

## **CERTIFICATE**

This is to certify that the Dissertation entitled “**ADVERTISEMENT**” – ‘**LIFE-BLOOD**’ **IN MODERN JOURNALISM** 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 **B.ANITA**, during the period of her study in the Department of Hindi, **Avinashilingam University for Women, Coimbatore – 641043** under my supervision and guidance has not formed the basis for the award of any Degree/Diploma/ Associateship/Fellowship or similar title to any candidature of any other university.

*Shashi Rathe Jai*  
.....

**Signature of the Guide**

*[Handwritten Signature]*  
.....

**Signature of the Head of the Department**