



# Dwaraka Doss Goverdhan Doss Vaishnav College

College with Potential for Excellence  
Linguistic Minority Institution | Autonomous  
Affiliated to University of Madras



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## PROSPECTUS 2026 - 27

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**Department of Journalism and Communication**

*Since 2015*



## About DGVC



Dwarka Doss Goverdhan Doss Vaishnav College, a linguistic minority Institution established in the year 1964 by the Rajasthanis and Gujarathis settled in Chennai for the course of higher education. The college with a sole purpose of imparting knowledge and value based education saw its grand day on 30 th June 1964 with one course in B.Sc.Mathematics with Shri. Totadri Iyengar (teacher of Dr. APJ Abdul Kalam) as its first Principal.

Dwarka Doss Goverdhan Doss Vaishnav College has been a heaven for generations of enthusiastic learners through five decades and more. College was founded on the principles of Vaishnavism, with the sole purpose of imparting value based quality education and empowering the youth. The college has seen a phenomenal growth in terms of its infrastructure, its constantly restructured and revamped curriculum to cater to the specific needs of the students community. Outstanding performance of the students in academics and extension activities has enabled the college to emerge one of the premier institutions of higher learning.

The curriculum is revived and updated periodically, in keeping with the changes in the diverse disciplines of arts, commerce, science and technology. An interdisciplinary, multi disciplinary approach in designing the course work is adopted to ensure industry academia collaboration. The college has entered into collaborations with many reputed institutions / organizations.

## Department of Journalism and Communication

*"Education is the most powerful weapon which you can use to change the world" – Nelson Mandela*

Ensuing this quote, The Department of Journalism and Communication, Dwaraka Doss Goverdhan Doss Vaishnav College, incessantly sculpts the young graduates into skilled Masters, right from its commencement in 2015. The prime motive of the Department is to make the students industry-ready, by equipping them with intrinsic skills, so that they could endure in this competitive media industry. Also, within a period of 2 years, the students are trained to excel in a career of their choice.

The infrastructure of the Department keeps upgrading as per the advancements in technology. Right now, the Department is equipped with a computer graphics lab, G-Matte Studio, separate audio suite, edit suite, a shooting floor and a preview theatre - where the students complete their projects in a professional manner. An internship in a media agency is made a mandatory part of the course which assures that the students are given hands-on training as industry standards.

A blend of knowledgeable lecturers and skilled technical faculties with sound industrial experience adds strength to the Department. They work tirelessly to mould the graduates into talented media professionals, who are capable enough to apply the classroom lessons in real work environment. The course consists of subjects, that is sure to develop the technical skills of the student, and also focuses on improving entrepreneurship and employability skills. The curriculum changes as per the latest trend, keeping the student in par with modern technology.



## Vision

To uplift the department as a Centre for creative, theoretical and practical application in media industry as well as media research, training to inculcate societal issues for a collaborative contribution in the content.

## Mission

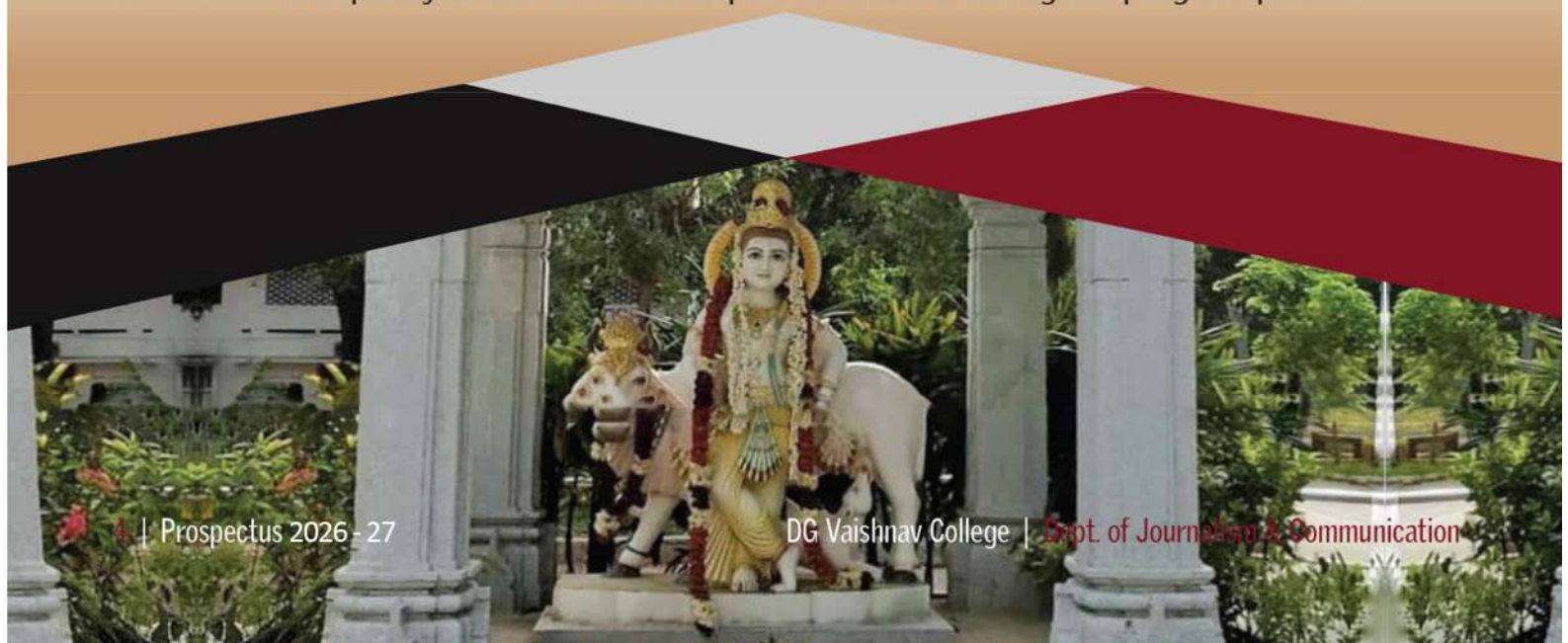
- M1** To ensure that the post graduate students are provided with solid foundation in media studies to apply in career opportunities such as Advertising, Media Management, Research, Reporting, etc.
- M2** To provide opportunities to the students to apply and carry out professional understanding and systematic planning in different domains in the industry.

## Program Education Objectives (PEOs)

- 🏆 To make the postgraduates understand the value of theoretical concepts and develop critical thinking in global perspective
- 🏆 To promote the ability to develop skills in systematic planning, developing, testing and implementing technical solutions for different domains in media
- 🏆 To make the students acquainted with the need, scope and important aspects of journalism and communication skills
- 🏆 To establish the ability to develop applications for comprehensive and balanced understanding on the characteristics of research for betterment of academic progression
- 🏆 To be able to generate user based content inclusive of several interdisciplinary concepts using analytical thinking.

## Program Specific Outcomes

- PS01** The post graduate students of acquire skills to design, analyze and develop media products with the development of honing communication skills that can be carried out in research progression
- PS02** Contribute the skills in media domain as an individual as well as a team that will set out the foundation for journalistic skills
- PS03** Develop the strong skills in planning, testing and implementing media programming using modern tools and software
- PS04** Opportunities for the students to work in various media projects that improves the quality of work ethics and professionalism during the program period





## Academics

*"Education is the passport to the future, for tomorrow belongs to those who prepare for it today" - Malcolm X*

This Post Graduate programme tirelessly works in preparing the students for a bright future. They are motivated to advance their knowledge on the subject. They are given a proper career guidance so that they could streamline their nature of job. The course consists of advanced subjects that helps a student master his/her skill where even the basics are touched upon. The Dissertation subject helps the students research on a particular topic thereby enhancing his/her academic skills. Also, they are given a chance to choose their elective which helps them streamline their area of interest.

### Post Graduate Course

**MA Journalism and Communication** (2 Years Course)

### Eligibility Criteria

- 1 A Bachelor's degree with an aggregate of 50% marks and above from a recognized university.

### Examinations

All odd semester examinations will be held in **November** and all even semester in **April**.



## Scope

*"An investment in knowledge pays the best interest" – Benjamin Franklin*

Lots of job opportunities are available in the world market for a **Journalism and Communication post graduate**. He/she can also become a successful entrepreneur with the skillsets mastered through this course. Below are some of the possible roles, a post graduate in Journalism and Communication can undertake:

		<b>Editor</b>	<b>Public Relation Officer</b>		
		<b>Writer</b>	<b>Film Critic</b>		
		<b>Media consultants</b>	<b>Columnist</b>		
		<b>Faculty member in an Educational Institution</b>	<b>Radio/Video Jockey</b>		
		<b>Researcher</b>	<b>Blogger</b>		
		<b>Photographer</b>	<b>Media Planner</b>		
		<b>Station Manager</b>	<b>Content producer</b>		
		<b>News Director</b>	<b>Content writer</b>		
		<b>Senior Writer</b>	<b>Journalist</b>		
		<b>News Anchor</b>	<b>Copy Writer</b>		
		<b>Reporter</b>	<b>Script Writer</b>		

# Curriculum Design Template

## First Semester

- ♥ Human Communication
- ♥ Reporting and Writing Skills
- ♥ Editing Skills
- ♥ Information and Communication Technology
- ♥ Travel Photography/ Photojournalism
- ♥ Media Skills/Online Journalism and Web Management

## Second Semester

- ♥ Communication theories
- ♥ Media, culture and Society
- ♥ Communication Research methods
- ♥ Digital marketing
- ♥ Human Interest Stories/Cultural Journalism
- ♥ Mobile Journalism/News Production

## Third Semester

- ♥ Media management
- ♥ Advertising
- ♥ Public Relation and Corporate Communication
- ♥ Dissertation
- ♥ Documentary production
- ♥ Deprivation Coverage / Event Management
- ♥ Developmental Communication/ Health Communication

## Fourth Semester

- ♥ Media laws and ethics
- ♥ Film studies and appreciation
- ♥ Digital Story telling
- ♥ Internship



# Contact



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