

DECLARATION

I hereby declare that the Dissertation entitled “**ADVERTISEMENT**” – ‘**LIFE-BLOOD**’ **IN MODERN JOURNALSM** submitted to **Avinashilingam University for Women, Coimbatore – 641043** in partial fulfillment of the requirements for the award of the Degree of **MASTER OF PHILOSOPHY IN HINDI** is a record of original research work done by me under the supervision and guidance of **Dr. Smt. SHASHI PRABHA JAIN, M.A.(Madras), Ph.D. (Ranchi), P.G. Diploma in Translation (SBOA), Reader, Department of Hindi, Avinashilingam University for Women, Coimbatore – 641043** and that it has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or similar title to any candidature of any other university.

B. Anita

.....
Signature of the Candidate

Shashi Prabha Jain

.....
Signature of the Guide