

Lingaya's Lalita Devi Institute of Management and Sciences

Affiliated to GGSIPU University & Approved U/s 2(f) UGC Act 1956
(NAAC Accredited 'A' Grade Institute)

Recognised by Govt. of NCT, Delhi and NCTE
ISO 9001:2015 Certified

*Department of Journalism
and
Mass Communication*

News Letter April

2024



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World Health Day



Aryaa Dubey

B.A.(JMC) 4th Sem

World Health Day is a special day celebrated every year on April 7th. It is a day when people worldwide come together to raise awareness about health and well-being. The World Health Organization (WHO) established this day to highlight important health issues that affect everyone.

The theme for World Health Day changes each year, focusing on different aspects of health. It could be about mental health, infectious diseases, clean water, or access to healthcare. This year's theme is "Building a fairer, healthier world." It means ensuring everyone, no matter where they live or who they are, has access to good healthcare and the opportunity to live a healthy life.

Another important aspect of World Health Day is raising awareness about health inequalities. In many parts of the world, access to healthcare is limited, and people may need more resources to stay healthy. By highlighting these inequalities, World Health Day aims to inspire action to address them and ensure everyone can live a healthy life.

Preserving Our Planet: Uniting for Earth Day



Vaibhav Mudgal

B.A(JMC) 4th Sem

Various countries in the world observe World Earth Day. It is a day dedicated to raising public awareness and taking measures to protect our natural habitat, the Earth. Earth Day was initially celebrated in the USA, and later on, it was celebrated worldwide. More than 193 countries now celebrate World Earth Day with a lot of dedication to raising awareness among the people. On April 22, 1970, the first Earth Day was observed. Senator Gaylord Nelson of the United States saw the need for a day dedicated to the environment. World Earth Day was first acknowledged on a global scale in 1990. According to legend, the Sant Barbara oil leak in 1969 wiped out zillions of aquatic organisms,

including flora, and the incident led to the observation of Earth Day. Earth Day is a day to promote greater consciousness and gratitude for the Earth's resources. On Earth Day, the world urges everyone to turn off all unnecessary lights. On this day, some volunteers go to nearby areas to plant trees, while others clean surrounding roads or rivers. Various professionals join forces to make banners, posters, origami projects, or works of art to promote open mindfulness. It is our job to fix the environmental damage we have caused. No one will approach us and ask for help with the environment; it is up to us to understand the need to safeguard the environment.

Enjoyment of books and reading: World Book and Copyright Day



Riya

B.A(JMC) 4th Sem

In a world where social media and mobile phones often dominate the spotlight, books quietly shape the course of history. They are a link between the past and the future, a bridge between generations and across cultures. As the world gears up to celebrate International World Book and Copyright Day, it's time to shine a light on the enjoyment of books and reading.

Each year, celebrations take place worldwide to recognize the scope of books. 23 April marks the beauty of this beautiful day. This date was a natural choice for UNESCO's General Conference to pay a worldwide tribute to books and authors.

This day encourages everyone to buy books and gain equal access to knowledge. It was launched to promote and protect Indigenous languages. On the other hand, libraries also play a significant role in shaping young minds by providing a complete package of books. Books are essential in every person's life because they introduce them to a world of imagination.

The importance of books in our lives cannot be undermined, for they not only help broaden our horizons but also act as doorways to connect us with the world around us.

Therefore, "Read so that you never feel low."

Report

Guest Lecture by Mr. Sumit Awasthi



On February 22, 2024, Lingaya's Lalita Devi Institute of Management and Sciences hosted an engaging workshop featuring Mr. Sumit Awasthi, a well-known figure in journalism. As a Consulting Editor and Prime Time News Anchor at NDTV, He shared his vast experience with participants, focusing on reviving the art of news presentation in newspapers.

During the workshop, he covered various topics, offering valuable insights and practical strategies to spark interest, seize growth opportunities, and enhance storytelling techniques for better audience engagement. Participants actively participated in discussions, asked questions, and benefitted from Mr. Awasthi's expertise and real-life examples.

Following the workshop, Mr. Awasthi held an interview and press conference, providing a platform for journalists, publishers, and media enthusiasts to delve deeper into the insights shared earlier. The conference facilitated a lively exchange of ideas, with students also getting to pose questions.

In summary, Mr. Sumit Awasthi's workshop was a big hit. Participants left feeling inspired and equipped with valuable tools to navigate the ever-changing world of journalism.

Kirti Jha
B.A(JMC) 6th Sem

Guest Lecture by Mr. Ajay Kumar



Lingaya's Lalita Devi Institute of Management and Sciences invited Mr. Ajay Kumar, Managing Editor and Anchor—Bharat 24, to share his life experiences and invaluable insights with enthusiastic journalism students on March 4, 2024.

LLDIMS Director Prof. (Dr.) Pranav Mishra and HOD, Dept. of Journalism and Mass Communication, Dr. Saleem Javed, welcomed and felicitated Mr. Ajay Kumar. Mr. Kumar appreciated the students' efforts in producing the monthly magazine Pixel. He also awarded certificates to the meritorious students of B.A. (JMC) and B.Com.(H).

He motivated the students to express their doubts and queries. He emphasized the role of the press as the fourth pillar of democracy and said that journalists are an integral part of society and should understand the problems faced by the masses.

He started his career in 1992 in TOI as a trainee reporter. Later on, he joined M J Akbar in the Asian Age. He emphasized upon the philosophy of truth to be followed by journalists in today's digital age. The news reporting should be objective and based on facts. The news report should not reflect the reporter's personal opinions and biases.

He discussed the post-truth term and said that 'there is no one side to one story' and urged the students to do in-depth analyses of each reported incident. He motivated the students to develop their patience, be attentive, and be empathetic towards each other's

viewpoints and opinions. He said that the future of journalism would be 'personal journalism.'

He shared with the students that, gradually, the discussion about politics will be less among us Indians. The latest areas of interest will be travel, food, and people's experiences. He informed the audience that the government is drafting a new 'Digital Policy' that will change the face of social media journalism.' He discussed the current scenario in international politics and warned the students about the lack of job opportunities in journalism and the shrinking advertisement revenues for most newspapers. While discussing the latest trends, he said that 'individual content creators' will have their own following and revenue model.

Mr. Kumar encouraged the students to be open to new opportunities and avenues and to 'think of being yourself.' He answered the students' queries and shared that 'Data Journalism' is increasingly popular. Mr. Kumar urged the students to develop self-confidence, conviction, and a thorough understanding of the technicalities of the camera. In conclusion, Mr Ajay Kumar's workshop was engaging and interactive, which helped the students better understand the key concepts.

Vansh Sandhir

B.A(JMC) 2nd Sem

REPORT ON TELEVISION NEWS: REPORTING AND ANCHORING WORKSHOP

The Department of Journalism and Mass Communication, Lingaya's Lalita Devi Institute of Management and Sciences, organised a Television News: Reporting and Anchoring workshop with the special guest Dr. Deepak Sharma as Cameraman Grade-I USMC, GGSIPU. On 6th March 2024 and 7th March 2024 The workshop commenced in 2 days at 11:00 in our college's TV studio with the guest's brief introduction by Riya, a B.A. (JMC) II year student. On the first day of the workshop, Dr. Deepak Sharma briefly introduced the structure of TV news channels, what news is, its types, and many more things that are practically

related to TV. He encouraged and counselled the students to become good camerapersons and reporters. He identified generic issues faced by reporters and TV anchors during the internship.



The second day was a practical session, during which in-depth information about the camera's functioning and its relationship with lighting was explained through different exercises.

The session ended with the student's question-and-answer session. He also cleared their doubts and thanked them for being such patient listeners and learners.

Yashika

B.A(JMC) 4th Sem

Guest lecture by Mr. Manoranjan Bharati and Mr. Purnendu Shukla, NDTV



On March 11, 2024, Lingaya's Lalita Devi Institute of Management and Sciences conducted a stimulating workshop with Mr. Manoranjan Bharati (managing editor, NDTV) and Mr. Purnendu Shukla (TV journalist, NDTV). They

imparted their extensive knowledge to the journalism and mass communication students. During the lively discussions, Mr. Manoranjan and Mr. Purnendu discussed how media ethics are changing in the current digital era. They emphasized the importance of developing the habit of reading newspapers on a daily basis, stating that keeping up with current affairs is necessary for making well-informed decisions. They urged students to focus on following their areas of interest. The speakers were directly approachable to the students, who asked insightful questions and participated in thought-provoking discussions about superior journalism and the media.



Mr. Manoranjan and Mr. Purnendu held an interview and podcast with students following the session to provide media enthusiasts with additional information regarding the prior discoveries. In conclusion, the workshop led by Mr. Manoranjan Bharati and Mr. Purnendu Shukla was a huge success. It inspired participants and gave students valuable resources for dealing with the dynamic world of media.

Manisha
B.A(JMC) 4th Sem

Voice for Change Workshop Initiated by Social House at LLDIMS

Lingaya's Lalita Devi Institute of Management and Sciences hosted an event featuring "Voice for Change Initiated by Social House," Presented by ViVA Can Aqua in association with Welt Hunger Hilfe (WHH). The event was held in the institute's seminar hall. It aimed to shed light on two pressing issues: Saving Water, Water Sanitation, and

Women's Empowerment and Menstruation. Mr. Ravie Solanky and Ms. Dimpy Dua, the founders of Social House, Mr. Ravie Solanky and Ms. Dimpy Dua, were invited.



The event commenced with lamp lighting by the Institute's Director, Prof. (Dr.) Pranav Mishra, Mr. Ravie Solanky, Mrs. Dimpy Dua, and Prof. Dr. Sheweta Gaur. The event was graced by esteemed dignitaries, including Ms. Amita Kumar (Advisor, LLDIMS), Prof. (Dr.) Pranav Mishra (Director, LLDIMS), Dr. Saleem Javed (HOD, Dept. of Journalism and Mass Communication), Mr. Nishant Jaiswal (HOD, Training and placement), Dr. Jyoti Dhaiya (HOD, Education), Dr. Ashish Dubey (HOD, Management), Dr. Sachin Kumar (HOD, Commerce) and Dr. Sheweta Gaur (Associate Professor). Their presence contributed additional seriousness to the event.

Furthermore, the artists continued the event. In which Ms. Anamika Khantwal, Ms. Shivangi Lal, Ms. Kirti Chauhan, and Mr. Manpreet Singh shared their knowledge on the scarcity of water, measures to save water, the never-ending cruel behavior of society towards women, and menstruation. Poets showcased their talents by pouring their most profound emotions into the rhythms of poetry. After the artists' performance, the questionnaire round was held in which students won prizes.

It was a mesmerizing event where hearts poured out their deepest emotions, and souls found solace in the rhythms of poetry. With every verse recited, the audience was transported to a world where emotions flowed freely and connections were forged beyond mere words.

To conclude, "Voice for Change," initiated by the Social House at the campus of LLDIMS, stands as

a beacon of hope and inspiration in a world grappling with complex social challenges. It reaffirms the belief that education is not just about acquiring knowledge but also about harnessing the power of collective action to create a better tomorrow.

Manasvi Mankar
B.A(JMC) 4th Sem

Zeal 2k24



After a wait of five years, the much-awaited Zeal 2024, the annual college fest of LLDIMS, came back with a bang. Themed "Safar: The Journey of India" took place on the 22nd and 23rd of March, captivating students and guests alike.

The fest started on March 22, with two esteemed chief guests gracing the occasion. Mr. Ali Azgar, the renowned comedian, brought laughter and joy to the audience with his wit and humour. Joining him was Ms. Naghma Sehar, an esteemed NDTV News anchor whose presence added a touch of prestige to the event.



The following day, the festivities continued with many activities aimed at engaging students and celebrating Indian culture. From traditional performances to modern art displays, there was something for everyone to enjoy. The highlight of the evening was the DJ night, where students danced the night away to the latest beats, creating unforgettable memories.



Zeal 2024 provided a platform for students to showcase their talents and fostered a sense of unity and camaraderie among the college community. It served as a reminder of the importance of cultural exchange and celebration in the academic environment.

Zeal 2024 was a resounding success, leaving participants eagerly anticipating the next edition. Its vibrant theme and diverse array of activities captured the spirit of India's rich cultural heritage, making it a festival to remember.

Kriti Jha
B.A(JMC) 6th Sem

Syllabus to Be Covered This Month

1 st year	2 nd year	3 rd year
<p>Subject: Print Journalism Unit III: [Structure of a News Room] 1. Set up and functions of a City Reporting Room in a Daily and a Bureau 2. Functions and Responsibilities of a News Editor, Sub-Editor and Chief Sub-Editor 3. Editorial Writing and its Importance a. Letter to the Editor b. Book Review and Film Review 4. Stylesheet: Definition, Purpose and Relevance Unit IV: [Editing and Layout Design] 1. Editing: Definition, Objectives and Principles a. Editing Symbols and Proofreading Symbols b. Advent of Electronic Editing 2. Copy Editing for Newspapers, Magazines and Journals 3. Use of Graphics, Cartoons and Info graphics in Print a. Photo Caption and Cutline: Definition, Relevance and Guidelines 4. Design and Layout for Newspaper, Magazine and Journal</p>	<p>Subject: Basic of Advertising Unit III: [Ad Agency - Structure and Functions] 1. Advertising Agency: Concept, Types, Functions and various departments 2. Structure and Hierarchy of an Advertising Agency 3. Planning and Pitching in Advertising 4. Role and Functions of DAVP Unit IV: [Advertising Campaign] 1. Media Planning and Scheduling 2. Uses and Importance of media measurement tools: IRS, RAM, BARC and WAM 3. Budgeting Process and factors affecting Advertising Budget 4. Advertising Campaign: Definition, Concept and stages of product Life Cycle</p>	<p>Subject:Media Management and Entrepreneurship Unit III: [Managing Media Organisations and Start Ups] 1. Establishing a Media Organization or Start Up: Steps Involved 2. Human Resource Management: Roles and Responsibilities 3. Methods of Revenue Generation by Media Organizations and Start Ups 4. Managing Cost and Revenue Relationship Unit IV: [Media Marketing and Entrepreneurship] 1. Marketing Media Products 2. Media Business: Innovation and Entrepreneurship 3. Media Entrepreneurship and its Challenges 4. Emerging Trends in Entertainment and Media Industry</p>
<p>Subject: Media Law & Ethics Unit III: [Media Acts and Laws] 1. Press & Registration of Books Act 1867 and 1955, Copyright Act 1957 2. Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956 3. PrasarBharati Act 1990 and Cinematograph Act 1952 4. Official Secrets Act 1923 and Right to Information Act 2005 (Case studies) 5. Defamation, Libel & Slander(Case studies) Unit IV: [Regulatory Bodies] 1. Defining Media Ethics: Social Responsibility of Press 2. Legal Rights and Responsibilities of Journalists 3. Code of Ethics: Editors' Guild, Press Council of India, AIR &Doordarshan Code 4. Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning</p>	<p>Subject: Basic of Public Relation Unit III: [PR in Different Sectors] 1. Role and Responsibility of PRO 2. PR in Public and Private sector (CSR) 3. Role of PR in Education and Health sector 4. Role of PR in Political Parties and Election Campaigns Unit IV: [Corporate Communications and PR] 1. Evolution of Corporate Communications 2. Corporate Communications and Public Relations 3. Defining PR Pitch and Campaign 4. PR campaign: Research, Setting Objectives, Programme Planning, Budgeting, Implementation, Feedback/Evaluation</p>	<p>Subject: Global Media: An Overview Unit III: [Indian Media] 1. News Agencies: PTI, UNI, IANS, ANI, Hindustan Samachar 2. Government & Private Sector Media Conglomerates 3. Entertainment: Local, Global and Hybrid 4. Global Satellite System: Cable & Satellite TV (C&S), Direct-To- Home (DTH), Internet Protocol TV (IPTV) CAS Unit IV: [Global Media & Market Forces] 1. Reporting International Issues and Conflicts 2. Media Conglomerates and Monopolies 3. Democratizing Communication; Vertical to Horizontal Communication through Internet Journalism 4. Global Challenges in the New Information Age</p>
<p>Subject:Still Photography Unit III: [Lighting] 1. Sources of Light: Natural andArtificial 2. Nature and Physical Properties of Light 3. Three Point Lighting: Key, Fill and Back 4. Lighting Aesthetics: Controlling Contrast through Lighting Unit IV: [Photo Journalism] 1. Photo Journalism: Definition and Concept, Role and Importance 2. Photo Stories, Photo Features and Photo Essays 3. Photo Appreciation 4. Photo Editing Tools, Morphing 5. Legal and Ethical Issues</p>	<p>Subject: Television Production and Production Unit-III: [Production] 1. Steps involved in production and utilization of a TV programme 2. Production Personnel: Role and Responsibilities in Studio & Location Shoot 3. Single Camera Shoot 4. Multi Camera Shoot Unit IV: [Post Production] 1. Video Editing: Concept and Process 2. Basics of Continuity Editing 3. Idea to Screen 4. Pretesting and Evaluation: Tools and Techniques</p>	<p>Subject: Environmental Studies Unit III: [Environmental Disaster and Media] 1. Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal Pollution and Nuclear hazards 2. Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment 3. Disaster Management: Concept, Need and Importance; Role of NDMA 4. Media Intervention in Disaster Management Unit IV: [Environment and Human Welfare] 1. Industrialisation, Consumerism and Development 2. Global Warming and Climate Change: Shift to Alternate Sources of Energy 3. Environment and Social Movements: Chipko Movement, <i>Narmada Bachao Andolan</i> 4. Media, Environment and Human Welfare</p>
<p>Subject: Sports Journalism Unit III: [Sports Management and Organisations] 1. Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post Event Issues 2. Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media 3. Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL) 4. The role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies) Unit IV: [Emerging Trends and Opportunities in Sports] 1. Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, SportsCast, Web Commentaries and News Alerts for Mobiles 2. New Trends in Sports Journalism: E-magazines and Blogs 3. Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports 4. Future of Sports Journalism and Career Opportunities</p>	<p>Subject: Television News- Reporting and Anchoring Unit III: [TV News Reporting] 1. Television News Reporter: Techniques and Styles 2. Different Types of Reporting: Objective, Investigative, Interpretative, Reporting Beats 3. Essentials of Field Reporting: Live/recorded Phone-in, Piece to Camera, Walk through 4. Guidelines and Challenges for a TV Reporter Unit IV: [TV News Anchoring] 1. News Anchor: Qualities, Responsibilities and Professional Ethics 2. Voice Personality & Presentation 3. Anchoring News & Non-News Programs 4. Anchoring with/without Tele-prompter, Studio and Outdoor</p>	

Activity

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
01.04.2024 Educational Trip	02.04.2024	03.04.2024	04.04.2024	05.04.2024	06.04.2024
08.04.2024 Internal exam	09.04.2024	10.04.2024	11.04.2024	12.04.2024	13.04.2024
15.04.2024 CV Writing With Mr.Nishant Jaiswal	16.04.2024 Interview Session with Mr. Nishant Jaiswal	17.04.2024	18.04.2024 Placement and Internship Fair	19.04.2024 Placement and Internship Fair	20.04.2024
22.04.2024 World Earth day 	23.04.2024 Book and Copyright day 	24.04.2024	25.04.2024	26.04.2024 Antarman, Film Festival	27.04.2024
29.04.2024	30.04.2024				

Achievement



LLDIMS expresses heartfelt congratulations to the winners of the Musical Chair - Mr. Chandrashekhar (BAJMC), Arm Wrestling - Ms. Dolly Singh (BAJMC), and Monologue - Ms. Yashasvi Bharadwaj (BAJMC) competitions at this year's Zeal!!!

Your spirit of friendly competition and sportsmanship have not only brought glory to yourselves but have also added to the vibrant atmosphere of Zeal



Heartfelt congratulations to the Musical team of LLDIMS "Alas ka Pedh" on your remarkable achievements! Winning in the duet song, group singing, and battle of bands competitions showcases your exceptional talent, dedication, and passion for music. Your hard works truly paid off. Keep shining bright and inspiring others with your incredible musical talents!

Manasvi Mankar

Students Sub-Coordinator

Simran

Student Coordinator

Dr.Sheweta Gaur

Newsletter Coordinator

Dr.Saleem Javed

HOD

Dr.Pranav Mishra

Director,LLDIMS