

Statement of Purpose

"Film is the most powerful weapon in the world," once declared Charlie Chaplin, encapsulating the profound influence that visual storytelling possesses. My passion for film and media has been the guiding force behind my academic and professional pursuits, driving me to explore the myriad ways in which this medium can shape societal perceptions and inspire change. It is this fervor that propels me to apply for the Master of Media and Creative Technologies in Screen and Media Studies at the University of Waikato. With a solid foundation in film theory and production, coupled with hands-on experience in creating short films and documentaries, I seek to deepen my understanding of the cinematic arts and hone my craft in a stimulating academic environment. My long-term goal is to leverage my filmmaking expertise to foster societal transformation, whether as a freelancer or within a reputable studio. By pursuing this program, I am confident that I will acquire the advanced skills and critical insights necessary to make a meaningful impact on the world through the power of filmmaking.

I hold a Bachelor of Arts degree with a major in Journalism and Mass Communication from Amity University, where I attained a comprehensive grounding in media studies coupled with practical experience. My academic journey was enriched by a diverse array of coursework that directly aligns with the Master of Media and Creative Technologies in Screen and Media Studies at the University of Waikato. Courses such as Graphics and Visual Communication, Filmmaking Techniques, and Multimedia Production provided me with a robust foundation in the technical and theoretical aspects of media creation. My understanding of Media Ethics and Laws, combined with practical skills honed in Camera Operations and Editing Techniques, has equipped me to navigate the intricate landscape of contemporary media. Furthermore, I authored two research papers and undertook various video projects, which allowed me to apply my classroom learning to real-world scenarios, fostering my analytical and creative abilities. This academic and practical background has seamlessly prepared me for advanced study in film and media, and I am eager to further refine my expertise at your esteemed institution.

As a dedicated member of the Photography Club at my university, I played an active role as a photographer, particularly during our university fest where I volunteered to capture the essence of the events through my lens. This experience not only honed my technical skills in photography but also enhanced my ability to work under pressure and collaborate effectively with a team. My commitment to continuous learning is demonstrated by the diverse range of courses and certifications I have completed, including a Diploma in Software Technology in 2018, a first division in a painting annual examination in 2015, and courses in behavioral science, human values and community outreach, English and communication skills, and French language studies from various institutes within Amity University. These accolades reflect my dedication to broadening my intellectual and cultural horizons, essential traits for a career in film and media studies. My hobbies, such as photography, drawing, cooking, and watching movies and series, further illustrate my creative inclinations and passion for visual

storytelling. These multifaceted experiences have equipped me with a unique blend of technical proficiency, artistic sensibility, and a profound understanding of human behavior, all of which I aim to leverage in my pursuit of a Master of Media and Creative Technologies in Screen and Media Studies at the University of Waikato.

At Turiya Communications, a prominent communication agency in India, I honed my skills as a Video Editor and Creative Designer, where I was responsible for editing videos, designing posts, crafting resume booklets, conducting research, and engaging in social media activities. This role allowed me to develop creativity, time management, and teamwork skills, which are crucial for success in the film and media industry. Concurrently, as a Public Relation Manager for TALENTISTA, a social media platform that showcases individual talents on Instagram and Facebook, I managed social media accounts and curated content to influence public perception. This experience furthered my teamwork and leadership abilities and provided me with a comprehensive understanding of media strategy and public relations. These roles have equipped me with a diverse skill set directly applicable to advanced studies in Film and Media Studies, enabling me to approach cinematic narratives with a well-rounded perspective that integrates creativity, strategic communication, and technical expertise. My professional background complements my academic pursuits and aligns seamlessly with my long-term goal of leveraging filmmaking to effect positive change, whether as a freelancer or within a reputable studio.

The Master of Media and Creative Technologies in Screen and Media Studies program at the University of Waikato is uniquely aligned with my academic interests, career goals, and personal values, making it an ideal fit for my aspirations. The program's diverse curriculum, which spans critical theory to practical filmmaking, will provide me with a comprehensive understanding of the medium, essential for creating impactful and thought-provoking content. The university's state-of-the-art facilities, including cutting-edge studios and editing suites, will enable me to hone my technical skills and bring my creative visions to life. The renowned faculty, whose expertise in both academic and practical aspects of film and media studies, will offer invaluable mentorship and insights, further refining my craft. With a long-term goal to leverage my filmmaking expertise to create narratives that challenge societal norms and captivate global audiences, I am particularly drawn to the program's emphasis on innovative and socially relevant media production. My commitment to using filmmaking as a medium for positive change aligns seamlessly with the university's values of excellence, integrity, and social responsibility. I am eager to contribute to the vibrant Waikato community through collaborative projects, research initiatives, and active participation in campus activities, ensuring that I not only benefit from the university's offerings but also positively influence the academic and cultural milieu.

In conclusion, the Master of Media and Creative Technologies in Screen and Media Studies program at the University of Waikato represents the ideal environment for me to refine my skills and deepen my understanding of the cinematic arts. My passion for creating impactful, thought-provoking works, coupled with my commitment to academic excellence, will enable me to contribute meaningfully to the vibrant intellectual community at Waikato. I am eager to collaborate with esteemed faculty and fellow students, bringing my unique perspective and dedication to the pursuit of using film and media as powerful mediums for positive change.

