Editor, Naya Padkar Daily, Anand**
- **Dr Shirish Kashikar, Director, National Institute of Mass Communication and Journalism, Ahmedabad**
- **Dr Sanjay Kachot, Deputy Director, Information Department, Gandhinagar**



FACULTY MEMBERS FROM THE UNIVERSITY



- **Dr Kinjal Ahir, Professor & Head, Department of Economics**
- **Dr Sonal Bhatt, Professor, Department of Economics**
- **Dr Bharat B Patel, Associate Professor, Department of Computer Science and Technology**
- **Dr Vijay Jariwala, Associate Professor, Economics Department**
- **Dr Alka Macwan, Associate Professor, Education Department**
- **Dr Bhumika Barot, Associate Professor, Education Development**



**Welcome to have the
experience of learning
by doing !!!**

**100% Placement
Guaranteed !!!**