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**A Study on the Influence of Pop-up Advertisements on Internet on Young  
Women's Buying Behaviour in Ernakulam City**

**This dissertation is submitted to Sacred Heart College in partial fulfilment of the  
requirement for the Degree of Masters in Communication and Journalism.**

**Session: 2017-19**

**Afrin Fathima Nias**

**17PMCJ1901**

**Guide**

A handwritten signature in blue ink, appearing to read 'Shanthi', written over a horizontal line.

**Ms. Shanthi Mathai**



**SH School of Communication**

**Sacred Heart College (Autonomous), Thevara, Ernakulam**

**'A Comparative analysis of stories on Women's entry into the  
Sabarimala shrine in The Hindu and Deccan Chronicle'**

**This dissertation is submitted to  
Sacred Heart College (Autonomous) in  
partial fulfillment of the requirement for the Degree of  
Masters Communication and Journalism**

**Session: 2017-19**

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**ART DIRECTION IN MOVIES: A STUDY WITH REFERENCE  
TO TWO SELECTED PERIOD MALAYALAM MOVIES -  
ODIYAN AND CELLULIOD**

**ARATHI BABU**

**17PMCJ1908**

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**Prof. SHANTHI MATHAI**

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Sacred Heart College (Autonomous) Thevara, Kochi  
2017-2019**



## **WOMEN IN SHYAMAPRASAD'S MOVIE**

**This dissertation is submitted to Sacred Heart College in partial fulfilment of the requirement for the Degree of Masters in Communication and Journalism.**

**Session: 2017-19**

**AZRA ANJU CM**

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# CHANGING TRENDS IN ADVERTISEMENTS: COMPARATIVE ANALYSIS OF 30 ADVERTISEMENTS

BY

MALAVIKA A S

[ REGNO: 17PMCJ1906 ]

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Prof. SHANTHI MATHAI

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Sacred Heart College(Autonomous), Thevara

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**Genres of advertisement that influence the youth of 18-25 years: A study in  
Ernakulam city**

**This dissertation is submitted to Sacred Heart College in partial fulfilment of the  
requirement for the Degree of Masters in Communication and Journalism.**

**Session: 2017-19**

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**A Comparative study to find out the problems and challenges in communicating health messages faced by ASHA health workers in rural and urban areas.**

**This dissertation is submitted to Sacred Heart College in partial fulfilment of the requirement for the Degree of Masters in Communication and Journalism.**

**Session: 2017-19**

**Neeraja Sarah Sunny**

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**‘A Study on Advertising Dynamics and Soap Operas in  
Malayalam Television Channels’**

**This dissertation submitted to**

**Sacred Heart College (Autonomous) in**

**partial fulfillment of the requirement for the Degree of**

**Masters Communication and Journalism**

**Session: 2017-19**

**Shana Mohamed Azif**

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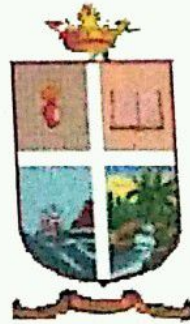
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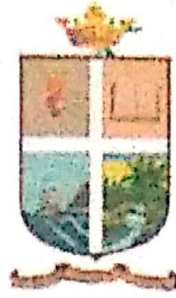
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**A comparative study of news coverage of Mathrubhumi and Madhyamam  
Dailies with special reference to reports of Nipah outbreak of Kerala in 2018**

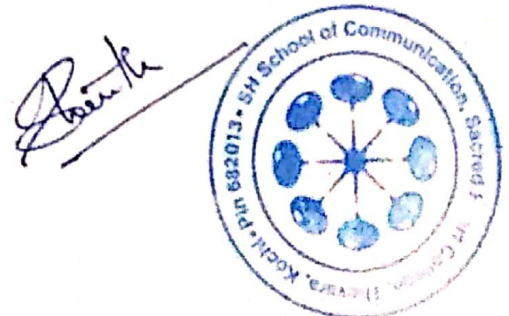
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**SNEHA M**

**17PMCJ1903**

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**Ms Shanthi Mathai**



**SH School of Communication**

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**2017-19**



**'A comparative study on the coverage of flood related news,  
in two Malayalam newspapers'**

This dissertation is submitted to Sacred Heart College in partial fulfilment of the requirement for the Degree of Masters in Communication and Journalism.

Sulthana Salim  
17PM CJ1905

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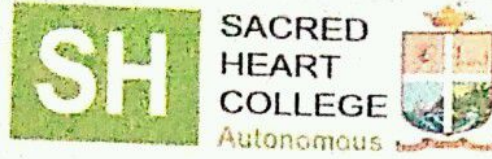
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SH School of Communication  
Sacred Heart College (Autonomous), Thevara, Ernakulam.

2017-19



**A study on Representation of Third gender in Malayalam  
Cinema: A comparison of three select Malayalam movies.**

This dissertation is submitted to Sacred Heart College in partial fulfilment of the  
requirement for the Degree of Masters in Communication and Journalism.

Session 2017-19

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