

STATEMENT OF PURPOSE

The Media & Design Management master's degree program at RheinMain University of Applied Sciences in Wiesbaden offers a unique interdisciplinary educational experience, combining the fields of business, design, and engineering. Designed for graduates of Media Management and related disciplines, this program focuses on the economic aspects and issues of the media industry, preparing students for specialized professional roles. With courses available in English, and a curriculum that integrates theory with practical projects, students are equipped with the skills and knowledge needed to excel in the media and design sectors, while also benefiting from research opportunities and international study options.

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.

Choosing to pursue a Master's degree in Media & Design Management at RheinMain University of Applied Sciences in Wiesbaden was a natural decision for me, building on the foundation of my bachelor's degree in Journalism, Mass Communication and Video Production. This program stands out due to its unique interdisciplinary educational concept, which integrates business, design, and engineering. This blend not only enhances the knowledge I acquired during my undergraduate studies but also broadens my skill set, preparing me for diverse professional opportunities in the media and design industries. The program's focus on economic aspects and issues within the media industry aligns perfectly with my career aspirations. By offering modules in English, the course ensures comprehensive preparation for specific professional areas, making me versatile and marketable in a globalized industry. The practical projects embedded in the curriculum are particularly appealing, as they facilitate the application of theoretical knowledge in real-world scenarios and enable the establishment of valuable professional contacts. Additionally, the program offers two remarkable features in the areas of research and international affairs. Each winter semester, students with a keen interest in research can engage in a research project, which is an excellent opportunity for those considering a doctorate or a career in research. Moreover, the "Double Your Degree" option allows students to earn an additional master's degree alongside their Master of Arts during their regular studies. This unique feature significantly enhances the value of the program and broadens my academic and professional horizons. Overall, the Media & Design Management master's program at RheinMain University is the ideal pathway for me to deepen my expertise and expand my career opportunities in the dynamic fields of media and design.

I chose RheinMain University of Applied Sciences to pursue my master's degree due to its exemplary reputation and the unique advantages it offers. The university's commitment to combining theory with practical application aligns perfectly with my educational background. The Media & Design Management program, in particular stands out because of its interdisciplinary approach, blending business, design, and engineering. This synergy not only broadens my knowledge but also equips me with diverse skills essential for success in the dynamic media and design industries. The University's strong focus on economic aspects and industry-specific issues ensures that I am well-prepared for the professional challenges ahead. Moreover, the opportunity to engage in practical projects is invaluable, allowing me to apply theoretical concepts in real-world settings and build a network of industry contacts. Additionally, the international dimension of RheinMain University is compelling. The availability of modules in both English and German facilitates a global learning environment, enhancing my linguistic and cultural competence. The "Double Your Degree" option further enriches my academic experience, providing a unique opportunity to earn an additional master's degree. Overall, RheinMain University's innovative approach, practical focus, and international outlook make it the ideal choice for advancing my education and career in media and design management.

To conclude, I am confident that I possess the necessary skills to excel in the Masters Degree program in Media & Design Management. 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.