

## 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.

I chose to pursue the Media and Communication Science course because of its interdisciplinary nature and its focus on research. This program offers a unique blend of communication sciences, media technology, economics, and law, providing a comprehensive understanding of the dynamics of media communication in today's society. The emphasis on research-oriented learning aligns perfectly with my academic interests and career aspirations. I am eager to delve deep into theoretical approaches and research methods to analyze and understand the complexities of media communication. By gaining insights into the latest findings in this field, I aim to contribute meaningfully to the ongoing discourse surrounding media and its societal impacts. Furthermore, the program's focus on facilitating students to acquire both knowledge and competences is particularly appealing to me. I believe that a combination of theoretical understanding and practical skills will prepare me to tackle real-world challenges in the ever-evolving media landscape. Overall, the Media and Communication Science course offers the perfect blend of academic rigor and practical relevance, making it the ideal choice for my further studies and professional development.

I chose TU Ilmenau for my master's degree in Media and Communication Science because of its esteemed reputation, innovative curriculum, and conducive learning environment. Firstly, TU Ilmenau has a strong academic standing, particularly in the field of media and communication studies. The university's faculty members are renowned experts in their respective fields, and their expertise will undoubtedly enrich my learning experience. Moreover, the university's commitment to innovation is evident in its curriculum, which integrates cutting-edge research and practical applications. This forward-thinking approach resonates with my desire to stay updated with the latest developments in media communication. Additionally, TU Ilmenau's supportive learning environment, with its modern facilities and collaborative atmosphere, provides an ideal setting for academic growth and personal development. Overall, I am confident that TU Ilmenau will not only provide me with the knowledge and skills necessary to excel in my field but also foster a stimulating environment where I can thrive academically and professionally.

To conclude, I am confident that I possess the necessary skills to excel in the Masters Degree program in Media and Communication Science. 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.