



# UNIVERSITY OF MYSORE

Department of Mass Communication and Journalism  
Manasa Gangothri, Mysuru.

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A Study on Content Analysis of Online Advertising

Submitted by  
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### CERTIFICATE


This is to certify that the major research project report entitled 'Content Analysis on Online Advertising and its impact-A study' is a record of original and independent research work done by Aishwarya J Akki. a student of MA 4<sup>th</sup> semester (Roll No – Co117001 ), Department of Studies in Communication and Journalism, University of Mysore during 2018-2019 under my guidance and supervision for the award of the Degree of MCJ. This report in whole or part has not been provisionally submitted for any other Degree, Diploma, Associateship, Fellowship or other similar Degree of this or other university. Such material as has been obtained from other sources is duly acknowledged in this thesis.

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