

# Lingaya's Lalita Devi Institute of Management and Sciences

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(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 February 2025



**YOUR VOTE IS YOUR VOICE!**

## Delhi Election



Mansi Kapoor  
3rd sem

The Delhi Assembly elections will be held in a single phase on February 5, 2025, with the counting of votes scheduled for February 8. Your name must be on the electoral roll to vote, and you should be 18 years old as of January 1, 2025. First-time voters can register online through the Election Commission of India's official website. This final voter list, published on January 6, 2025, includes over 1.55 crore registered voters in Delhi, marking a 1.09% increase from the previous roll.

As the elections approach, political parties have intensified their campaigns. The BJP has focused on allegations of corruption and misgovernance against the ruling AamAadmi Party (AAP), while promoting its vision of a "double engine" government. The AAP, aiming for a third consecutive term, highlights its achievements in education and healthcare. Key candidates include BJP's Parvesh Verma and Congress's Sandeep Dixit, who are challenging CM Arvind Kejriwal in New Delhi. At the same time, Ramesh Bidhuri of BJP and Alka Lamba of Congress will contest against Delhi CM Atishi in Kalkaji.

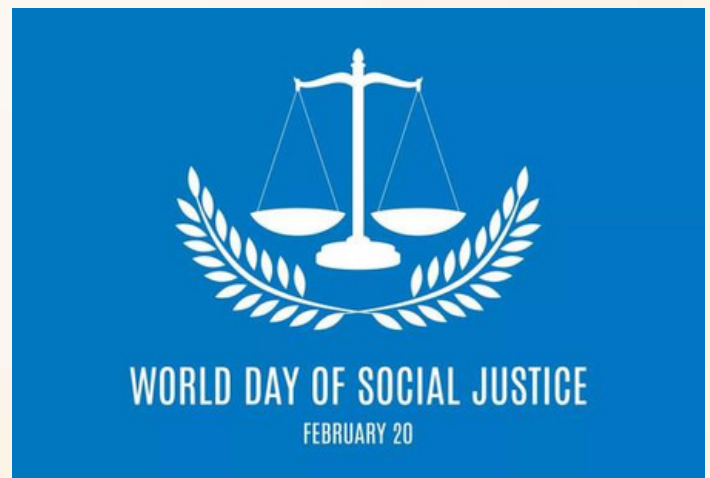


## World Day Of Social Justice



Riya  
6th Sem

Celebrated every year on February 20, the World Day of Social Justice aims to promote equality, fairness, and dignity for all people by addressing critical issues such as poverty, unemployment, discrimination, and social exclusion. This day was established by the United Nations General Assembly in 2007 as a global effort to emphasize the importance of social justice in achieving sustainable development and peace. It aligns with key international principles, including the Universal Declaration of Human Rights and the International Labour Organization's Declaration on Social Justice for a Fair Globalization.



Each year, the day is marked by a specific theme to focus on pressing global challenges, such as reducing inequality, fostering inclusive societies, and ensuring formal employment opportunities for marginalized communities. These themes guide actions taken by governments, organizations, and individuals to build a more equitable world. The day also highlights the intersection of social justice with other critical issues like education, healthcare, and technology access, recognizing that addressing these interconnected challenges is essential to creating a fairer society.



The World Day of Social Justice is also a call to action, urging individuals to reflect on their roles in promoting justice and equality within their communities. It encourages active participation in advocating for policies bridging wealth, education, and opportunity gaps. As technology and globalization continue to shape our world, this day emphasizes the need for digital inclusion and fair labor practices, ensuring that no one is left behind in the pursuit of progress. By fostering understanding and cooperation, the observance inspires a collective commitment to build a world where social justice prevails for all

## National Science day



Yashasvi  
6th Sem

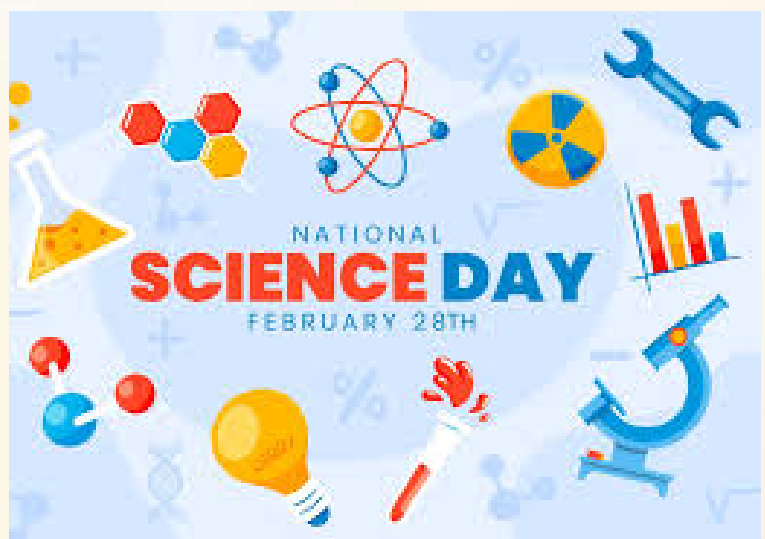
National Science Day is celebrated in India on February 28 every year in honor of the Nobel Prize-winning physicist Sir CV Raman. February 28 marks the day on which his discovery of the Raman effect came to light in 1928. For this discovery, Sir CV Raman was awarded a Nobel Prize in Physics in 1930. He was the first Asian to receive a Nobel Prize in any branch of science. It is in honour of the great physicist that Indians celebrate National Science Day on February 28.

National Science Day history In 1986, the National Council for Science and Technology Communication (NCSTC) asked the Government of India to designate February 28 as National Science Day. Since 1987, National Science Day has been celebrated on February 28 to commemorate the discovery of the Raman Effect.



## Significance and celebrations

National Science Day aims to promote a scientific temperament among the population and highlight the significance of science in everyday life. Educational institutions, scientific organizations, and other institutions nationwide organize events, seminars, workshops, and exhibitions to celebrate the occasion



## Doordarshan Tour



Vishwas Puri  
4th Sem

The B.A. (JMC) department students visited the DD national event of “Khel Mahakumbh” on 18 January 2025. The program started at 2 PM. Several athletes, especially para-athletes, were invited to the show. Some of the popular guests invited to the show were Sweeti Boora, the 2-time world boxing champion; Paralympics 2024 high jump gold medalist Praveen Kumar; shot put bronze medalist Hokato Sema; and the legendary paralympic, Murlikant Petkar. In the show, all the athletes shared about factors that motivated them throughout their journey in their sport. Despite being specially abled, the confidence and morale of these athletes were no less than those of a fully fit athlete. They also shared about the hardships they faced when they were at the rock bottom of their careers. Hokato Sema shared how his dream of being an army officer was shattered at a very young age due to a mine blast. On the other hand, Praveen Kumar also shared how he was sidelined from his school tournament, even after performing better than the fully fit athletes. Sweeti Boora also talked about the lack of opportunities for women in villages, which is one of the main reasons India is not performing well in the Olympics despite being one of the most populated countries. Especially, Murlikant Patekar, on whom the movie “Chandu Champion” was made recently, talked about the roadmap of being a successful athlete. He was recently awarded the Arjuna Award for his contribution to the sport. The audience also took part in the show by asking their queries and questions of the guests and getting guidance from the game stars. The show ended by honoring the guests with a DD national podium and providing refreshments as lunch to all the members in the hall

## Republic Day Celebration



Vanshika Virmani  
6th Sem

On 24th January, the B.A. (JMC) department celebrated Republic Day in a heartwarming way at the TV studio. The event, thoughtfully organized by Riya Namdeo and reported by Vanshika Virmani, brought together the students for an insightful and fun-filled celebration. The B.A. (JMC) HOD shared some powerful thoughts on India's journey to becoming a republic, offering a deeper understanding of the struggles and sacrifices involved. His words made everyone think about the value of Republic Day. Students incorporated their style with some poem recitation and song voice, which portrayed the importance of nationalism. Vanshika made it all engaging by conducting a quiz that was fun and full of thrilling trivia related to Republic Day. The event concluded with awards and certificates for students who performed exceptionally well academically and in extracurricular activities. It was not just a day of celebration but a good opportunity to be taught, bonded, and valued, which is the value that makes this country unique, as India is. All ended with grins, happiness, and renewed national pride to call themselves part of the amazing nation that is India.



# SYLLABUS TO BE COVERED THIS MONTH

<p>2nd year Subject: Basics of Advertising Unit I: [Concept of Advertising]</p> <ol style="list-style-type: none"> <li>Advertising: Definition, Types and Functions</li> <li>Models of Advertising Communication a. AIDA model b. DAGMAR model c. Maslow's Hierarchy Model</li> <li>Classification of Advertising on the basis of Target Audience, Geographical Area, Medium and Purpose</li> <li>Ethical and Regulatory Aspects of Advertising: ASCI &amp; AAI Code</li> </ol>	<p>3rd year Subject: Media Management and Entrepreneurship Unit II: [Management - Functions and Principles] Management: Definition, Need and Principles 2. Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination 3. Management: Responsibility, Authority and Accountability 4. Leadership: Importance, Needs and Types 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</p>
<p>Subject: Basic of Public Relation Unit I: [Concept and Evolution of Public Relations]</p> <ol style="list-style-type: none"> <li>Defining Public Relations: Functions and Types of Publics</li> <li>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</li> <li>Ethics in PR, PRSI Code, IPRA</li> </ol>	<p>Subject: Global Media : An overview Unit I: [Global Communication: Struggle for Balance of Information Flow]</p> <ol style="list-style-type: none"> <li>Global Communication: North-South Divide</li> <li>Domination of Transnational News Agencies: BBC, AP, AFP, Reuters, ITTAR-TASS &amp; UPI</li> <li>Barriers to the flow of News and Information</li> <li>MacBride Commission: Recommendations for NWICO</li> </ol> <p>Unit II: [Global Communication Giants]</p> <ol style="list-style-type: none"> <li>Media Imperialism &amp; Localisation of Global Media</li> <li>International Multimedia Giants: NEWSCORP, DISNEY, AOL-TIMEWARNER, VIACOM, Star Network</li> <li>Global Television and Cultural Imperialism: CNN and MTV</li> <li>International Practices on Visual Coverage and Regulations in Media Exchange</li> </ol>
<p>Subject: Television Programming and Production Unit I: [Understanding the Medium]</p> <ol style="list-style-type: none"> <li>Brief Historical Background of Television in India</li> <li>Characteristics and Importance of Television</li> <li>Various Formats of TV programmes</li> <li>Stages of Programme Production</li> </ol>	<p>Subject: Environmental Studies Unit II: [Ecosystem and Media]</p> <ol style="list-style-type: none"> <li>Ecosystem: Concept, Structure and Functions</li> <li>Ecological Succession: Types and Stages</li> <li>Biodiversity: Definition and Concept a. Threats to Biodiversity (Global, National &amp; Local): Habitat Loss, Poaching of Wildlife, Man-wildlife conflicts b. Endangered and Endemic Species of India</li> <li>Role of Multi-Media in Sensitising Masses towards Ecosystem</li> </ol>
<p>Subject: Television News:-Reporting and Anchoring Unit I: [Structure of TV News Channel]</p> <ol style="list-style-type: none"> <li>Basics of Television News: Concept of News and News Value</li> <li>Structure of TV News Channel 3. Qualities and Responsibilities of News Personnel</li> <li>News Sources and Monitoring Services</li> </ol>	

## Activities

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					01.02.2025 (Lohaghar farms/ Suraj Farms)
03.02.2025 (Book Fair)	04.02.2025 ( Educational Visit to GGSIP Univesrity)	05.02.2025 (Election in Delhi)	06.02.2025	07.02.2025	08.02.2025
10.02.2025	11.02.2025	12.02.2025	13.02.2025 (International Conference )	14.02.2025 (International Conference )	15.02.2025 (Suraj Khund mela Visit)
17.02.2025 (Film Making Workshop )	18.02.2025 ((Film Making Workshop )	19.02.2025 (Film Making Workshop )	20.02.2025 (World Day Of Social Justice) (Film Making Workshop ) )	21.02.2025 (films Making Workshop )	22.02.2025
24.02.2025 (Anugoonj fest)	25.02.2025 (Anugoonj fest)	26.02.2025 (Anugoonj fest)	27.02.2025 (Chess and carrom competition)	28.02.2025	

Manasvi Mankar  
Student sub- Coordinator

Simran  
Student Coordinator

Dr. Sheweta Gaur  
Newsletter Coordinator

Dr. Saleem Javed  
HOD

Dr. PranavMishra  
Director LLDIMS