



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 March 2025



World Wildlife Day: Protecting Nature, Preserving Life



Aryaa
BA(JMC) 6th Sem

World Wildlife Day is observed on March 3rd each year to highlight the significance of protecting wild animals and plants. Established by the United Nations in 2013, this day serves as a reminder of the beauty and importance of nature. Wildlife plays a crucial role in maintaining environmental balance, yet many species are on the brink of extinction due to deforestation, illegal hunting, pollution, and climate change. Human activities have devastated forests, contaminated oceans, and endangered countless species, making it imperative to take immediate action.

This day inspires people worldwide to engage in conservation efforts. Numerous organizations and governments run campaigns, educational programs, and events to raise awareness about the necessity of wildlife protection. Schools and communities get involved in activities like tree planting, clean-up initiatives, and awareness drives to promote sustainability. Governments contribute by enacting laws and establishing protected areas such as national parks and wildlife sanctuaries to aid in preserving endangered species. Taking simple actions, like reducing plastic use, recycling, and avoiding products made from endangered animals, can significantly aid wildlife conservation.

Each year, World Wildlife Day features a different theme that focuses on specific wildlife conservation issues, such as marine life, forests, or endangered species. These themes enhance public understanding of the challenges faced by various species and motivate them to take action. This day serves as a reminder that every living creature—no matter how big or small—plays a vital role in nature. By respecting and protecting wildlife, we are also ensuring the health of our planet for future generations. Through the combined efforts of individuals, organizations, and governments, we can strive to create a world where wildlife can flourish.

Celebrating Women Who Defy Convention: International Women's Day 2025



Anima
BA(JMC) 6th Sem

Every year on March 8, the world celebrates International Women's Day (IWD). This momentous occasion honors the social, economic, cultural, and political achievements of women across the globe. As we commemorate the 113th anniversary of IWD, we pay tribute to the trailblazing women who have shattered glass ceilings, challenged stereotypes, and inspired generations. The first IWD was observed on March 19, 1911, in Austria, Denmark, Switzerland, and Germany. The date was later changed to March 8 to commemorate the women's march in Petrograd, Russia, on March 8, 1917. The march, led by Russian women demanding "bread and peace," was pivotal in the Russian Revolution.

As we celebrate IWD, we honor the remarkable Indian women who have made a lasting impact in their respective fields. Meet six incredible women who embody the spirit of determination, resilience, and excellence:

- Sheetal Devi: The Armless Archer

Sheetal Devi's story is one of unwavering dedication. She was born without arms and defied conventional norms to become India's first female armless archer. Her remarkable journey is a testament to the power of human spirit and adaptability.

- Mohana Singh Jitarwal: The Sky is No Limit

Squadron Leader Mohana Singh Jitarwal is a shining example of women in STEM. As one of India's first female fighter pilots, she has broken stereotypes and inspired countless young girls to pursue careers in aviation.

- Manu Bhaker: The Shooting Star

Manu Bhaker's impressive shooting record is a result of her tireless efforts and passion. This young athlete has already made a mark in the international arena, earning accolades and inspiring a new generation of sportswomen.

- Nirmala Sitharaman: The Leader

As India's Finance Minister, Nirmala Sitharaman has demonstrated exceptional leadership and vision. Her commitment to economic growth and social welfare has significantly impacted the country.

- Roshni Nadar Malhotra: The Visionary

Roshni Nadar Malhotra, Chairperson of HCL Technologies, is a pioneering business leader. Her philanthropic efforts have transformed lives and communities, particularly in education and healthcare.

- Kiran Mazumdar-Shaw: The Biotech Pioneer

Kiran Mazumdar-Shaw, founder of Biocon, is a trailblazer in the biotechnology sector. Her innovative approach and entrepreneurial spirit have made her a role model for women in science and business.

Empowering Women, Empowering Humanity

These remarkable women have shown us that anything is possible with determination, hard work, and passion. As we celebrate their achievements, let us also acknowledge the countless women who work tirelessly behind the scenes, driving positive change in their communities.

On this International Women's Day, let us reaffirm our commitment to creating a more inclusive, equitable society where women can thrive. Let us celebrate the diversity, resilience, and strength of women everywhere and strive to build a brighter future for all.

How you can celebrate International Women's Day

1. Support Women-Owned Businesses: Shop from women-owned businesses and promote their products and services on social media.
2. Amplify Women's Voices: Share stories, achievements, and experiences of women who inspire you.
3. Volunteer for Women's Empowerment Organizations: Donate your time and resources to organizations working towards women's empowerment and gender equality.
4. Host a Women's Day Event: Organize events, webinars, or workshops celebrating women's achievements and promoting gender equality.

International Women's Day is a celebration of women's achievements, a call to action for gender equality, and a reminder of the incredible progress made towards empowering women. As we commemorate this special day, let us honor the women who have paved the way for us and strive to create a world where every woman can thrive.

Happy Women's Day!

Holi – The Festival of Colors and Joy



Akash
BA(JMC) 4th sem

Holi is one of the most popular festivals in India. It is also known as the "Festival of Colors" because people play with colors on this day. Holi is celebrated enthusiastically across the country, especially in North India.

Holi is a festival that marks the victory of good over evil. According to Hindu mythology, a king named Hiranyakashipu wanted everyone to worship him. However, his son, Prahlad, was a true devotee of Lord Vishnu. The king tried many times to kill Prahlad but failed. Finally, he asked his sister, Holika, to sit in the fire with Prahlad. Holika had a magical cloth that protected her from fire, but due to divine power, the cloth flew away and saved Prahlad while Holika burned. That is why we celebrate Holika Dahan (bonfire) a day before Holi, symbolizing the victory of good over evil.

Holi is a two-day festival.

Holika Dahan – On the first day, people light a bonfire in the evening. They gather around it, sing songs, and pray for happiness and prosperity.

Playing with Colors: On the second day, people play with dry and wet colors. They throw colors at each other, dance, and enjoy festive songs. Many people also play with water balloons and pichkaris (water guns).

Holi is incomplete without delicious food. People prepare special sweets like gujiya, malpua, thandai, and many other tasty dishes. In some places, people also drink bhang, a traditional drink made from cannabis leaves.

Holi brings people together. It removes differences and spreads love and happiness. It is a time to forgive, forget past fights, and start new relationships. Holi is also a fun, dance and music festival, making it one of the most exciting festivals in India.

Holi is a festival that fills everyone's life with colors and joy. It teaches us to let go of negativity and celebrate happiness with friends and family. However, while celebrating, we should always be careful and use natural colors to protect our skin and the environment.

International Day Of Happiness



Yashasvi
BA(JMC) 4th Sem

World Happiness Day, officially recognized as the International Day of Happiness, is celebrated annually on March 20th. Established by the United Nations in 2012, the day reminds people of the importance of happiness as a fundamental human goal. Its creation aims to raise awareness about the role happiness plays in promoting well-being, peace, and prosperity across the globe.

The observance encourages people, communities, and governments to reflect on their happiness levels and consider the factors contributing to a fulfilling life. These factors often include mental health, social connections, economic security, and access to education. The day also emphasizes addressing global challenges like poverty, inequality, and environmental degradation, as these issues can significantly impact personal and societal happiness.

Various events and initiatives occur worldwide, from discussions on happiness research to social media campaigns promoting positivity and self-care. Countries are also urged to prioritize policies that support the well-being of their citizens.

World Happiness Day invites individuals to focus on gratitude, kindness, and personal fulfillment. It reminds us that happiness is not just an individual pursuit but a collective one. Celebrating this day fosters a sense of unity and encourages actions that lead to a happier, more harmonious world for all.

World Poetry Day: Celebrating the Power of Words



Vishwas puri
BA(JMC) 4th Sem

World Poetry Day, observed annually on March 21, is a global celebration of poetry's power to inspire, express, and connect people across cultures and generations. Established by UNESCO in 1999, this day recognizes poetry as a vital form of

cultural and linguistic expression that speaks to the deepest aspects of human experience. Poetry has been an essential part of human civilization for centuries, from the ancient epics of Homer and the haikus of Japan to the modern free verse of contemporary poets. It captures emotions, tells stories, and preserves history in a way that resonates deeply with readers and listeners alike. Poetry is not just a literary art form; it is also a means of social expression, often used to address themes of love, struggle, justice, and hope.

World Poetry Day encourages the reading, writing, and teaching of poetry in schools, libraries, and communities to foster a greater appreciation for this powerful art form.

World Water Day: Save Water, Secure the Future



Vaibhav
BA(JMC) 6th Sem

World Water Day is observed annually on March 22nd to highlight the significance of water and the necessity of using it judiciously. Initiated by the United Nations in 1993, this day reminds us that clean water is vital for life. Water is essential for drinking, agriculture, industry, and everyday activities, yet many people still lack safe water. Issues like pollution, waste, and climate change are exacerbating water shortages, making it crucial for us to take action to safeguard this invaluable resource.

This day inspires individuals, communities, and governments to collaborate in conserving and protecting water sources. Numerous organizations conduct campaigns, seminars, and awareness initiatives to educate the public about the importance of water conservation. Governments are taking measures to enhance water supply, construct dams, and implement regulations to combat water pollution. As individuals, we can contribute by repairing leaks, using water efficiently, harvesting rainwater, and preventing water contamination.

Each year, World Water Day features a different theme that addresses significant water-related challenges

Report

Report on NSS Cell Activity: 'Say No to Tobacco' Campaign



Riya
BA(JMC) 6th Sem

The Department of Journalism and Mass Communication at Lingaya's Lalita Devi Institute of Management and Sciences (LLDIMS) organized an NSS (National Service Scheme) activity to raise awareness about the harmful effects of tobacco consumption. Held on January 31, 2025, the event witnessed enthusiastic participation from students who came forward to advocate for a tobacco-free society. Their involvement reflected a deep commitment to social responsibility and the power of youth in bringing about positive change.

Students created impactful and thought-provoking posters carrying strong messages against tobacco use as part of the initiative. These posters, filled with creative slogans and powerful imagery, served as visual reminders of the dangers of smoking and other forms of tobacco consumption. Faculty members also extended their support, appreciating the students' efforts to spread awareness of this crucial issue.



Following this, students marched across the campus and into nearby areas, chanting slogans like "Say No to Tobacco, Yes to Life" and "Be Smart, Do not Start." Their energy and dedication caught the attention of many, including passersby and local

community members. People engaged with the students, supporting the cause and acknowledging

the importance of making informed health choices. The march spread awareness and instilled a sense of responsibility among the participants.

The event emphasized the significance of youth-led activism in addressing public health issues. By taking their message beyond the classroom, the students demonstrated that awareness campaigns can have a lasting impact on society. Their active participation reinforced the idea that small steps, when taken collectively, can lead to meaningful social change.

The 'Say No to Tobacco' campaign at LLDIMS was a remarkable example of the institute's dedication to social welfare and community engagement. It not only educated individuals about the dangers of tobacco but also encouraged people to take a stand for a healthier future. Such initiatives highlight the role of educational institutions in shaping responsible citizens who contribute positively to society.

Visit to UNI



Sakshi
BA(JMC) 6th sem

On 4th February, the Department of Journalism and Mass Communication, LLDIMS, organized an educational visit to United News of India (UNI), one of India's leading news agencies. The objective of the visit was to gain insight into a news agency's functioning and understand the news collection and dissemination process.

Arrival and Introduction to UNI

Upon our arrival at the UNI, we were warmly welcomed by one of its correspondents, who provided us with an overview of the agency's history and significance. Established in 1961, UNI has played a crucial role in delivering accurate and timely news to newspapers, television channels, and digital platforms nationwide.

Tour of the Newsroom

We were then taken to the newsroom, where journalists and news analysts work tirelessly to gather, verify, and report news. They also demonstrated how breaking news is handled and disseminated to different media outlets.

Technology and News Transmission

A key highlight of our visit was to develop an understanding how modern technology has transformed the news industry. We also discussed UNI's role in providing multilingual news services.

Interactive Session with Journalists

One of the most insightful parts of the visit was an interactive session with journalists. They shared their experiences in the field, highlighting the challenges of journalism, such as verifying facts, combating fake news, and working under tight deadlines. The importance of ethical journalism and unbiased reporting was also emphasized.

Conclusion

The visit to UNI was an apt educational experience that provided us with valuable knowledge about the media industry. The visit also inspired many of us to explore careers in journalism and media. Overall, it was a highly informative and enriching experience.

World Book Fair 2025



Manisha
BA(JMC)6th Sem

On 7 February 2025, the Department of Journalism and Mass Communication at Lingaya's Lalita Devi Institute of Management and Sciences organized a field trip to the New Delhi World Book Fair 2025, providing students with a hands-on learning experience in news gathering and reporting. The students conducted vox pops and interviews, capturing the diverse perspectives of attendees at this major literary event.

The book fair, held at Bharat Mandapam, Pragati Maidan, drew massive crowds from all walks of life. This year's theme, "We the People of India," resonated deeply with visitors, celebrating the 75th anniversary of the Indian Republic. The students explored the various halls, each dedicated to

different genres and languages, witnessing firsthand the vibrant atmosphere and the sheer variety of books on display.

Beyond the books, the fair also offered a dedicated children's pavilion to immerse young readers in a world of colorful stories and playful learning. The students observed families browsing children's literature and engaging with interactive displays, highlighting the fair's appeal to all age groups.

The students' vox pops revealed a wide range of opinions and experiences. Some attendees were excited about discovering new authors and titles, while others shared their passion for specific genres. Parents spoke about the importance of instilling a love of reading in their children, and many visitors emphasized the cultural significance of the book fair as a platform for intellectual exchange.

The students also had the opportunity to interview publishers, authors, and organizers, gaining insights into the inner workings of the literary world. They learned about the challenges and rewards of publishing, the creative process behind writing, and the efforts involved in organizing such a large-scale event.



The field trip proved to be an invaluable learning experience for the journalism and mass communication students. They honed their interviewing skills, learned to identify newsworthy stories, and gained a deeper understanding of the role of media in covering cultural events. The experience

also gave them practical insights into the book industry and the literary landscape.

Surajkund Mela Visit



Meenakshi
BA(JMC) 6th Sem

Lingaya's Lalita Devi Institute of Management and Sciences organized an enriching and educational trip to the Surajkund International Crafts Mela 2025, where the theme focused on the vibrant cultures and crafts of Odisha and Madhya Pradesh. Department of B.A. (JMC) and B. Ed, along with the teachers, set out to explore the diverse traditional arts and handicrafts from these two states.

Upon arriving, we first visited the Odisha Pavilion, which showcased its famous Pattachitra paintings, silver filigree jewelry, and Stone Carving. We were fascinated by the intricate detailing in the paintings that tell ancient mythological stories and the delicate artistry of the silver filigree work. Our teachers explained the significance of these crafts, and some of us even did field reporting there to enrich our experience and learn more about the crafts mela. We also captured beautiful pictures and videos showcasing culture, tradition, colours, food, etc.

Next, we explored the Madhya Pradesh Pavilion, which highlighted the state's rich traditions in Bamboo Crafts, Chanderi textiles, and Warli art. We marveled at the beautiful hand-woven Chanderi sarees and the vibrant Warli paintings, which reflect the daily life and nature of tribal communities. The artisans' skill and dedication left a lasting impression on us. We also talked with the people who set up the stall there to understand the country's diverse traditions.

The day also included traditional food tasting, where we enjoyed regional specialties like Odisha's Dalma and Madhya Pradesh's Poha. These culinary experiences added another layer to our cultural

immersion. In the end, we had lunch from Satta Punjab, where we ate chole bhature, dal makhani, and soya chaap.

the rich cultural heritage of Odisha and Madhya

Pradesh, making it both an educational and enjoyable experience for all of us. It was a great opportunity to bond with friends and teachers while deepening our understanding of India's diverse traditions.

The Successful Completion of Five-Day Filmmaking Workshop at LLDIMS



Manisha
BA(JMC) 6th Sem

The Department of Journalism and Mass Communication at Lingaya's Lalita Devi Institute of Management and Sciences (LLDIMS) successfully concluded a comprehensive five-day filmmaking workshop, empowering aspiring filmmakers with hands-on training and expert insights. The workshop, an initiative spearheaded by Dr. Saleem Javed, HoD, JMC held from 17th to 21st February 2025, provided participants with a deep dive into the various aspects of filmmaking, from pre-production to post-production.



The workshop commenced with a grand inauguration ceremony graced by esteemed dignitaries, including Prof. Dr. Durgesh Tripathi (Professor and Dean, USMC, GGSIPU), Dr. Sachin Bharti (Associate Professor, USMC, GGSIPU) and

Prof. Dr. Pranav Mishra (Director, LLDIMS). Their presence underscored the institute's commitment to providing quality education and fostering creative talent in media and communication.

The daily sessions were meticulously designed to provide a holistic learning experience. The inaugural day focused on the theoretical underpinnings of cinema. Associate Prof. Dr. Sheweta Gaur led the first session, exploring the history, evolution, and impact of cinema as an art form. The subsequent session, conducted by Dr. Ashwini Juneja, delved into the nuances of film appreciation and critical analysis. Day two shifted gears to practical aspects, where a reputed cinematographer addressed the second session of the day, Mr. Kanhaiya Kishor, who focused on camera operations and continuity exercises using a professional 5D camera. Participants gained hands-on experience in framing shots, understanding camera movements, and maintaining visual consistency. The afternoon session, conducted by Dr. Saleem Javed, explored the crucial elements of screenplay writing and storyboarding, equipping participants with the tools to craft a compelling narrative that was supposed to be shot on day four.



The third day focused on the technical aspects of filmmaking. Mr. Pankaj Sharma, a renowned sound engineer, conducted a session on audio recording and film post-production techniques, covering topics such as sound design, mixing, and mastering. The following session, led by a highly skilled video editor, Mr. Novnish Sahni, introduced participants to the industry-standard film editing software Final Cut

Pro and provided practical training in assembling and refining film footage.



Day four was dedicated to practical filmmaking. Participants engaged in a Blackmagic camera exercise, learning the intricacies of operating this professional-grade equipment. The session also included a lighting exercise with a professional setup, enabling participants to understand the impact of lighting on film aesthetics. The day culminated in a live shooting session, where participants applied their newly acquired skills to film a scene using the Blackmagic camera. The final day was graced with Prof. Dr. Farhat Bashir Khan, currently with Jamia Hamdard University, heading the Mass Communication Department. He emphasised the importance of thorough practice before any execution and the utilization of appropriate tools. This day focused on the post-production process. Participants engaged in live editing and sound mixing of the scene they had shot on day four. The workshop concluded with a screening of the completed scene, followed by a certificate distribution ceremony, recognizing the participants' hard work and dedication.

The five-day filmmaking workshop at LLDIMS proved to be a resounding success, providing aspiring filmmakers with the knowledge and skills necessary to pursue their passion for cinema.

Syllabus

2 nd Year	3 rd Year
<p>BASICS OF ADVERTISING Unit III: [Ad Agency - Structure and Functions]</p> <ol style="list-style-type: none"> 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 	<p>MEDIA MANAGEMENT AND ENTREPRENEURSHIP Unit III: [Managing Media Organisations and Start Ups]</p> <ol style="list-style-type: none"> 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>BASICS OF PUBLIC RELATIONS Unit III: [PR in Different Sectors]</p> <ol style="list-style-type: none"> 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 	<p>GLOBAL MEDIA: AN OVERVIEW Unit III: [Indian Media]</p> <ol style="list-style-type: none"> 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
<p>TELEVISION PROGRAMMING AND PRODUCTION Unit-III: [Production]</p> <ol style="list-style-type: none"> 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 	<p>ENVIRONMENTAL STUDIES Unit III: [Environmental Disaster and Media]</p> <ol style="list-style-type: none"> 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
<p>TELEVISION NEWS: REPORTING AND ANCHORING Unit III: [TV News Reporting]</p> <ol style="list-style-type: none"> 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 	<p>ENTREPRENEURIAL MINDSET Unit III: Entrepreneurship support: Entrepreneurial Development Programmes (EDP). EDP, Role of Government in Organising EDPs Institutions supporting small business enterprises: central level state level, other Agencies, industry associations.</p>

Activities

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					01.03.2025
02.03.2025	03.03.2025 (GD Session),  World Wildlife Day	04.03.2025 (Photography Competition)	05.03.2025 (visit to Amrit Udhyan Utsav)	06.03.2025 (Channel Visit)	07.03.2025 (Product Shoot)
09.03.2025	10.03.2025 (GD Session)	11.03.2025 (Documentary Submission)	12.03.2025	13.03.2025	14.03.2025  Holi
16.03.2025	17.03.2025 (Interview)	18.03.2025 (Advertisement Submission)	19.03.2025 (Film Festival)	20.03.2025  International Day of Happiness	21.03.2025  World Poetry Day
23.03.2025  World Water Day	24.03.2025	25.03.2025	26.03.2025	27.03.2025 (Badminton Competition)	28.03.2025
29.03.2025	30.03.2025	31.03.2025  Eid			

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