

**GEETHANJALI COLLEGE OF ENGINEERING AND TECHNOLOGY(Autonomous)  
CHEERYAL (V) KEESARA (M) MEDCHAL (D), TELANGANA 501301**

**MBA I YEAR I SEM**

**DATE: 27<sup>th</sup> March 2024**

**Report on Activity**

**Activity Details : Newspaper Analysis**

**Date : 27<sup>th</sup> March 2024**

**Participants: I MBA II Sem**

**Objectives:**

1. Enhance Critical Thinking:
2. Develop Communication Skills:
3. Cultivate Research Skills:
4. Enhance Professional Development:
5. Encourage Lifelong Learning

**Staff Involved:**

1. Ms Shainaz Begum (Asst Professor)
2. Ms Bhavani (Asst Professor)

*Shainaz Begum*

**Participant Details:**

**Designation No of Participants:**

Participants	No of Participants
I MBA II Sem	32

**Outcomes:**

1. Students identified a wide array of content, including news articles, opinion pieces, editorials, and feature stories.
2. Students observed distinct biases in the reporting and editorial stances of different newspapers, influenced by their political affiliations and target audiences.
3. Left-leaning newspapers tended to highlight social responsibility, environmental sustainability, and income inequality, while right-leaning ones emphasized free-market principles, deregulation, and fiscal conservatism.
4. Critical analysis revealed instances of selective framing, omission of facts, and sensationalized headlines aimed at capturing readers' attention and shaping opinions.

5. Students analyzed the use of visuals such as photographs, info graphics, and charts to complement textual content and enhance reader engagement.

**Conclusion:** The newspaper analysis activity proved to be a valuable learning experience for students, providing them with insights into the complex interplay between media, business, and society. By critically examining diverse perspectives and understanding the nuances of newspaper reporting, students developed essential skills for navigating the modern business landscape with discernment and insight.

# News Paper Analysis:





