



# 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 September 2024



## Teachers Day: Celebrating the Heroes of the Classroom



**Vaibhav Mudgal**

**BA(JMC) 3rd year**

Teacher's Day serves as a heart-touching reminder of the selfless contributions made by teachers throughout their careers. It allows students to express their gratitude, love, and respect for the people who have guided and inspired them. The celebration is a vehicle for recognizing the immeasurable value teachers bring to society and emphasizing the importance of education as a pillar of the nation.

The origin of Teacher's Day in India can be traced back to the birth anniversary of Dr. Sarvepalli Radhakrishnan, who was born on September 5, 1888. A renowned Indian philosopher and statesman, Dr. Radhakrishnan was India's first Vice President and second President. Despite his illustrious political career, he remained a dedicated teacher and professor.

Teachers' Day." Since then, his birthday has been celebrated as Teacher's Day, symbolizing educators' deep respect and admiration.

Students seize the opportunity to transform their schools and classrooms into vibrant, festive spaces, surprising their teachers with their creativity and enthusiasm. The day is marked by the exchange of gifts, greeting cards, and flowers as students express their heartfelt gratitude for the guidance and inspiration provided by their teachers. The love and respect for teachers are palpable in the eyes of every student, reflecting the profound impact educators have on their lives.

While Teacher's Day is a day of celebration, it is equally important to acknowledge the challenges that educators face. Teachers often work in demanding environments, juggling a wide range of student needs, administrative pressures, and societal expectations. Recognizing and addressing these challenges is crucial to ensuring the well-being and effectiveness of teachers in their noble profession.

## Hindi Diwas: A Celebration of Our National Language



**Manasvi Mankar**

**BA(JMC) 3rd year**

Hindi Diwas is celebrated on September 14th each year to honor the adoption of Hindi as one of the official languages of India. The day marks a milestone in the history of Indian language and culture. In 1949, on this day, the Constituent Assembly of India recognized Hindi, written in the Devanagari script.

When Dr. Radhakrishnan assumed the presidency in 1962, his friends and students proposed to name his birthday "Radhakrishnan Day" to honor his service and achievements. He humbly declined the proposal, instead advocating for September 5 to be observed as Teacher's Day. He was infamously quoted as saying, "Instead of celebrating my birthday, it would be my proud privilege if September 5 is observed as

Hindi, a language spoken by millions across the country, holds a special place in everyone's heart. It serves as a powerful force that unites a diverse nation. Hindi Diwas is a day dedicated to promoting and preserving this language. Schools, colleges, and institutions across India organize events, competitions, and cultural programs to celebrate the richness of Hindi literature and its contribution to Indian heritage. On this day, people are encouraged to read Hindi

books, write in Hindi, and speak the language more often. The celebration of Hindi Diwas is not just about honoring the language but also about recognizing its unique ability to bridge the gap between people from different regions and backgrounds. It is a reminder for future generations to embrace and preserve this beautiful language. Hindi Diwas also reminds us of the importance of learning and using our mother tongue in everyday life. It is a day to reflect on the rich history of Hindi and how it has evolved over the years, influencing literature, arts, and communication in India.



Hindi Diwas is an occasion to appreciate India's diverse cultures and languages while recognizing the unifying role that Hindi plays; it brings people together. As we celebrate Hindi Diwas, we should respect and promote all languages and cultures, as they are all a part of our country's rich heritage.

## World Environmental Health Day



**Aryaa Dubey**

**BA(JMC) 3rd year**

World Environmental Health Day is celebrated every year on September 26 to raise awareness about the connection between our environment and health. The day reminds us that a healthy environment is essential for a healthy life. Clean air, safe water, and pollution-free surroundings prevent diseases and

improve our well-being. The theme of this day changes every year to focus on different aspects of environmental health, like air pollution, food safety, and climate change. Governments, health organizations, and communities use this day to encourage people to adopt eco-friendly habits like reducing plastic use, planting trees, and saving water.

World Environmental Health Day also provides an opportunity to recognize environmental health professionals' efforts to protect public health by monitoring and addressing environmental risks. Educational campaigns, workshops, and community events are often organized on this day to spread knowledge about the importance of maintaining a balanced ecosystem. As individuals, we can contribute by making small but impactful changes in our daily lives, such as opting for sustainable products, minimizing waste, and advocating for policies that protect our natural resources. Our actions contribute to the larger goal of preserving our planet for future generations.



By celebrating World Environmental Health Day, we remind ourselves to take care of the environment so that it can take care of us. Together, we can make the world a healthier place to live!

# SYLLABUS TO BE COVERED THIS MONTH

|                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                               |
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| <p><b>COMMUNICATION: CONCEPTS &amp; PROCESSES</b></p> <p><b>Unit I:</b> [Introduction to Communication]</p> <ol style="list-style-type: none"> <li>1. Communication: Concept, Definition, Elements and Process</li> <li>2. Types of Communication</li> <li>3. Barriers to Communication</li> <li>4. 7 C's of Communication</li> </ol>                                                                                                                 | <p><b>DEVELOPMENT COMMUNICATION</b></p> <p><b>Unit I:</b> [Introduction to Development Communication]</p> <ol style="list-style-type: none"> <li>1. Development Communication: Definition, Meaning and Process</li> <li>2. Economic and social indicators of development:             <ol style="list-style-type: none"> <li>a. GDP/GNP</li> <li>b. Human Development Index</li> <li>c. Happiness Index</li> <li>d. Communication as an indicator: Role of ICT</li> <li>e. Human Rights as an Indicator</li> </ol> </li> <li>3. Approaches to Development Communication: Diffusion of Innovation; Magic Multiplier; Empathy</li> <li>4. Communication and Social Change:             <ol style="list-style-type: none"> <li>a. Gandhian Perspective; Panchayati Raj</li> <li>b. Case Studies: Kheda, SITE, Water Harvesting Management, MNREGA, NHRM</li> <li>c. Sustainable Development Goals</li> </ol> </li> </ol> | <p><b>BASICS OF NEW MEDIA</b></p> <p><b>Unit I:</b> [Online Communication]</p> <ol style="list-style-type: none"> <li>1. Online Communication: Meaning, Definition and Evolution from Web 1.0 to Web 3.0</li> <li>2. Communication Technology and Society</li> <li>3. Attributes of Online Communication</li> <li>4. Video Conferencing, Webcasting and Podcasting</li> </ol> |
| <p><b>CONTEMPORARY INDIA: AN OVERVIEW</b></p> <p><b>Unit I:</b> [Indian History &amp; Culture]</p> <ol style="list-style-type: none"> <li>1. Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Culturalism</li> <li>2. Art, Culture &amp; Politics: Contemporary Issues and Debates</li> <li>3. Scientific Temper: Concept, Relevance and Practice</li> <li>4. Indian Freedom Movement (1857-1947) Landmarks</li> </ol>     | <p><b>BASICS OF RADIO PROGRAMMING AND PRODUCTION</b></p> <p><b>Unit I:</b> [Understanding the Medium]</p> <ol style="list-style-type: none"> <li>1. Radio as Medium of Mass Communication</li> <li>2. Radio Broadcasting in India (pre and post-independence)</li> <li>3. Different Types of Radio Stations and Transmissions:             <ol style="list-style-type: none"> <li>a) On the Basis of Reach: National, Regional, Local and Community</li> <li>b) On the Basis of Transmission Technology: AM, SW, FM, Web</li> </ol> </li> <li>4. Organizational Structure and Functionaries of a Radio Station: Govt. and Private</li> </ol>                                                                                                                                                                                                                                                                          | <p><b>MEDIA RESEARCH</b></p> <p><b>Unit I:</b> [Introduction to Research]</p> <ol style="list-style-type: none"> <li>1. Research: Meaning, Definition and Objectives</li> <li>2. Types of Research</li> <li>3. Approaches to Research: Qualitative and Quantitative</li> <li>4. Media Research: Meaning and Scope</li> </ol>                                                  |
| <p><b>BASICS OF DESIGN AND GRAPHICS</b></p> <p><b>Unit I:</b> [Introduction to Design and Graphics]</p> <p>Basics of Design and Graphics<br/>Elements and Principles of Design<br/>Typography: Physical Form, Letter Form, Aesthetics and Classifications<br/>Colour: Physical Forms, Psychology, Colour Scheme and Production</p>                                                                                                                    | <p><b>BASICS OF VIDEO CAMERA, LIGHTS AND SOUND</b></p> <p><b>Unit I:</b> [Introduction to Video Camera]</p> <ol style="list-style-type: none"> <li>1. Introduction to Video Camera, Parts and their Functions</li> <li>2. Types of Video Camera, Equipment and Accessories</li> <li>3. Broadcast Standards</li> <li>4. Lenses &amp; Filters: Types and Functions</li> <li>5. Camera Control and Adjustment:             <ol style="list-style-type: none"> <li>a. Aperture Control</li> <li>b. Depth of Field</li> <li>c. Depth of Focus</li> <li>d. Focal Length</li> <li>e. Aspect Ratio</li> </ol> </li> </ol>                                                                                                                                                                                                                                                                                                     | <p><b>EVENT MANAGEMENT</b></p> <p><b>Unit I:</b> [Event and Event Management]</p> <ol style="list-style-type: none"> <li>1. Event: Definition and Types</li> <li>2. Event as a Communication and Marketing tool</li> <li>3. Event Management: Definition and Elements</li> <li>4. 5C's of Event Management</li> </ol>                                                         |
| <p><b>WRITING SKILLS</b></p> <p><b>Unit I-</b> [Understanding Writing]</p> <ol style="list-style-type: none"> <li>1. Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective</li> <li>2. ABCD of Media Writing: Grammar and Vocabulary (remedial exercises based on print and electronic media)</li> <li>3. Writing for News and Non-news Mediums (print and electronic media)</li> <li>4. Ethics in Media Writing</li> </ol> | <p><b>RADIO JOCKEYING AND NEWS READING</b></p> <p><b>Unit I:</b> [Radio News and Structure of Radio Station]</p> <ol style="list-style-type: none"> <li>1. Basics of Radio News: Concept of News, News Values: Objectivity, Balance and Fairness</li> <li>2. News Sources: News agencies, Reporters, Correspondents and Monitoring Services</li> <li>3. Structure and Functioning of News Services Division and News Room</li> <li>4. Structure and Functioning of FM Radio Stations (Govt. &amp; Private)</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                 | <p><b>FILM APPRECIATION</b></p> <p><b>Unit I:</b> [Film as a Language]</p> <p>Film as a Medium of Communication: Concept, Strengths &amp; Limitations<br/>Components of Film: Script, Light, Sound, Camera, Acting, Music, Editing<br/>Visual Language: Shot, Scene, Sequence, Montage, Mise-En-Scene and Continuity</p>                                                      |

# Activity

| Monday     | Tuesday    | Wednesday  | Thursday                                                                                                                                | Friday     | Saturday                                                                                                         |
|------------|------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------|
| 02.09.2024 | 03.09.2024 | 04.09.2024 | 05.09.2024<br>Teachers Day<br>                         | 06.09.2024 | 07.09.2024                                                                                                       |
| 09.09.2024 | 10.09.2024 | 11.09.2024 | 12.09.2024                                                                                                                              | 13.09.2024 | 14.09.2024<br>Hindi diwas<br> |
| 16.09.2024 | 17.09.2024 | 18.09.2024 | 19.09.2024                                                                                                                              | 20.09.2024 | 21.09.2024                                                                                                       |
| 23.09.2024 | 24.09.2024 | 25.09.2024 | 26.09.2024<br>World Environmental<br>Health Day<br> | 27.09.2024 | 28.09.2024                                                                                                       |
| 30.09.2024 |            |            |                                                                                                                                         |            |                                                                                                                  |

# Report

## Independence Day Report

Ligayas Lalita Devi Institute of Management & Sciences proudly commemorated the 78th Independence Day with a spirited celebration. The event, held on the college campus, brought together students, faculty, and staff to reflect on India's rich history and cultural legacy. The distinguished guest for the occasion was Asha Agarwal, an Arjuna Awardee, renowned international athlete, and Assistant Director of Education Sports for the Government of NCT, Delhi. She expressed her delight at the remarkable enthusiasm displayed by the students during the festivities. Asha Agarwal also extended her congratulations to the female students who achieved medals in the recent National Martial Arts Competition. The ceremony commenced with the national flag being unfurled by Sunita Pit, Secretary of the Ligaya Group. Professor Dr. Pranab Mishra, the Director of LLDIMS, underscored the pivotal role that students play in shaping India's future, offering valuable perspectives on how the youth can significantly contribute to the nation's development.



programs foster a sense of community at LLDIMS, captivating students and their parents from various departments while emphasizing the significance of active participation. The institute is dedicated to equipping students with essential skills and knowledge to excel on a global scale, focusing on academic excellence, cultural enrichment, and community engagement.

Simran

BA(JMC) 2<sup>nd</sup> year

## Photography Competition Report



On August 20, 2024, the Department of Journalism and Mass Communication's Agrika and Anima, III-year students, organized a vibrant photography competition at the LLDIMS campus, inviting participation from all departments. The theme, "Colors of Life," encouraged participants to capture images that highlighted distinct features of the theme. The competition saw impressive entries, with the judging panel comprising Dr. Saleem Javed (HoD of B.A. (JMC) and Dr. Nishant Jaiswal (HoD of Training and Placement). The winners were Shivam Parihar B.A. (JMC), whose photograph was

celebrated for its striking contrast and calming effect; Khushi B.A. (JMC), who captured the dynamic energy of horses; Meenakshi B.A. (JMC), who presented a realistic portrayal of lenses and elements; and Ayush Negi (BCA), whose creative use of angles and colors made the bright hues subtly compelling. The event showcased the diverse and creative talents

of the students, making it a memorable and successful occasion for all involved.

Riya Namdeo

BA(JMC) 3<sup>rd</sup> year

## Photography Competition



Shivam Parihar, BA(JMC) , 1<sup>st</sup> Position



Khushi, BA(JMC), 2<sup>nd</sup> Position



Meenakshi , BA(JMC), 3<sup>rd</sup> Position



Ayush Negi, BCA, 3<sup>rd</sup> Position

Student Coordinator – Manasvi Mankar, 3<sup>rd</sup> year

-Simran. 2<sup>nd</sup> year

Dr. Sheweta Gaur

Newsletter Coordinator

Dr. Saleem Javed

HOD

Dr. Pranav Mishra

Director LLDIMS