



Prahladrai Dalmia Lions College of Commerce & Economics

(Government Aided & Affiliated to University of Mumbai & AICTE, New Delhi)

NAAC Re-accredited with 'A' Grade (III Cycle) ISO 21001:2018 Certified

University of Mumbai Recognised Research Centre in Accountancy, Commerce & Business

Economics

A Government Approved Hindi Linguistic Minority Institute

52 Years of Sterling Performance in Education

NOTICE

Date: 05/09/2025

Field Project Notice

As per the University of Mumbai guidelines under NEP 2020, all undergraduate students of Second Year are required to complete a **Field Project (FP)** in Semester III. The project aims to integrate classroom learning with real-world socio-economic exposure.

Key Instructions:

1. Credits & Duration:

- FP carries **2 credits**.
- Minimum **2–3 field visits** are compulsory.

2. Interaction with Mentor:

- Students must meet their faculty guide at least **5 times** and get the Guide Interaction Diary signed.
- Submission of this diary is **mandatory** along with the project.

3. Report Format:

The Field Project Report must be:

- Typed on **A4 size**, Times New Roman, font size 12, 1.5 spacing.
- Minimum **20 pages**.
- Spiral bound

4. Structure:

1. Title Page (Report title, student name, roll no., program, guide name, submission month)
2. Certificate (Institute & Mentor)
3. Student's Declaration
4. Acknowledgement
5. Abstract (200–300 words)
6. Table of Contents
7. List of Figures & Tables

8. Chapters:

1. Introduction (objectives, background, scope)
2. Literature Review
3. Methodology
4. Field Work Observations & Analysis (with photos/diagrams if needed)
5. Conclusion & Recommendations

9. References (APA/MLA format)
10. Appendices (interviews, data, documents etc.)

5. Evaluation:
- **Internal (20 marks):** Attendance, interaction, and report quality.

○ **External (30 marks):** Content, methodology, analysis, conclusion, report presentation, and viva.

Students must adhere strictly to the above format. Non-compliance may lead to rejection of the report. **Report submission date: 20th September 2025**

Sr. No.	Roll number	Name of the Student	Group Number	Name of the Guide	Name of the Topic
1	2007	Ramratan Divedi	1	Ms. Farzin Dalal	Media consumption habits-survey on how different demographics consume media. Detailed Report
2	2002	Rohit Chauhan	1		
3	2024	Aryan V Monde	1		
4	2035	Romel Pinto	1		
5	2019	Areiyan Resob Lakra	1		
1	2014	Sakshi Kadam	2	Ms. Farzin Dalal	Media internship survey-survey of different interns working in different media organisations
2	2015	Darshan Kerlekar	2		
3	2020	Harsh Lohgaonkar	2		
4	2050	Shivansh Shrivastav	2		
5	2058	Farid Khan	2		
1	2072	Nafisa Maji	3	Ms. Neha Sharma	Survey on news consumption habits among the urban young (Gen X)
2	2074	Ansu Ram	3		
3	2066	Nandini Arora	3		
4	2094	Deepak Kanojiya	3		
5	2081	Prachi Mane	3		
1	2052	Aysha Sirur	4	Ms. Neha Sharma	Impact of OTT platforms on TV viewership patterns
2	2045	Muskan Shaikh	4		
3	2044	Maseera Shaikh	4		
4	2043	Farhan Shaikh	4		
5	2086	Shehnaz Shaikh	4		
1	2073	Rahul Padekar	5	Ms. Neha Sharma	Survey on Podcasts and emerging social trends
2	2075	Ganta Vinaykumar	5		
3	2061	Tanishq Agarwal	5		
4	2078	Mohammad Ahshaf	5		
5	2083	Ankit Kanojiya	5		
1	2036	Deepak Prajapati	6	Ms. Akanksha Mangavkar	Effectiveness of social Media Campaign for Public Awareness specially in Slums
2	2037	Sneha Prajapati	6		
3	2005	Pujita Dhangar	6		
4	2008	Rita Dubey	6		
5	2016	Danish Khan	6		
1	2011	Mujahid Hasmi	7	Ms. Neha Sharma	Project on Legal issues in content sharing specially on digital platforms
2	2003	Teja Krishna	7		
3	2009	Altan Gomes	7		
4	2055	Zeel Turakhia	7		
5	2023	Rishant Mishra	7		
1	2056	Arpita Wadhwa	8	Ms. Akanksha Mangavkar	Projection of gender issues in media and its impact on Gen Z
2	2039	Rai Chandan Arvind	8		
3	2027	Bhavishya Panchal	8		
4	2034	Prachita Pawaskar	8		
5	2038	Prakriti Prakash	8		
1	2021	Pranjal Madkaikar	9	Ms. Farzin Dalal	Community radio in Maharashtra and its impact
2	2054	Bhumi Thakkar	9		
3	2040	Krishika Rathod	9		
4	2041	Novel Salins	9		
5	2017	Khushi Koli	9		
1	2030	Manisha Paswan	10	Ms. Akanksha Mangavkar	Media literacy amongst BMC school children
2	2029	Swastik Pardhi	10		
3	2057	Priya Yadav	10		

4	2047	Sweta Sharma	10		
5	2046	Nishita Sharma	10		
1	2022	Mishra Dheeraj Munishankar	11	Ms. Akanksha Mangavkar	Survey of Media Literacy in Rural Maharashtra
2	2032	Pawar Prachi	11		
3	2033	Tanmay Pawar	11		
4	2076	Omkar Shinde	11		
5	2031	Khushi Patel	11		
1	2063	Dimple Visavadiya	12	Ms. Akanksha Mangavkar	Role of community media in enhancing media literacy
2	2067	Rinky Valamdass	12		
3	2068	Nandini Tevar	12		
4	2064	Karishma Yadav	12		
5	2070	Aditya Rajbhar	12		
1	2059	Alok Mishra	13	Ms. Akanksha Mangavkar	Digital Literacy in Tribal belts/slums/community
2	2012	Siddhant Jadhav	13		
3	2001	Shravani Chalke	13		
4	2010	Shubham Gorivale	13		
5	2042	Harshada Sawant	13		
1	2071	Siddh Maniyar	14	Ms. Akanksha Mangavkar	Understanding Gender Role reversal perspectives of GenZ vs Millennials
2	2062	Arun Nerella	14		
3	2069	Aditya Kamble	14		
4	2090	Hamza Khorajiya	14		
5	2091	Abdullah Khorajiya	14		
1	2099	Meet Purani	15	Ms. Farzin Dalal	Media consumption habits-survey on how different demographics consume media. Detailed Report
2	2089	Vijay Acharya	15		
3	2093	Shaikh Tabish	15		
4	2098	Satyam Rajbhar	15		
5	2096	Nikhil Soni	15		
1	2053	Nitin Solanki	16	Ms. Farzin Dalal	Media internship survey- survey of different interns working in different media organisations
2	2105	Devashree Mishra	16		
3	2080	Shraddha Mane	16		
4	2082	Vignesh Bhimagani	16		
5	2100	Darshan Dhebe	16		
1	2051	Janhvi Singh	17	Ms. Neha Sharma	Survey on news consumption habits among the urban young (Gen X)
2	2018	Aaryan Kshirsagar	17		
3	2004	Shravani Dalvi	17		
4	2026	Pallavi Nalavade	17		
5	2025	Aaryan Maurya	17		
1	2028	Pandey Shrushti	18	Ms. Neha Sharma	Impact of OTT platforms on TV viewership patterns
2	2065	Chirayu Uniyal	18		
3	2048	Prathmesh Shirsat	18		
4	2097	Viraj Wafelkar	18		
5	2079	Saee Kamble	18		
1	2088	Rajan Vishwakarma	19	Ms. Neha Sharma	Survey on Podcasts and emerging social trends
2	2084	Ubale Sujal Santosh	19		
3	2085	Dhotre Vaishnavi Babu	19		
4	2087	Tiwari Gaurav Manoj	19		
5	2077	Ramugade Siddhesh Deepak	19		
1	2006	Dhopat Shravan Shrikant	20	Ms. Akanksha Mangavkar	Effectiveness of social Media Campaign for Public Awareness specially in Slums
2	2013	Jaiswar Sujit Ramadhin	20		
3	2049	Shirsat Prathmesh Vijay	20		
4	2060	Sable Chaitanya Nandkumar	20		
5	2092	Mahto Nitin Mohanlal	20		
1	2095	Kale Kedar Harish	21	Ms. Neha Sharma	Project on Legal issues in content sharing specially on digital platforms
2	2101	Kagda Armaan	21		
3	2102	Khan Albira	21		
4	2103	Naik Aryan	21		
5	2104	Poonam Behra	21		

DETAILED TO DO LIST

Media consumption habits-survey on how different demographics consume media. Detailed Report

- **Chapter 1: Introduction**
 - **Purpose:** To understand how demographic factors like age, gender, and location influence media consumption habits.
 - **Background:** Provide context on the shift from traditional to digital media and its impact on audience behavior.
 - **Scope:** Define the specific demographics you will analyze and the media types you will cover (e.g., social media, TV, news websites).
 - **Chapter 2: Literature Review**
 - **To-Do:** Research previous surveys and academic studies on media consumption, audience segmentation, and generational differences in media use.
 - **Chapter 3: Methodology**
 - **To-Do:** Describe your survey design, the target sample size, and the platform used for data collection (e.g., Google Forms).
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Distribute the survey and collect responses. Create charts and graphs to visualize your data, such as a pie chart showing different age groups' preferred news sources.
 - **To-Do:** Analyze the data to identify key trends and patterns. For example, you may find that younger demographics consume more social media, while older ones prefer traditional TV.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize the key findings from your survey.
 - **To-Do:** Offer recommendations for media companies on how to tailor their content to specific demographic groups.
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Media internship survey- survey of different interns working in different media organisations

- **Chapter 1: Introduction**
 - **Purpose:** To assess the experiences, challenges, and learning outcomes of interns across various media organizations.
 - **Background:** Explain the importance of internships for a student's career development in the media industry.
 - **Scope:** Specify the types of media organizations (e.g., digital news, PR, television production) and the geographical area of your survey.
 - **Chapter 2: Literature Review**
 - **To-Do:** Research academic articles and reports on internships, professional development, and industry expectations for entry-level media roles.
 - **Chapter 3: Methodology**
 - **To-Do:** Detail your questionnaire design, how you recruited participants (e.g., through college networks), and the ethical considerations of surveying interns.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Administer your survey and gather data. Analyze the responses to identify common themes, such as the type of tasks interns are assigned and their level of job satisfaction.
 - **To-Do:** Use tables or charts to present quantitative data. You could also include anonymous quotes from interns to support your analysis.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize your key findings about the internship experience.
 - **To-Do:** Provide recommendations for both interns and media organizations to improve the value and effectiveness of internship programs.
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Survey on news consumption habits among the urban young (Gen X)

- **Chapter 1: Introduction**
 - **Purpose:** To investigate how urban Gen X individuals consume news, with a focus on their use of digital vs. traditional platforms.
 - **Background:** Provide context on the media landscape that has evolved throughout Gen X's lifetime, from print and TV to the internet.
 - **Scope:** Define the age range for Gen X (roughly 45-60) and the specific types of news sources you'll cover.
 - **Chapter 2: Literature Review**
 - **To-Do:** Research existing studies on generational media habits, the decline of print media, and the rise of digital news.
 - **Chapter 3: Methodology**
 - **To-Do:** Describe your survey design, the sampling method you'll use, and your data analysis plan.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Distribute your survey to your target demographic in an urban setting. Use charts to visualize the data, comparing consumption habits across different news sources.
 - **To-Do:** Analyze the data to find out the factors influencing their news consumption, such as convenience, trust in a news source, or political leanings.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize your key findings on how urban Gen X consumes news.
 - **To-Do:** Offer recommendations to news organizations on how to effectively reach this important demographic.
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Impact of OTT platforms on TV viewership patterns

- **Chapter 1: Introduction**
 - **Purpose:** To examine how Over-the-Top (OTT) platforms have changed traditional TV viewership habits.
 - **Background:** Explain the traditional television model and how streaming services have disrupted it.
 - **Scope:** Specify the OTT platforms (e.g., Netflix, Prime Video) and the TV viewership patterns you'll analyze (e.g., binge-watching, on-demand vs. scheduled viewing).
 - **Chapter 2: Literature Review**
 - **To-Do:** Research studies on media displacement theory, the history of television, and the business models of streaming services.
 - **Chapter 3: Methodology**
 - **To-Do:** Describe your approach, which might include a survey of both OTT subscribers and non-subscribers, as well as an analysis of viewership data.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Collect and analyze data from your survey.
 - **To-Do:** Use diagrams and graphs to illustrate the shift in viewing patterns. Analyze the data to find correlations between OTT subscription and reduced traditional TV viewership.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize the key findings on the impact of OTT platforms.
 - **To-Do:** Offer recommendations for traditional TV broadcasters on how to adapt to the new media landscape.
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Survey on Podcasts and emerging social trends

- **Chapter 1: Introduction**
 - **Purpose:** To explore the relationship between podcasts and emerging social trends (e.g., mental health, true crime).
 - **Background:** Provide background on the rise of podcasting and its unique ability to foster niche communities and discuss sensitive topics.
 - **Scope:** Define the types of podcasts (e.g., true crime, self-help) and social trends you'll focus on.
 - **Chapter 2: Literature Review**
 - **To-Do:** Research studies on podcast consumption, the psychology of listener engagement, and how media shapes social discourse.
 - **Chapter 3: Methodology**
 - **To-Do:** Describe your survey design, target audience (e.g., young adults who listen to podcasts), and the rationale for using a mixed-methods approach (quantitative survey and qualitative interviews).
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Distribute and collect data from your survey.
 - **To-Do:** Conduct interviews with a few podcast listeners to get deeper insights.
 - **To-Do:** Use charts and graphs to illustrate your findings, such as which social trends are most discussed on podcasts. Analyze how podcasts are influencing social behavior and conversations.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize the key findings on the connection between podcasts and social trends.
 - **To-Do:** Recommend areas for future study, such as the economic impact of podcasting.
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Effectiveness of social Media Campaign for Public Awareness specially in Slums

- **Chapter 1: Introduction**
 - **Purpose:** To analyze how a social media campaign can raise awareness about a specific public issue within a slum community.
 - **Background:** Provide context on the specific social issue the campaign addresses (e.g., sanitation, education, health) and the challenges of media access in a slum.
 - **Scope:** Specify the social media platforms and the campaign duration you'll be studying.
 - **Chapter 2: Literature Review**
 - **To-Do:** Research studies on social media's role in public awareness campaigns, digital literacy in low-income areas, and community engagement strategies.
 - **Chapter 3: Methodology**
 - **To-Do:** Explain your data collection methods, which might include interviews with community members, a survey on awareness levels, and an analysis of campaign metrics.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Visit the slum community. Conduct interviews with residents to gauge their awareness before and after the campaign.
 - **To-Do:** Collect screenshots of the campaign's social media posts and analyze their engagement. Analyze how effective the campaign was in changing attitudes or behaviors.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize your findings on the campaign's success or failure.
 - **To-Do:** Provide recommendations for future social media campaigns targeting similar audiences.
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Project on Legal issues in content sharing specially on digital platforms

- **Chapter 1: Introduction**
 - **Purpose:** To analyze the legal complexities of content sharing, focusing on issues like copyright, plagiarism, and fair use.
 - **Background:** Explain the evolution of digital platforms and the legal challenges they've created for traditional copyright law.
 - **Scope:** Define the specific legal issues you will cover (e.g., intellectual property infringement, defamation) and the types of digital platforms you'll focus on.
 - **Chapter 2: Literature Review**
 - **To-Do:** Research legal precedents related to content sharing, scholarly articles on digital copyright law, and case studies of famous legal battles.
 - **Chapter 3: Methodology**
 - **To-Do:** Describe your research approach, which will involve a **case study analysis** of legal cases and a **review of platform terms of service**.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Your "fieldwork" is the collection and analysis of data from your research. Present detailed descriptions of legal cases you've studied.
 - **To-Do:** Include screenshots of the digital platforms' copyright policies to support your analysis. Analyze how these issues are handled by the platforms versus the court system.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize your findings on the state of digital content law and its challenges.
 - **To-Do:** Offer recommendations for platform users on how to avoid legal issues, as well as recommendations for policymakers on how to update laws for the digital age.
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Projection of gender issues in media and its impact on Gen Z

- **Chapter 1: Introduction**
 - **Purpose:** To analyze how gender issues, such as stereotypes and representation, are portrayed in media and how this affects Gen Z's perspectives.
 - **Background:** Provide context on traditional gender roles in media and how the rise of digital and social media has influenced these portrayals.
 - **Scope:** Specify the media types you will analyze (e.g., films, social media, advertisements) and the specific gender issues you will focus on (e.g., toxic masculinity, LGBTQ+ representation).
 - **Chapter 2: Literature Review**
 - **To-Do:** Research studies on media's portrayal of gender, the psychology of media influence on young adults, and the specific characteristics of Gen Z.
 - **Chapter 3: Methodology**
 - **To-Do:** Explain your data collection methods, which could include a **content analysis** of media texts, **surveys** of Gen Z individuals, and **focus group discussions**.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Collect data from your content analysis and conduct your surveys or focus groups with Gen Z participants.
 - **To-Do:** Include screenshots of advertisements or social media posts that either reinforce or challenge gender stereotypes. Analyze the data to draw connections between media portrayals and the attitudes of Gen Z.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize your key findings about the media's influence on Gen Z's views on gender.
 - **To-Do:** Offer recommendations for media creators on how to promote more inclusive and realistic gender portrayals.
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Community radio in Maharashtra and its impact

- **Chapter 1: Introduction**
 - **Purpose:** To examine the role and impact of a community radio station in a specific region of Maharashtra.
 - **Background:** Provide historical context on the rise of community radio in India and its purpose of serving marginalized communities.
 - **Scope:** Specify the particular community radio station you will study and the community it serves.
 - **Chapter 2: Literature Review**
 - **To-Do:** Research the history of community radio in India, its role in rural development, and previous case studies of its effectiveness.
 - **Chapter 3: Methodology**
 - **To-Do:** Explain your data collection methods, which might include **interviews with the station's staff and listeners, content analysis of the radio programs**, and a **survey** of the community's media habits.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Visit the community radio station. Conduct your interviews and listen to a selection of the station's programs.
 - **To-Do:** Include a diagram or photograph of the station's setup to support your descriptions. Analyze how the station's content addresses local issues, enhances community engagement, and contributes to local knowledge sharing.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize the key findings on the station's impact.
 - **To-Do:** Offer recommendations for the radio station to improve its reach or content, as well as for policymakers on supporting community media.
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Media literacy amongst BMC school children

- **Chapter 1: Introduction**
 - **Purpose:** To assess the level of media literacy among students at a specific BMC school.
 - **Background:** Explain what media literacy is and why it's crucial for young students in the digital age.
 - **Scope:** State the age group of students you'll be focusing on and the specific school you visited.
 - **Chapter 2: Literature Review**
 - **To-Do:** Research existing literature on media literacy education, the role of schools in teaching critical thinking skills, and the media habits of young people.
 - **Chapter 3: Methodology**
 - **To-Do:** Describe your approach, which might include classroom observations, a survey or quiz for students, or interviews with teachers.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Visit the BMC school and get permission from the principal.
 - **To-Do:** Administer your survey or quiz to assess their ability to distinguish between fake and real news or identify advertisements. Analyze the results to pinpoint areas where media literacy is strong or weak.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize your findings on the students' media literacy levels.
 - **To-Do:** Offer recommendations to the school's administration on how to improve media literacy, such as by incorporating it into the curriculum.
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Survey of Media Literacy in Rural Maharashtra

- **Chapter 1: Introduction**
 - **Purpose:** To assess the level of media literacy among residents of a specific rural area in Maharashtra.
 - **Background:** Provide context on the unique challenges faced by rural communities, such as limited internet access and a reliance on local news.
 - **Scope:** Specify the village or rural area you'll focus on.
 - **Chapter 2: Literature Review**
 - **To-Do:** Research existing studies on media consumption in rural India, the spread of misinformation, and the role of local leaders in information dissemination.
 - **Chapter 3: Methodology**
 - **To-Do:** Explain your data collection methods, which will likely involve a **door-to-door survey** with a pre-designed questionnaire.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Visit the rural area and conduct your surveys.
 - **To-Do:** Analyze the data to identify the most common sources of information for the villagers and their ability to critically evaluate that information.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize your findings on the state of media literacy in the rural community.
 - **To-Do:** Offer recommendations for local government and NGOs on how to improve media literacy through workshops or community programs.
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Role of community media in enhancing media literacy

- **Chapter 1: Introduction**
 - **Purpose:** To explore how community media platforms (like local radio or newspapers) can be used to improve media literacy.
 - **Background:** Provide background on the unique role of community media in fostering local discourse and trust.
 - **Scope:** Specify the type of community media you'll study and the specific community you'll focus on.
 - **Chapter 2: Literature Review**
 - **To-Do:** Research previous studies on community media's impact on social development and educational initiatives, especially in low-literacy areas.
 - **Chapter 3: Methodology**
 - **To-Do:** Describe your data collection methods, which might include **interviews with community media producers and community members**, and a **content analysis of the media output**.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Visit the community media center. Conduct your interviews and listen to or read the media content.
 - **To-Do:** Analyze how the community media actively works to combat misinformation and promote critical thinking.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize your findings on the effectiveness of community media in building media literacy.
 - **To-Do:** Provide recommendations for community media outlets on how to expand their role as educators.
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Digital Literacy in Community

- **Chapter 1: Introduction**
 - **Purpose:** To assess the level of digital literacy within a specific community (e.g., a tribal belt, a slum, or a local community).
 - **Background:** Provide context on the importance of digital literacy for economic and social inclusion.
 - **Scope:** Define the community and the aspects of digital literacy you'll measure (e.g., ability to use the internet, online safety, use of digital financial services).
 - **Chapter 2: Literature Review**
 - **To-Do:** Research existing studies on the digital divide, the challenges of technology adoption in marginalized communities, and the role of NGOs in digital education.
 - **Chapter 3: Methodology**
 - **To-Do:** Describe your data collection methods, which will likely involve a **survey** to gauge digital skills and a series of **interviews or focus groups** to understand the barriers to digital literacy.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Visit the community. Conduct your surveys and interviews.
 - **To-Do:** Analyze the data to identify the primary challenges to digital literacy (e.g., lack of devices, limited internet access, fear of online scams).
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize your findings on the community's digital literacy levels.
 - **To-Do:** Offer recommendations for government or non-profit organizations on how to design effective digital literacy programs.
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Understanding Gender Role reversal perspectives of GenZ vs Millennials

- **Chapter 1: Introduction**
 - **Purpose:** To compare and contrast the attitudes of Gen Z and Millennials toward gender role reversals in society, work, and relationships.
 - **Background:** Briefly explain the societal and economic shifts that have led to the blurring of traditional gender roles.
 - **Scope:** Define the specific areas of gender roles you will focus on (e.g., domestic responsibilities, career aspirations) and the age groups that define your Gen Z and Millennial samples.
 - **Chapter 2: Literature Review**
 - **To-Do:** Research sociological studies on generational differences, changes in family structures, and how evolving media and social norms have influenced these two generations.
 - **Chapter 3: Methodology**
 - **To-Do:** Explain your data collection methods, which will involve a **comparative survey** distributed to both a Gen Z and a Millennial sample, as well as **in-depth interviews** with individuals from both groups.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Distribute your survey and collect the responses. Conduct your interviews to get qualitative data on their personal experiences.
 - **To-Do:** Create charts and graphs to visually compare the survey data (e.g., a dual-bar chart showing attitudes on stay-at-home dads for each generation). Analyze the results to identify and explain the differences and similarities.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize the key differences in perspective you found between the two generations.
 - **To-Do:** Offer recommendations for future research on the topic or for companies and institutions on how to appeal to these different generational mindsets.
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Media consumption habits-survey on how different demographics consume media. Detailed Report

- **Chapter 1: Introduction**
 - **Purpose:** To understand how demographic factors like age, gender, and location influence media consumption habits.
 - **Background:** Provide context on the shift from traditional to digital media and its impact on audience behavior.
 - **Scope:** Define the specific demographics you will analyze and the media types you will cover (e.g., social media, TV, news websites).
 - **Chapter 2: Literature Review**
 - **To-Do:** Research previous surveys and academic studies on media consumption, audience segmentation, and generational differences in media use.
 - **Chapter 3: Methodology**
 - **To-Do:** Describe your survey design, the target sample size, and the platform used for data collection (e.g., Google Forms).
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Distribute the survey and collect responses. Create charts and graphs to visualize your data, such as a pie chart showing different age groups' preferred news sources.
 - **To-Do:** Analyze the data to identify key trends and patterns. For example, you may find that younger demographics consume more social media, while older ones prefer traditional TV.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize the key findings from your survey.
 - **To-Do:** Offer recommendations for media companies on how to tailor their content to specific demographic groups.
-

Media internship survey- survey of different interns working in different media organisations

- **Chapter 1: Introduction**
 - **Purpose:** To assess the experiences, challenges, and learning outcomes of interns across various media organizations.
 - **Background:** Explain the importance of internships for a student's career development in the media industry.
 - **Scope:** Specify the types of media organizations (e.g., digital news, PR, television production) and the geographical area of your survey.
 - **Chapter 2: Literature Review**
 - **To-Do:** Research academic articles and reports on internships, professional development, and industry expectations for entry-level media roles.
 - **Chapter 3: Methodology**
 - **To-Do:** Detail your questionnaire design, how you recruited participants (e.g., through college networks), and the ethical considerations of surveying interns.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Administer your survey and gather data. Analyze the responses to identify common themes, such as the type of tasks interns are assigned and their level of job satisfaction.
 - **To-Do:** Use tables or charts to present quantitative data. You could also include anonymous quotes from interns to support your analysis.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize your key findings about the internship experience.
 - **To-Do:** Provide recommendations for both interns and media organizations to improve the value and effectiveness of internship programs.
-

Survey on news consumption habits among the urban young (Gen X)

- **Chapter 1: Introduction**
 - **Purpose:** To investigate how urban Gen X individuals consume news, with a focus on their use of digital vs. traditional platforms.
 - **Background:** Provide context on the media landscape that has evolved throughout Gen X's lifetime, from print and TV to the internet.
 - **Scope:** Define the age range for Gen X (roughly 45-60) and the specific types of news sources you'll cover.
 - **Chapter 2: Literature Review**
 - **To-Do:** Research existing studies on generational media habits, the decline of print media, and the rise of digital news.
 - **Chapter 3: Methodology**
 - **To-Do:** Describe your survey design, the sampling method you'll use, and your data analysis plan.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Distribute your survey to your target demographic in an urban setting. Use charts to visualize the data, comparing consumption habits across different news sources.
 - **To-Do:** Analyze the data to find out the factors influencing their news consumption, such as convenience, trust in a news source, or political leanings.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize your key findings on how urban Gen X consumes news.
 - **To-Do:** Offer recommendations to news organizations on how to effectively reach this important demographic.
-

Impact of OTT platforms on TV viewership patterns

- **Chapter 1: Introduction**
 - **Purpose:** To examine how Over-the-Top (OTT) platforms have changed traditional TV viewership habits.
 - **Background:** Explain the traditional television model and how streaming services have disrupted it.
 - **Scope:** Specify the OTT platforms (e.g., Netflix, Prime Video) and the TV viewership patterns you'll analyze (e.g., binge-watching, on-demand vs. scheduled viewing).
 - **Chapter 2: Literature Review**
 - **To-Do:** Research studies on media displacement theory, the history of television, and the business models of streaming services.
 - **Chapter 3: Methodology**
 - **To-Do:** Describe your approach, which might include a survey of both OTT subscribers and non-subscribers, as well as an analysis of viewership data.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Collect and analyze data from your survey.
 - **To-Do:** Use diagrams and graphs to illustrate the shift in viewing patterns. Analyze the data to find correlations between OTT subscription and reduced traditional TV viewership.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize the key findings on the impact of OTT platforms.
 - **To-Do:** Offer recommendations for traditional TV broadcasters on how to adapt to the new media landscape.
-

Survey on Podcasts and emerging social trends

- **Chapter 1: Introduction**
 - **Purpose:** To explore the relationship between podcasts and emerging social trends (e.g., mental health, true crime).
 - **Background:** Provide background on the rise of podcasting and its unique ability to foster niche communities and discuss sensitive topics.
 - **Scope:** Define the types of podcasts (e.g., true crime, self-help) and social trends you'll focus on.
 - **Chapter 2: Literature Review**
 - **To-Do:** Research studies on podcast consumption, the psychology of listener engagement, and how media shapes social discourse.
 - **Chapter 3: Methodology**
 - **To-Do:** Describe your survey design, target audience (e.g., young adults who listen to podcasts), and the rationale for using a mixed-methods approach (quantitative survey and qualitative interviews).
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Distribute and collect data from your survey.
 - **To-Do:** Conduct interviews with a few podcast listeners to get deeper insights.
 - **To-Do:** Use charts and graphs to illustrate your findings, such as which social trends are most discussed on podcasts. Analyze how podcasts are influencing social behavior and conversations.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize the key findings on the connection between podcasts and social trends.
 - **To-Do:** Recommend areas for future study, such as the economic impact of podcasting.
-

Effectiveness of social Media Campaign for Public Awareness specially in Slums

- **Chapter 1: Introduction**
 - **Purpose:** To analyze how a social media campaign can raise awareness about a specific public issue within a slum community.
 - **Background:** Provide context on the specific social issue the campaign addresses (e.g., sanitation, education, health) and the challenges of media access in a slum.
 - **Scope:** Specify the social media platforms and the campaign duration you'll be studying.
 - **Chapter 2: Literature Review**
 - **To-Do:** Research studies on social media's role in public awareness campaigns, digital literacy in low-income areas, and community engagement strategies.
 - **Chapter 3: Methodology**
 - **To-Do:** Explain your data collection methods, which might include interviews with community members, a survey on awareness levels, and an analysis of campaign metrics.
 - **Chapter 4: Field Work Descriptions, Observations and Analysis**
 - **To-Do:** Visit the slum community. Conduct interviews with residents to gauge their awareness before and after the campaign.
 - **To-Do:** Collect screenshots of the campaign's social media posts and analyze their engagement. Analyze how effective the campaign was in changing attitudes or behaviors.
 - **Chapter 5: Conclusion and Recommendations**
 - **To-Do:** Summarize your findings on the campaign's success or failure.
 - **To-Do:** Provide recommendations for future social media campaigns targeting similar audiences.
-

Project on Legal issues in content sharing specially on digital platforms

- **Chapter 1: Introduction**

- **Purpose:** To analyze the legal complexities of content sharing, focusing on issues like copyright, plagiarism, and fair use.
- **Background:** Explain the evolution of digital platforms and the legal challenges they've created for traditional copyright law.
- **Scope:** Define the specific legal issues you will cover (e.g., intellectual property infringement, defamation) and the types of digital platforms you'll focus on.

- **Chapter 2: Literature Review**

- **To-Do:** Research legal precedents related to content sharing, scholarly articles on digital copyright law, and case studies of famous legal battles.

- **Chapter 3: Methodology**

- **To-Do:** Describe your research approach, which will involve a **case study analysis** of legal cases and a **review of platform terms of service**.

- **Chapter 4: Field Work Descriptions, Observations and Analysis**

- **To-Do:** Your "fieldwork" is the collection and analysis of data from your research. Present detailed descriptions of legal cases you've studied.
- **To-Do:** Include screenshots of the digital platforms' copyright policies to support your analysis. Analyze how these issues are handled by the platforms versus the court system.

- **Chapter 5: Conclusion and Recommendations**

- **To-Do:** Summarize your findings on the state of digital content law and its challenges.
 - **To-Do:** Offer recommendations for platform users on how to avoid legal issues, as well as recommendations for policymakers on how to update laws for the digital age.
-

Appendix I
GUIDE INTERACTION DIARY FORM

I, the undersigned Ms /Mr. _____ Roll
No. _____ studying in the _____ Year of _____ Full-
time Course is doing my project work under the guidance of Dr./Ms./Mr.
_____, wish to state that I have met my Internal
guide on the following dates mentioned below for Project Guidance:-

Sr.No.	Date	Signature of the Internal Guide

Signature of the Candidate

Signature of Internal Guide

IMPORTANT: It is expected that student will be meeting their guide at least five times for the project work interaction. The candidate should retain the above stated 'Project Guide Interaction Certificate Form' and submit the same with required signatures of the guide while submitting the Project to the Institute.

THE PROJECT REPORT WILL NOT BE ACCEPTED WITHOUT THE DULY FILLED PROJECT GUIDE INTERACTION CERTIFICATE.

Appendix II

Main Page Format of Project Report

Title of the Project

Name of the Student

(Name of Academic Course and Academic Year Details)

Example: Masters in Management Studies

Under the Guidance of

Name of Guide

Name of the Department/College/Institute

Academic Year – 2024-25

Appendix III

Name of the Department/College/Institute

Certificate

I hereby certify that Mr./Ms. _____, Student of
_____Institute studying in
_____, has completed a project
titled _____ in the area of
_____specialization for the academic year 2024-2025. To
the best of my knowledge the work of the student is original and the information included
in the project is correct.

Internal Guide	Head of the Department	Principal
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Annexure IV

Declaration

I, Mr./Ms. _____ Student of
_____Institute studying in
_____, hereby declare that I have completed the field
project entitled _____ during the academic year
2024-2025.

The report work is original and the information/data included in the report is true emerging from the primary and/ secondary data gathered and analyzed as part of this project.

Due credit is extended on the work of Literature/Secondary Survey by endorsing it in the Bibliography as per prescribed format.

Signature of the Student with Date

Name of Student

Annexure V
Student Feedback on FP
(To be filled by Students after FP completion)

Student Name:

Seat No. /Roll No.:

Email:

Department:

Name of the Mentor:

Title/Heading of Field Project:

Brief description of FP carried out:

Dates of FP:

Was your internship experience related to your major area of study?

- Yes, to a large degree
- Yes, to a slight degree
- No, not related at all

Indicate the degree to which you agree or disagree with the following statements.

This experience has:	Strongly Agree	Agree	No opinion	Disagree	Strongly Disagree
Given me the opportunity to explore a career field					
Allowed me to apply classroom theory to practice					
Helped me develop my decision-making and problem-solving skills					
Expanded my knowledge about the work world before permanent employment					
Helped me develop my written and oral communication skills					
Provided a chance to use leadership skills (influence others, develop ideas with others, stimulate decision-making and action)					
Expanded my sensitivity to the ethical implications of the work involved					

Made it possible for me to be more confident in new situations					
Given me a chance to improve my interpersonal skills					
Helped me learn to handle responsibility and use my time wisely					
Helped me discover new aspects of myself that I didn't know existed before					
Helped me develop new interests and abilities					
Helped me clarify my career goals					
Allowed me to acquire information and/ or use equipment not available at my Institute					
Allowed me to realize socio-economic issues in the society					

● In the Institute FP program, faculty members are expected to be mentors for students. Do you feel that your faculty mentor served such a function? Why or why not?

● How well were you able to accomplish the initial goals, tasks and new skills that were set down in your learning contract? In what ways were you able to take a new direction or expand beyond your contract? Why were some goals not accomplished adequately?

● In what areas did you most develop and improve?

● What has been the most significant accomplishment or satisfying moment of your FP?

● What did you dislike about the FP?

● Considering your overall experience, how would you rate this FP? (Circle one). –
Satisfactory/ Good/ Excellent

- Give suggestions as to how your FP experience could have been improved. (Could you have handled added responsibility? Would you have liked more discussions with your professor concerning your FP? Was closer supervision needed? Was more of an orientation required?)

Signature of Student

Name

Date: