

**Editorial Quality of Branded Content as Native Ads:
A Comparative Study of Digitally-native And Legacy
News Outlets in India**

A Dissertation

submitted to the Central University of Himachal Pradesh

for the Partial Fulfilment of the Degree of

Masters in Journalism and Mass Communication

In the School of Journalism, Mass Communication and New Media

In the Department of Journalism and Mass Communication



Under the Supervision of Mr Harikrishnan Bhaskaran

by

Sakshini Prabhakar

June 2022

Dated:

Department of Journalism and Mass Communication

School of Journalism Mass Communication and New Media

Central University of Himachal Pradesh, Dharamshala

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This is to certify that I, Sakshini Prabhakar, have carried out the research embodied in the present Dissertation for the partial fulfilment of the Degree of MA in Journalism & Mass Communication.

I declare to the best of my knowledge that no part of this Dissertation was earlier submitted for the award of a degree of any University.

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Representation of Women in Indian Advertisements

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Under the Supervision of Dr. Harsh Mishra

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Russia and Ukraine: The Indian Stance

A Dissertation submitted to the Central University of Himachal Pradesh for the partial fulfillment of the
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In the Department of Journalism and Mass Communication



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Under the supervision of

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Submitted By:

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30th June, 2022

CERTIFICATE

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I declare to the best of my knowledge that no part of this dissertation was earlier submitted for the award of degree of any university.

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