

STATEMENT OF PURPOSE

In the rapidly evolving landscape of media and technology, the intersection of these fields plays a pivotal role in shaping society. Pursuing a Master's in Media Technology and Society is a dynamic journey that dwells into the internal relationships between media, technology and the socio-cultural fabric. This program equips me with the theoretical insights and practical skills necessary to navigate and influence the profound changes occurring in today's interconnected world. Joining this academic pursuit opens doors to explore the multi impact of media and technology on society. It also helps me to improve critical thinking and innovation in an era where communication and information is of paramount importance.

Embarking on my Bachelor's journey in Journalism and Mass Communication at Christ Nagar College in 2017 marked the start of a transformative academic experience that concluded in 2020. Throughout these three years, I immersed myself in the multi dimensional realm of media, improving my skills and expanding my understanding of the dynamic landscape of Journalism. The experience I gained from a month-long internship during my final year at Kairali TV, a prestigious news channel based in Kerala was a decisive part of my three year course in media studies. This opportunity allowed me to witness the inner workings of a newsroom, from the adrenaline-fueled news gathering to the spontaneous crafting of compelling stories for a diverse audience. One of the most rewarding aspects of my academic tenure was the opportunity to engage in documentary filmmaking. It was mainly focused on the vibrant hip hop culture in Kerala. I embarked on this project that explored its roots, evolution, and impact on the local youth. This experience not only allowed me to showcase my creative storytelling skills but also deepened my appreciation for the power of media in reflecting and shaping cultural narratives. The process of capturing the essence of an emerging subculture within Kerala was both enlightening and challenging. Another notable project that defined my journey was a documentary highlighting the innovative waste management system called Air Bin in the city of Trivandrum, Kerala. This initiative aimed to address the pressing issue of urban waste by introducing smart and sustainable bins. Through interviews, on-site observations, and extensive research, I dwelled into the interconnecting web of waste management in my city. This project not only allowed me to contribute to discussions surrounding environmental sustainability but also underscored the potential of media to raise awareness and inspire positive change in our society. As a whole my Bachelor's in Journalism and Mass Communication was not just an academic pursuit but a dynamic exploration of storytelling, societal dynamics, and the transformative power of media. The mix of theoretical knowledge and hands-on experiences, particularly through my internship and documentary projects has helped me to gain in-depth knowledge in the working of the media industry. I eagerly anticipate furthering my journey in the ever-evolving field of media and communication through the experiences I gained during the three years of my course.

The decision to pursue a course in Expanded Media stems from a profound appreciation for the transformative power of modern media landscapes. In today's interconnected world, traditional media forms are evolving rapidly, creating new opportunities for immersive experiences that resonate deeply

with audiences. The English-language Master's program in Expanded Media promises a unique blend of creativity, innovation, and social impact, aligning perfectly with my aspirations. At the heart of Expanded Media lies the ethos of crafting media experiences that transcend conventional boundaries, fostering meaningful connections between users and content. This resonates with my belief in the potential of media to effect real change and shape perceptions. The program's focus on personal experiences underscores the importance of authenticity and empathy in contemporary storytelling—a philosophy I am eager to explore and embody in my work. Furthermore, the interdisciplinary nature of the course appeals to my diverse interests and skill set, offering opportunities to collaborate with international peers and explore a range of media platforms. Whether through Expanded Story worlds, Expanded Sound & Music, or Expanded Realities, I am excited to delve into new techniques and technologies that redefine the way we engage with media. In essence, my choice to pursue Expanded Media is driven by a passion for innovation, a commitment to social impact, and a desire to push the boundaries of storytelling in the digital age. Through this program, I aim to cultivate the skills and insights necessary to create media experiences that inspire, provoke, and ultimately, make a difference in the world.

I chose Hochschule Darmstadt for its outstanding reputation in the field of media and communication. Renowned for its innovative programs and state-of-the-art facilities, the university offers an ideal environment for academic and personal growth. The opportunity to study in a vibrant and diverse city like Darmstadt further attracted me, providing a rich cultural experience alongside my education. Additionally, the university's strong emphasis on practical learning through internships, projects, and industry collaborations aligns perfectly with my career goals, ensuring that I gain hands-on experience and relevant skills for success in the field. Moreover, the supportive faculty and robust alumni network offer invaluable resources and mentorship opportunities, enhancing my academic journey and professional prospects. Overall, Hochschule Darmstadt represents the perfect blend of academic excellence, practical experience, and cultural immersion, making it the ideal choice for my higher education pursuits.

To conclude, I am confident that I possess the necessary skills to excel in the Masters Degree program in Media Technology and Society. I am passionate about the course and eager to make a significant contribution to this field. I believe that this esteemed University is the perfect place for me to achieve my goals.