

Media & Disability Communication Training Experience:

From the Year 2004 professionals, students have been oriented & trained in Media and Disability Communication in various parts of the country by OESD of AYJNIHH in collaboration with various Universities & Institutes.

Chronology:

2004: June 24-25, in Mumbai, AYJNIHH & Mumbai University

2004: Sept. 21-22 in Mumbai, AYJNIHH & Mumbai University.

2004: Nov. 5 in Shimla, Himachal Pradesh University.

2004: Nov. 6-7, at Solan, M.S. Panwar Institute of Communication & Management

2005: March 2-3, in Kolkatta, University of Kolkatta & EIILM International University.

2005: Dec. 16-17, in Kochi, Kerala Press Academy & SOMS Kochi.

2006: Oct. 13-14, in Shillong, North Eastern Hill University & St. Antony's College, Shillong

2007: August 17-18 in Srinagar, MERC & University of Kashmir

2007: Oct. 26-27 at Aurangabad, BAM University

2007: Dec. 10-11 at Sonitpur, Tezpur University

2008: Sept. 26, National meet at AYJNIHH-Mumbai

2009: March 2-6 Training of Trainers by AYJNIHH & Mumbai University.



Course Fees:

Tuition Fees:Rs.10,000/-

Hostel Fees:Rs.12,600/-

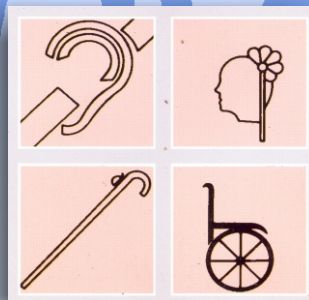
Library Fees:Rs.2,000/-

Caution Money Deposit:Rs.5,000/-

Educational Tour Fees:Rs.2,000/-

Application form Fees:Rs.500/-
(Rs.300/-for SC/ST candidates)

Medium of Instruction:English



For Further Details Contact:

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E.S.A (Mass Media)

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**Media & Disability Communication
(PGDMDC)**

2010-2011

Jointly Conducted by



Ali Yavar Jung

**National Institute for the Hearing
Handicapped, Mumbai-50**

(Ministry of Social Justice & Empowerment, Govt. of India)

an ISO-9001:2000 Certified Organisation

www.ayjnihh.nic.in



**Department of Communication &
Journalism, Mumbai University
Mumbai-98**

(*** NAAC Accredited)**

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Introduction:

As per the UN, 10% of the world population suffer from one or more disability. As per 11th Plan in India it is estimated that approximately 5-6% of the total population are persons with disability. Number of persons with disability would be even more with increasing number of aged persons in the country. However, it is often seen that news/information about persons with disability and disability rehabilitation are not given importance by Media (Radio/TV), Communication professionals & Media Houses. Even if importance is given, it is not in the right perspective. Efforts are on by Ministry of Social Justice & Empowerment (Govt. of India), National Institutes for disability rehabilitation. Rehabilitation Council of India (RCI) lays stress on spreading awareness on Disability Communication and information about programs for disability rehabilitation.

The Training Course:

As a pioneering effort, the Ali Yavar Jung National Institute for the Hearing Handicapped, Mumbai (AYJNIHH), along with Department of Communication and Journalism, (DCJ) University of Mumbai is conducting a one year postgraduate Diploma in "Media & Disability Communication" (PGDMDC) in the academic year 2010-11, to implement article 8,9 & 21 of 'UNCRPD' guidelines dealing with 'awareness', 'accessibility', and 'access to information'.

This training program has been specifically designed by OESD of AYJNIHH and DCJ of Mumbai University for the benefit of the communication professionals and students. The focus is on practical skills, media tools and techniques to improve the communication delivery in media houses and organizations. The postgraduate Diploma will be issued jointly by AYJNIHH and University of Mumbai.

Objectives:

- * To provide an opportunity to enrich knowledge on media & disability communication, identify emerging issues, trends and creative strategies for promoting the concept of inclusive society in the area of disability and human development through journalism & mass communication.
- * To develop requisite skills for practicing communication profession in new era of Information technology and higher level of awareness about the use of available tools and techniques for professional productivity.
- * To make products of Mass Media accessible to Persons with Disabilities (PWDs), through Indian Sign Language (ISL), Tele-captioning Services, latest computer software for the Blind.
- * To orient the students of Journalism & communication to be resourceful and useful to Media houses and organizations for disability rehabilitation and will have value addition to the existing course.

Eligibility:

The minimum qualification for admission is postgraduate Diploma or Graduation in Journalism/Communication/Public Relations/Advertising/Mass Media from a recognized university/institute, with a minimum of 50% marks. Those having appeared for their third/final year examination are eligible to apply.

Number of Seats:

18 (3 seats reserved for the students of M.A. JMC of Mumbai University)

Apprenticeship:

A six-month apprenticeship is encouraged. Students may work with any media house/agency, or organization working for persons with disabilities as an apprentice.

Faculties:

Professionals in Disability Rehabilitation & Mass Communications/Mass Media/Public Relations/Information Technology/Journalism from lead institutions, will address the students.

Admission Procedure:

Admission is through CAT/ interview. The program commences from August/ Sept. The admission will be done as per the rules of AYJNIHH and University of Mumbai, subject to eligibility.

Academic Programme:

The course duration is of one year. There are a total of 6 papers: three in Disability Rehabilitation and three in Journalism/Communication. The assessment is done through examinations (twice in a year). Assignments/Projects form a part of examinations.

The course is conducted by OESD of AYJNIHH and DCJ of Mumbai University Jointly. The Department of Outreach and Extension Services (OESD) offers Outreach Services of AYJNIHH to various parts of the country. The Department of Communication & Journalism of Mumbai University offers need based, custom-tailored training and courses in Communication, PR & Journalism.

