



LINGAYA'S LALITA DEVI INSTITUTE OF MANAGEMENT & SCIENCES



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ISO 9001:2015 Certified

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION



NEWS LETTER FEBRUARY, 2024



Radio Day: Celebrating the Power of Sound Waves



Lakshay Gulliya
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Every year on February 13th, the world celebrates world radio day, acknowledging radio's unique role in our lives. This day, which UNESCO established in 2011, pays homage to the effectiveness of radio as a medium for communication, education, and information.

The radio has a rich history dates back to the late 19th century when inventors like Guglielmo Marconi and Nikola Tesla laid the groundwork for wireless communication. Over the decades, radio has evolved from being a source of entertainment to a vital tool for connecting people across the globe.



One of the primary strengths of radio lies in its accessibility. Unlike other forms of media, radio does not require a screen, making it an inclusive medium that reaches diverse audiences, including those in remote or disadvantaged areas.

It serves as a lifeline during times of crisis, providing critical information, emergency alerts, and a sense of community. The theme for world radio day varies each year, reflecting the multifaceted nature of radio. Themes have ranged from gender equality and youth participation to the role of radio in promoting cultural diversity and linguistic heritage. These themes highlight radio's ability to amplify voices, foster dialogue, and bridge gaps in understanding. Community radio, in particular, plays a pivotal role in giving local communities a platform to express themselves.

It empowers individuals to share their stories, discuss relevant issues, and promote social change. World radio day highlights these grassroots efforts, recognizing their impact on fostering unity and building resilient societies.

Radio remains a relevant and resilient medium in an era dominated by visual media and digital platforms. Podcasts and internet radio have expanded their reach, allowing for more diverse content and niche programming.

Moreover, radio's adaptability to different languages and cultures makes it a powerful tool for preserving and promoting linguistic diversity.

As we celebrate world radio day, it's essential to acknowledge this medium's challenges in an ever-changing media landscape.

The rise of digital platforms and streaming services has brought new competition, but radio continues to adapt and find innovative ways to stay relevant.

Ultimately, world radio day serves as a reminder of the enduring power of sound waves to connect people, share stories, and foster understanding. Whether through music, news, or community discussions, radio remains a timeless companion that transcends borders and brings people together in the shared listening experience.

World Peace Day: Nurturing Harmony in a Turbulent World



Kartik Rao
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On September 21st each year, the world unites to observe the International Day of Peace, commonly known as World Peace Day. Established by the United Nations in 1981, this day serves as a global call for ceasefires and non-violence, inviting individuals and nations to reflect on the importance of peace and commit to building a more harmonious world.

The theme of World Peace Day evolves each year, addressing various aspects of peace building. Whether it is promoting sustainable development, fostering social inclusion, or addressing the impact of climate change on peace, each theme underscores the interconnectedness of peace with other global challenges.



One of the core messages of World Peace Day is the idea that peace is not merely the absence of conflict but

the presence of justice, equality, and understanding. It encourages people to consider the root causes of conflicts and work towards addressing them through dialogue, diplomacy, and cooperation. Peace education plays a crucial role in the mission of World Peace Day. Schools, communities, and organizations use this occasion to promote the values of tolerance, empathy, and respect for diversity. By instilling these values in future generations, there is hope for a world where differences are celebrated rather than a source of division. The symbolic act of observing a moment of silence at noon on World Peace Day resonates globally. It is a poignant reminder of the human cost of conflict and an opportunity for individuals worldwide to join in a collective expression of solidarity for peace. This simple act transcends borders and cultural differences, fostering a sense of shared humanity. Pursuing peace is intertwined with the United Nations Sustainable Development Goals, reflecting the understanding that achieving sustainable development becomes an elusive goal without peace. Poverty, inequality, and environmental degradation are interconnected with peace, and addressing one aspect contributes to progress in others. Civil society organizations, governments, and individuals all play a role in promoting peace on World Peace Day and beyond. There are countless ways to contribute to a more peaceful world, from organizing peace marches and dialogues to supporting initiatives that address the root causes of conflict. As we commemorate World Peace Day, it is an opportunity to reflect on the progress made in pursuing peace and acknowledge the persistent challenges. It is a call to action for individuals to engage in acts of kindness, promote understanding, and create a world where conflicts are resolved through dialogue rather than violence.

World Peace Day stands as a beacon of hope in a world often marked by turbulence and uncertainty, reminding us that peace is a shared responsibility. It is a day to

renew our commitment to building a world where all people can live with dignity and security, free from the scourge of war and violence.

World Thinking Day: Stand Together for Peace

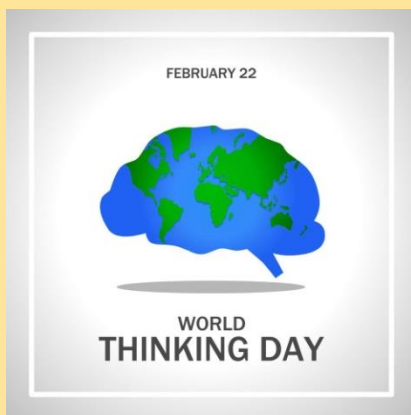


Khushi Kumari
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B.A. (JMC) 1st Year

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SYLLABUS TO BE COVERED THIS MONTH

1 st year	2 nd year	3 rd year
<p>Subject: Print Journalism Unit I: [Introduction to Journalism and News]</p> <ol style="list-style-type: none"> 1. Evolution and Growth of Print Journalism in India 2. Journalism: Definition, Roles and Responsibilities of a Journalist/Reporter a. Journalism as a Fourth Estate b. Citizen Journalism, Penny Press and Yellow Journalism 3. News: Meaning, Definition and Nature a. Elements of News and News Values b. Types of News: Hard and Soft c. Difference between News, Features, Articles and Backgrounders 4. News Sources: Attribution and its types; Credibility and Quotations, By Line, Credit Line and Embargo. 	<p>Subject: Basics of Advertising Unit I: [Concept of Advertising]</p> <ol style="list-style-type: none"> 1. Advertising: Definition, Types and Functions 2. Models of Advertising Communication a. AIDA model b. DAGMAR model c. Maslow's Hierarchy Model 3. Classification of Advertising on the basis of Target Audience, Geographical Area, Medium and Purpose 4. Ethical and Regulatory Aspects of Advertising: ASCI & AAAI Code 	<p>Subject: Media Management and Entrepreneurship Unit I: [Media Organisation - Structure and Functions]</p> <ol style="list-style-type: none"> 1. Media Organisation: Meaning, Structure and Importance 2. Ownership Patterns of Media Organisations 3. Cross Media Ownership and Conglomerates: Case Studies of Times Group and Reliance Communication 4. FDI in Indian Media and Entertainment Industry
<p>Subject: Media Law & Ethics</p> <p>Unit I: [Freedom of Press & Indian Constitution]</p> <ol style="list-style-type: none"> 1. Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence, Plaintiff, Prosecution, Prima Facie, Sub-Judice 2. Press Laws Before and After Independence 3. Bill to Act: Case Study of Lokpal 4. Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2) 	<p>Subject: Basic of Public Relation Unit I: [Concept and Evolution of Public Relations]</p> <ol style="list-style-type: none"> 1. Defining Public Relations: Functions and Types of Publics 2. Evolution of Public Relations 3. Scope of PR: Issue Management, Lobbying, Corporate Social Responsibility, Public Opinion, Advertising, Propaganda, Publicity and PR as a marketing tool 4. Ethics in PR, PRSI Code, IPRA 	<p>Subject: Global Media : An overview Unit I: [Global Communication: Struggle for Balance of Information Flow]</p> <ol style="list-style-type: none"> 1. Global Communication: North-South Divide 2. Domination of Transnational News Agencies: BBC, AP, AFP, Reuters, ITTAR-TASS & UPI 3. Barriers to the flow of News and Information 4. MacBride Commission: Recommendations for NWICO
<p>Subject: Still Photography Unit I: [Basics of Photography]</p> <ol style="list-style-type: none"> 1. Photography: Definition, Meaning & Concept 2. Brief History of Photography 3. Types of Cameras: Digital vs Film 4. Types of Photography: Portrait, Wildlife, Nature, Advertising, Fashion, Night Photography 	<p>Subject: Television Programming and Production Unit I: [Understanding the Medium]</p> <ol style="list-style-type: none"> 1. Brief Historical Background of Television in India 2. Characteristics and Importance of Television 3. Various Formats of TV programmes 4. Stages of Programme Production 	<p>Subject: Environmental Studies Unit I: [Environment and Media]</p> <ol style="list-style-type: none"> 1. Environment: Definition, Scope and Importance 2. Environment Communication: Definition, Concept and Need for Public Awareness 3. Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources) 4. Role of Individual and Media in Conservation of Natural Resources
<p>Subject: Sports journalism Unit I: [Sports Journalism]</p> <ol style="list-style-type: none"> 1. Defining Sports Journalism 2. Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation, National Games 3. Sports Authority of India (SAI), its importance in the promotion and management of sports 4. News Sources for Sports Journalism 	<p>Subject: Television News:-Reporting and Anchoring Unit I: [Structure of TV News Channel]</p> <ol style="list-style-type: none"> 1. Basics of Television News: Concept of News and News Value 2. Structure of TV News Channel 3. Qualities and Responsibilities of News Personnel 4. News Sources and Monitoring Services 	

Activity

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			01.02.24	02.02.24 Workshop on Camera Handling by Bhavya Dang and Agrika Gupta (Second Year students)	03.02.24
05.02.24 Jashn-e-Hindustan (Mushayra) - organized by the final year students Prabin and Vibhu Raj	06.02.24 CV Writing with Mr. Nishant Jaiswal	07.02.24	08.02.24 Anugoonj Fest	09.02.24 Anugoonj Fest	10.02.24 Anugoonj Fest
12.02.24 Debate Competition on "Should Society Stand with Same Sex Marriage"	13.02.24 World Radio Day 	14.02.24	15.02.24 Workshop on "How to Become a Voiceover Artist" by Sourabh Adhikari (final year student)	16.02.24	17.02.24
19.02.24	20.02.24	21.02.24 World Peace Day 	22.02.24 World Thinking Day 	23.02.24	24.02.24
26.02.24 Speech Competition on "Unleashing Innovation: The Dynamic Impact of Technology on Tomorrow's World."	27.02.24	28.02.24	29.02.24		

REPUBLIC DAY CELEBRATION



LLDIMS College celebrated Republic Day with great enthusiasm and patriotic fervor, marking the auspicious occasion of India's 75th Republic Day. The event, held on January 26th, 2024, was graced by the esteemed Chief Guest, Major Ankita Rathore, who added honor and valor to the celebration.

The ceremony commenced with the hoisting of the national flag, symbolizing our nation's unity and diversity. This was followed by a solemn lamp-lighting ceremony, signifying the dispelling of darkness and the triumph of knowledge. In her impassioned speech, Major Ankita Rathore emphasized the importance of upholding the values enshrined in the Constitution and the sacrifices made by our armed forces.

Ganesh Vandana set a spiritual tone for the function, invoking blessings for the country. The cultural extravaganza unfolded with captivating dance performances and thought-provoking videos showcasing our nation's rich cultural heritage and progress. The event reached its zenith with the announcement of the winners of the poster-making competition, reflecting the creativity and patriotism of the participants in which Shivani Rathore (B.Ed.) secured the first position, followed by Riya B.A. (JMC) in second place, and Pushpita Bhatt (B.Ed.) clinching the third spot. The Republic Day celebration at LLDIMS College was not only a commemoration of our democratic values but also a platform for artistic expression and patriotic fervor, fostering a sense of pride and unity among the students and faculty.

Cheshta Chitkara
B.A. (JMC) 3rd Year

POSTER MAKING COMPETITION



On the occasion of the Republic Day celebration, the Department of Journalism and Mass Communication organized a “poster-making competition” for the students of Lingaya’s Lalita Devi Institute of Management and Sciences on 23 January 2024, for which the theme was based on “Republic Day.” In this competition, the students from all different programs were asked to make or craft and design a handmade poster for the competition, by bringing out the patriotism in the students, setting up a creative atmosphere for the artists in the college, who believed, came out with beautiful handmade posters in the era of digitalization. Posters of the students in the competition, the submissions were made in huge numbers from all departments in the college. The result was declared on 25 January 2024. It was judged by Dr. Saleem Javed, HOD, B.A. (JMC) Department, and Ms. Sugandha (BBA Department). The winners were Shivani Kumari from B.Ed. (1st year) the first position, RIYA (2nd year) from B.A. (JMC) Dept, the second position, and Pushpita Bhatt from B.Ed. (1st year) as the third winner in the competition, Major Anita Rathore was invited to be the chief guest for the Republic Day celebration in the college; she presented the winners with certificates and congratulated them for their beautiful hard work. The competition, which saw massive student involvement, stood out because of the hard work of Dhruv Dayal, B.A. (JMC), a third-year student and event coordinator. It was a memorable event filled with uniqueness and creativity, making it successful.

Vanshika parmar
B.A. (JMC) 3rd Year

The Google News Initiative-sponsored Fact Verification Workshop

A knowledge-packed session unfolded at LL DIMS as the Department of Journalism and Mass Communication hosted a workshop on "Data Verification and Fact-Checking." Dr. Nimish Kapoor, a distinguished resource person from Google News Initiative, guided the budding journalists through the intricacies of credible journalism.



The Google News Initiative-sponsored Fact Verification Workshop was an educational and informative occasion for the students in their fight against false information spread all over social media. During the workshop, the students were enlightened by the tools needed to separate fact from fiction at a time when false information became a common occurrence. The prominent specialist, Mr. Nimish Kapoor, also clarified the complexities of fact-checking techniques while highlighting the significance of cross-referencing and source reliability, which were complex for the students to understand earlier.

Manasvi Mankar
B.A. (JMC) 2nd Year

ACHIEVEMENT



LLDIMS extends heartfelt congratulations to Mr. Nishant Rai, B.A. (JMC) alumni (Batch 2010-13) for achieving senior correspondent post in DD News live. Your achievement is a testament to your dedication and hard work.



Congratulations to the LLDIMS B.A. (JMC) alumni (Batch 2015-18) Pooja Khanduri on securing the anchor post! Your achievement reflects dedication and talent. Wishing you continued success in your professional journey ahead.

Simran
Student Coordinator

Dr. Sheweta Gaur
Newsletter Coordinator

Dr. Saleem Javed
HOD

Dr. Pranav Mishra
Director, LLDIMS