

**ADDRESS BY THE VICE-CHANCELLOR'S, PROF. ERIC OPOKU MENSAH
AT THE 3RD MATRICULATION CEREMONY OF THE UNIVERSITY OF
MEDIA, ARTS AND COMMUNICATION ON FRIDAY 14TH FEBRUARY, 2025**

The Pro Vice-Chancellor, Prof. Winston Abroampa

The Acting Registrar, Mrs. Patience Sowah

Rectors of UniMAC's Constituent Institutes

Deans, Directors, Heads of Departments

Institute Registrars of UniMAC's Constituent Institutes

Senior Members and Faculty

Staff of UniMAC

Freshmen and Women who have joined the UniMAC Fraternity

Members of the Media

Parents and Guardians

Ladies and Gentlemen, Good Morning

INTRODUCTION

It is my pleasure to welcome you to the third (3) Matriculation Ceremony of the University of Media, Arts and Communication (UniMAC). On behalf of the Management of the University, I extend a warm and heartfelt welcome to each and every one of you. We are proud you are part of this unique institution, a University that stands as a beacon of excellence in communication, media, and arts education.

Matriculation is a significant event in the University's academic calendar, officially marking your enrolment into the University's register. This marks your formal recognition as full and legitimate students of the University of Media, Arts and Communication. Essentially, the purpose of this gathering is to enable you, fresh

students, to take the matriculation oath, which marks your formal admission into UniMAC, and to sign the matriculation register as well.

The Matriculation Oath, universally recognized by all universities, acknowledges your role as junior members of the University community, with all the privileges and responsibilities that come with it. It is vital that you live by the values outlined in the Oath: adhering to the University's regulations; respecting authority; dedicating yourselves to your studies; seeking truth; and always enhancing the reputation of the University.

Freshmen and Women, as you take the Matriculation Oath today, know that you are joining a University that, though new in name, is deeply rooted in a tradition of academic excellence and innovation. Importantly, remember that the University takes the Matriculation Oath and its associated obligations seriously. Any violation of the Oath or the University's rules will lead to appropriate disciplinary measures.

At this juncture, distinguished freshers, may I also remind you to read and understand the contents of your students' handbook because it spells out the rules and regulations that should guide your conduct and inform you of every necessary detail you need to know as students of UniMAC.

I entreat you to study diligently, be prepared and motivated to undertake all tasks, and overcome any hurdles that might come your way throughout your stay in this university. I want to draw your attention to the UniMAC Learning Management System (LMS), and the e-Library, two powerful tools in your academic journey. These platforms offer you easy access to learning materials, helps track your progress, and ensures you stay connected with your lecturers. Make the most of this platform, and let it be a key part of your success.

Be assured, Freshers, that we are committed to ensuring that you will leave this University as well-prepared graduates equipped with the capabilities to participate fully in both the Ghanaian and larger global economy. We are incredibly proud of all our new undergraduate and postgraduate students and we also look forward to your contributions and success at UniMAC.

MATRICULATION STATISTICS

Distinguished ladies and gentlemen, this year, we received a total of Three Thousand Six Hundred and Sixty-Three (3,663) applications across all our three constituent institutes, out of which Two Thousand One Hundred and Seventy-Seven (2,177) students have been admitted and being matriculated. This cohort comprises One Thousand Four Hundred and Seventy-Three (1,473) females and five hundred and eighty (580) males, showcasing a vibrant and diverse student body. The breakdown of students across our three esteemed institutes are as follows:

- The **Institute of Journalism:** 1,477 students, comprising 1,150 females and 327 males.
- The **Institute of Languages:** 86 students comprising, 70 females and 16 males.
- The **Institute of Film and Television:** 238 students which constitutes 108 females and 130 males.
- The **School of Graduate Studies:** 252 students, consisting of 145 females and 107 males.

This representation reflects our institution's commitment to inclusivity, diversity, and fostering an environment where all students, regardless of gender, can thrive and succeed. As part of our plans for growth, we are investing in new facilities and technologies to expand the University's capacity and enhance the quality of the academic experience for our increasing student population.

ADVICE TO MATRICULANTS

My advice to you all, is to focus on, and stick to your main objective for enrolling in our programmes which is, to be awarded a diploma, a degree certificate or a Masters' degree. I can tell you from experience that some of the best years of your life will be your university days, both at the undergraduate and postgraduate levels, and some of the very best and life-long friends you will make, will be from your days at university. So, make the most of this fantastic opportunity to study in the most prestigious Media, Arts and Communication University in the country and beyond. Let your studies here, count for something both now, and long into your future.

On a final note, I say a big thank you to your parents and guardians for their selfless support and sacrifices that made it possible for you to be here today, God bless them abundantly and continue to give them grace to support your UniMAC academic journey all the way to graduation and beyond.

Welcome to UniMAC once again, and we look forward to the great achievements, remarkable stories of your success you will bring to this our esteemed institution.

Thank you and God bless us all.

PROFESSOR ERIC OPOKU MENSAH

VICE-CHANCELLOR, UniMAC

14TH FEBRUARY 2025