

Gujarat Technological University



PROPOSES



Multi Location Collaborative Learning (MLCL)

Project of GTU (Ahmedabad) & DHBW (Germany)

“An Analytical Study on Relative Impact & Objectivity of Different Media”

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Respected Directors/Principles, Faculty Members and Dear Students of all GTU affiliated MBA Institutes,

The PG Research Centres of GTU promotes the research work in field of Business Management, Engineering, Pharmacy and Computer Science.

To accomplish the goal to make the management students globally competitive, GTU's PG Research Centres are planning to launch an innovative research program for MBA students and faculties.

The research program is termed as **Multi Location Collaborative Learning (MLCL)**.

As a start-up of MLCL at GTU, it is going to initiate a research project on ***“Study on Relative Impact & Objectivity of Different Media”***

Background:

The Media, whether print or electronic, nowadays has become the most important tool in influencing political, cultural and social environment & opinions all over the world. In every country the media management is an important function as it plays a seminal role in shaping public perceptions & responses, which particularly influences Government significantly in democracies, policies & exercising of National options. The power of the media has been recognised since many centuries.

Society is influenced by media in so many ways. It is the media for the masses that helps them to get information about a lot of things and also to form opinions and make judgments regarding various issues. It is the media which keeps the people updated and informed about what is happening around them and the world. Media has played significant role in making world a global village and to reduce the communication gaps amongst the people living in the far areas.

Objectives of Project

- *To study the relative impact of different types of media on various segments of news categories.*
- *To analyze the proportion of news given by various media on different news categories during specified time frame.*
- *To study the attitude of various media groups towards specific news.*
- *To facilitate management faculties in network building with foreign institute/university professors.*
- *To develop broader view of global research by virtually working in collaboration with foreign universities.*
- *To strengthen the international activities and research projects like IEP and GCSR with help of MLCL.*

Media types to be studied

- Electronic : International, National and Regional News Channels (TV)
- Print : International, National and Regional News Papers
- Social : Social Networking Websites
- Online : e-Newspapers, e-News Magazines, News on Web
- Radio : News on FM Radio Channels

Proposed News categories

- Politics
- Business and Economy
- Science and Innovation
- Sports
- Entertainment
- Crime
- Education
- International Issues
- Health
- Others

Methodology of Project

The interested B-Schools in each Zone will be allocated the specific media group to observe and analyse the attitude towards specific news segments. The study will be carried out into phases of various news categories for fixed time frame.

The project can be allocated to whole class divided into group(s) of five (05) students. However, the faculty may decide the number of groups and students for participation in the project. This project can be considered as a Vth Module Practical Project (CEC) in relevant subject.

GTU will conduct the project jointly with the DHBW, Germany. The same structure may be followed by DHBW Germany students. GTU may provide the e-mail IDs and contact details of the German Research group to Institutes once having their consent.

Collected data may be analyzed jointly by GTU and DHBW students and faculties. The findings in the form of comparative analysis would be probable outcome of the project which may be published at appropriate source.

Phases of the project:

The entire project is divided into several phases. Each phase will be having specific time duration of two months to carry out a study. The phases and work shall be communicated to interested institutes, once we receive the EOI (Expression of Interest) from institutes.

Benefits to Students and Faculties by participation in project:

1. *'Certificate of Academic Excellence'* to all participating students and faculties.
2. Opportunity to publish research work in the form of edited book.
3. International exposure to students and faculties to interact and carryout collaborative research work with foreign students.

Duration of First Phase: 20th March, 2014 to 20th May, 2014.

Kindly send your EOI by following online link provided here latest by 15th March, 2014.

https://docs.google.com/a/gtu.edu.in/forms/d/1OI9pJkZ9_5taFkCylyG01O1jgNh5k-7_lzGHUHDhjE/viewform

For any further query kindly contact on:

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Thanks

GTU PG Research Centres