



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 May 2024



Nation Technology Day



Adrash
B.A.(JMC) 6th Semester

National Technology Day on May 11th, 2024, marks a significant milestone in India's scientific prowess and technological innovations. This day commemorates the anniversary of the Pokhran nuclear tests of 1998, which positioned India among the league of global atomic powers. It is a day to celebrate the country's technological advancements and self-reliance.



The National Technology Day 2024's theme is "Technological Empowerment for Sustainable Tomorrow." This theme reflects the nation's commitment to harnessing technology for environmental sustainability and economic growth. The government and various tech institutions showcase their latest technological achievements and encourage young minds to contribute to the field of science and technology.

This day also honours the contributions of scientists and engineers in driving innovation and development. From space exploration to digital revolutions, India's journey has been remarkable. National Technology Day serves as a reminder of the power of technology to transform lives and create a better future for all.

World Telecommunication Day



Jai
B.A.(JMC) 6th Semester

Bridging the Digital Divide

Every year on May 17th, the world celebrates World Telecommunications Day, recognizing the remarkable advancements and innovations in telecommunications that have transformed how we communicate and connect globally. Telecommunications shapes our modern society, enabling seamless communication across vast distances. From the invention of the telegraph to smartphones and high-speed internet, telecommunications has continually evolved, shrinking the world and bringing people closer together.

The theme of World Telecommunications Day varies each year, reflecting the current challenges and opportunities in the field. This day serves as a reminder of the importance of telecommunications in fostering socio-economic development, promoting inclusivity, and bridging the digital divide.

In today's interconnected world, access to telecommunications infrastructure and services is essential for individuals, businesses, and governments. However, despite significant progress, the digital divide persists, with many communities and regions still needing access to reliable internet connectivity and telecommunications services. Addressing this disparity requires concerted efforts from governments, businesses, and organizations worldwide. Initiatives aimed at expanding broadband infrastructure, improving affordability, and enhancing digital literacy are crucial steps towards ensuring that everyone can benefit from the opportunities offered by telecommunications.



Moreover, World Telecommunications Day is an opportunity to celebrate the achievements of telecommunications professionals who work tirelessly to innovate and improve communication technologies. From engineers designing cutting-edge networks to software developers creating innovative applications, their contributions are invaluable in shaping the future of telecommunications.

As we commemorate World Telecommunications Day, let us reaffirm our commitment to building a more connected and inclusive world. By harnessing the power of telecommunications, we can overcome barriers, foster collaboration, and empower individuals and communities to thrive in the digital age. Together, let us work towards a future where everyone has equal access to the transformative benefits of telecommunications.

Report

College Visit Report: Dada Lakhmi Chand State University of Performing and Visual Arts, Rohtak



April 1, 2024: As part of education tour, the B.A. (JMC) students embarked on an insightful journey to explore the Dada Lakhmi Chand State University of Performing and Visual Arts, Rohtak. Early morning we left for the university and after reaching at the designated place we were greeted warmly by the university staff, setting a hospitable tone for our visit. Their welcoming demeanour created a positive atmosphere for our exploration of the campus.

Led by the university staff, we embarked on a captivating tour of the campus, which provided us with a comprehensive overview of the diverse programs and facilities available, where we were introduced to the intricacies of studio spaces, lighting setups, camera facilities, and an impressive auditorium. We were able to appreciate the university's immersive learning environment because of this firsthand experience.

Subsequently, our tour extended to explore other esteemed disciplines such as Bachelor of Architecture (B. Arch.) and Bachelor of Design (B. Des.). We were afforded the opportunity to visit classrooms, design studios, and laboratories dedicated to these programs. The university's commitment to fostering creativity and innovation was palpable in the resources and infrastructure allocated to each discipline.

Key Highlights:

- The tour provided a comprehensive insight into the university's offerings in performing and visual arts, showcasing its commitment to excellence in education.
- The emphasis on practical learning through well-equipped studios and laboratories underscored the university's dedication to nurturing talent and creativity.
- Interactions with faculty members provided valuable insights into academic programs and career prospects, enhancing our understanding of the academic landscape.

Our educational visit to the university was an enriching and inspiring experience for the students of our college. The visit left an indelible impression of the Department of Journalism and Mass

Communication, LLDIMS for organizing such educational trip, reaffirming our belief in the transformative power of education and the boundless possibilities offered in our programme

Dolly

B.A.(JMC) 2nd Semester

Report on India T.V Tour



The B.A. (JMC) department of LLDIMS visited the India TV show Aap Ki Adalat on April 3. The India TV staff welcomed the students and asked them to submit their phones in the locker room outside the building, which was fully secure. The guest of the show was the candidate of Hyderabad, Mrs. Madhavi Lata. The show started with the entry of the host, Mr. Rajat Sharma. He came up, invited the guests, and quickly began the show with a question-and-answer session. She also came with a lot of preparation and answered every question with facts and proof.

In the end, students were also given opportunities to ask questions. The show went very well, and all the students were delighted to experience something in real-time that they had been watching for years on television. After the end of the show, the students were greeted with refreshments, as it was a long show.

As for the upcoming election season, India TV started a new program, Muqabla, with the theme of an analytical debate format for which students of the Department of Journalism and Mass Communication, LLDIMS, revisited India TV studio on April 9, 2024, and had a great session by watching Miss Prachi Parashar and her articulation with the guest.

Vishwas Puri

B.A.(JMC) 2nd Semester

Activity

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		01.05.2024	02.05.2024	03.05.2024 Press Freedom Day 	04.05.2024
06.05.2024	07.05.2024	08.05.2024	09.05.2024	10.05.2024	11.05.2024 National Technology Day 
13.05.2024	14.05.2024	15.05.2024	16.05.2024	17.05.2024 World Telecommunication Day 	18.05.2024
20.05.2024 Final Project And Comprehensive Viva (6 th Semester)	21.05.2024 Print Journalism lab (2 nd Semester) Advertisement lab (4 th Semester)	22.05.2024 Still Photography Lab (2 nd Semester) Public Relation Lab (4 th Semester)	23.05.2024	24.05.2024 Design And Graphics lab-II (2 nd Semester) T.V Production lab (4 th Semester)	25.05.2024
26.05.2024	27.05.2024 Sports Journalism (2 nd Semester) Television News: Reporting and Anchoring (4 th Semester)	28.05.2024	29.05.2024	30.05.2024	

Assignment

1 st Year	2 nd Year	3 rd Year
<p style="text-align: center;">Print Journalism Lab</p> <ol style="list-style-type: none"> 1. Identify any five headlines and rewrite them 2. Write various types of leads 3. Report and file story for each of the beats: Political, Entertainment, Business, Education and Crime 4. Convert any news story into feature 5. Prepare a copy by using editing and proof - reading symbols 6. Translate a news story from English to Hindi and vice - versa 7. Write an Editorial 8. Rewrite any five photo captions and cutlines 	<p style="text-align: center;">Advertisement lab</p> <ol style="list-style-type: none"> 1. Analyse three different types of advertisements on the basis of idea/concept, copy, design and layout 2. Plan Ad Campaign for a product/service/an idea as per the following steps: Setting objectives <ol style="list-style-type: none"> a. Objective of the Advertising Campaign: Overall and Specific b. Market Analysis: SWOT Analysis and Competitor Analysis 3. Strategy Ad Campaign <ol style="list-style-type: none"> a. Creative Strategy b. Advertising Budget Appropriation c. Media Strategy and Plan 4. Implementation <ol style="list-style-type: none"> a. Advertising message design and production: Display ads, hoarding, internet ads, TVC b. Media scheduling c. Evaluation Plan <ol style="list-style-type: none"> a. Pre-Testing of the Media Material b. Audience Feedback and Analysis 5. Production and presentation of Ad Campaign 	<p style="text-align: center;">Final Project And Comprehensive Viva</p> <p>Each student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by her/him under the supervision of internal supervisor(s) in the Sixth Semester. Each student will make his/her final project on any one of the disciplines, i.e., Print Media/ Electronic Media (Radio & TV)/ New Media/ Integrated Marketing (Ad, PR & Event)/ Research on the subject/theme approved by the Director/ Principal of the Institute/HoD in the Fifth Semester. The Project Report (in duplicate) both hard & soft copy along with the end product will be submitted by the student at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. The student will present her/his final product along with a multi-media presentation. The Comprehensive Viva Voce based on the courses of the entire programme and future projections of Media and Entertainment industry. It will be conducted by a Board of Examiners comprising of the Director/Principal or his/her nominee and two External Experts, out of which one should preferably be from the Corporate World i.e. Media Organisation operating in the country. The quorum shall be deemed to have met if 2 out of 3 members are present.</p>
<p style="text-align: center;">Still Photography Lab</p> <ol style="list-style-type: none"> A. OUTDOOR <ol style="list-style-type: none"> 1. Capture Photographs with different compositions 2. Capture photographs at different f-stops (aperture) 3. Capture photographs at different shutter speeds 4. Capture photographs with different focal lengths B. INDOOR <ol style="list-style-type: none"> 5. Capture portraits using Single Point Lighting 6. Capture portraits using Three Point Lighting 7. Product Photography: photograph a product for commercial purpose C. FINAL PRODUCT <ol style="list-style-type: none"> 8. Create a Photo feature on specific topic 9. Create a photo story for newspaper/ magazine 10. Create a Still Audio-Visual Production 	<p style="text-align: center;">Public Relation Lab</p> <ol style="list-style-type: none"> 1. Plan, design and implement the following for the launch of a product/service /idea <ol style="list-style-type: none"> a. Press release b. Audio release c. Video release d. Social media news release 2. Write Minutes of the Meeting, Memo and Notice (one each) 3. Organise a Mock Press Conference 4. PR Pitch and Campaign: Plan, Design and Implement <ol style="list-style-type: none"> a. Plan: objectives, date, venue, time, invite, refreshments, equipment, infrastructure, checklist, guests, budget b. PR Personnel/staff c. Liaisoning, Licensing & permissions d. Designing a Press Kit: Press Release, backgrounder, fact-sheet, audio-visual material, stationery, gift e. Scheduling: Opening Speech, presentation, Q&A Session, vote of thanks f. Post-Conference PR: compilation of media coverage 	
<p style="text-align: center;">Design And Graphics-II Lab</p> <ol style="list-style-type: none"> A. CorelDraw <ol style="list-style-type: none"> 1. Design an Invitation Card 2. Design a Logo 3. Design a Calendar 4. Design Cover Page of a Book B. Indesign <ol style="list-style-type: none"> 1. Design a Magazine (16 Pages) 	<p style="text-align: center;">T.V Production lab</p> <p>Plan, design, produce a 5 minutes fiction/ non-fiction video programme of social relevance.</p> <p>Production Booklet will include the following:</p> <ol style="list-style-type: none"> 1. Prepare a video brief: idea, target audience, synopsis, treatment, duration and format 2. Write a video script (2-5 minutes) 3. Prepare shooting script 4. Prepare story board 5. Prepare a production schedule 6. Prepare a floor, light and audio plan 7. Finalise production crew 8. Budgeting 	
<p style="text-align: center;">Sports journalism</p> <ol style="list-style-type: none"> 1. From a daily newspaper or sports magazine, collect 5 examples of good sports story leads. Rewrite the headlines. 2. Create and maintain a Sports Blog. Include the following: <ol style="list-style-type: none"> a. Watch one of the sports tournaments on Television/ YouTube. Report the event in 500 words including photographs and infographics etc. Publish the report on the blog. b. Record an interview of any sports person using mobile phone (3-5 minutes duration). 3. Create an online sports magazine. Include the following: <ol style="list-style-type: none"> a. Feature article b. Interview c. Photo feature d. Trend story 	<p style="text-align: center;">Television News: Reporting and Anchoring</p> <ol style="list-style-type: none"> 1. Reading and Recording a news piece of 5 mins with or without a Teleprompter <ol style="list-style-type: none"> 2. Field Reporting 3. Host a Talk Show /Interview 4. Moderate a Debate/Discussion 5. Package a News Bulletin of 5-10 minutes 	



LLDIMS is delighted to extend their sincerest congratulations to Vansh Sansanwal of BA(JMC) on your recent achievement of securing the position of Cameraman at the Ministry of Transport and Shipping. It shows your exceptional talent, dedication, and hard work.

Once again, congratulations on this well-deserved accomplishment, Vansh. Wishing you continued success and fulfillment in your role as a Cameraman at the Ministry of Transport and Shipping.

Manasvi Mankar
Student sub-Coordinator

Simran
Student Coordinator

DR.Sheweta Gaur
Newsletter Coordinator

Dr.Saleem Javed
HOD

Dr.Pranav Mishra
Director,LLDIMS