

# STATEMENT OF PURPOSE

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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.

Enrolling in the Media Technology and Society (MTS) course reflects my aspiration to dive into the interplay between media, technology, and society. This program uniquely offers a hands-on

experience through internships with diverse project hosts, including publishers, agencies, and research institutions. This practical exposure allows me to seamlessly integrate theoretical concepts from the MTS degree program into real-world projects. The accompanying seminar serves as a critical bridge between theory and practice, where I will systematically prepare, evaluate, and review insights gained during the internship. This reflective process aligns with the core issues addressed in the MTS curriculum, flourishing a better understanding of media's impact on society and vice versa. Moreover, the course equips me with the skills to provide in-depth presentations, categorizations, and evaluations of current developments within the realm of media, technology, and society. What distinguishes this course is its adequate use of learning formats that prioritize communication and mediation. By immersing students in these formats, the curriculum aims to refine advisory skills, preparing individuals to navigate the complex landscape where media, technology, and society converge. Ultimately, I am drawn to this course not only for its academic rigor but also for its practical approach, offering a transformative learning journey that extends beyond the classroom.

I now wish to earn a master's in Media Technology and Society which can help to secure a position in the media industry. Hochschule Darmstadt, also known as the Darmstadt University of Applied Sciences, is a well-regarded university in Germany. I believe that the Darmstadt University of Applied Sciences is the best place for me to achieve my goals. Furthermore, I firmly believe that your qualified and professional faculty can help me in all my academic pursuits. My carefully planned career path which is already enriched with my existing professional/personal experiences, in combination with the master's degree at Darmstadt University of Applied Sciences will ensure that I will be successful in my next career. My background will also add to the diversity of the class and I am eager to gain exposure to a diverse and international group of Darmstadt university classmates. I look forward to sharing my experiences and having a dynamic classroom environment with them. The University has a good reputation for its practical approach to education and its strong ties to industry. It also has a vibrant international community, making it an attractive option for international students. Overall, Hochschule Darmstadt is considered to be a good institution for higher education. It would be a great pleasure and honor for me if given a chance to pursue my postgraduate studies. I hope you will find me a deserving and credible student for your institution.

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.