DECLARATION

I, **Naveena N.** do hereby declare that this thesis entitled “*Public Service Advertisements and Rural Development: An Evaluation of Impact in Karnataka State*” submitted to the University of Mysore for the award of the Degree of Doctor of Philosophy in Communication and Journalism is a record of original and independent research work done by me during 2012–2016 under the guidance of **Dr. Sapna M.S.,** Assistant Professor, Department of Studies in Communication and Journalism, University of Mysore. This thesis in whole or part has not been provisionally submitted for any other Degree, Diploma, Associateship, Fellowship or other Degree of this or other University. Such material as has been obtained from other sources is duly acknowledged in this thesis.

Date: ____________________________
Place: Mysuru

Naveena N.
Research Scholar
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