



Lingaya's Lalita Devi Institute of Management and Sciences

**Affiliated to GGSIP University & Approved U/s 2(f) UGC Act 1956
(NAAC Accredited 'A+' Grade Institute)
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Department of Journalism and Mass Communication **News Letter** **November 2025**



Lighting the Lamp of Learning: Celebrating National Education Day and the Legacy of Maulana Abul Kalam Azad



Every year on November 11, India celebrates National Education Day to commemorate the birth anniversary of Maulana Abul Kalam Azad, the first Education Minister of independent India. The day is a tribute to his remarkable contributions toward shaping the country's education system and promoting the idea that education is the foundation of national progress. Maulana Azad was a visionary leader, scholar, and freedom fighter who believed that the future of India depends on the quality of education imparted to its youth. During his tenure, he established key institutions such as the Indian Institutes of Technology (IITs), the University Grants Commission (UGC), and the All India Council for Technical Education (AICTE), which continue to play a vital role in strengthening the nation's academic framework.

National Education Day serves as a reminder of the transformative power of education in building an enlightened, skilled, and self-reliant society. Across schools, colleges, and universities, the day is observed through seminars, essay writing, debates, and awareness activities that emphasize the importance of learning, innovation, and inclusivity.

In the present era, education must go beyond classroom teaching and focus on developing creativity, critical thinking, digital literacy, and moral values among students. The National Education Policy (NEP) 2020 reflects this very spirit by encouraging holistic development and lifelong learning.

Celebrating National Education Day is not just about remembering a great leader but also about reaffirming our collective responsibility to ensure that education reaches every child in the country. As Maulana Azad once said, "Educationists should build the capacities of the spirit of inquiry, creativity, entrepreneurial and moral leadership among students." His words continue to inspire educators and learners alike. On this day, let us pledge to keep the flame of knowledge burning bright and work towards an India where education truly empowers every citizen.

Innocence, Joy, and Dreams: Celebrating Children's Day in India



Every year on November 14, India celebrates Children's Day to honor the birth anniversary of Pandit Jawaharlal Nehru, the first Prime Minister of independent India. Fondly known as Chacha Nehru by children, he believed that the future of a nation lies in the hands of its young minds. He emphasized that children should be nurtured with love, care, and education, as they are the true builders of tomorrow. His affection for children and his belief in their potential led to the declaration of his birthday as Children's Day after his death in 1964.

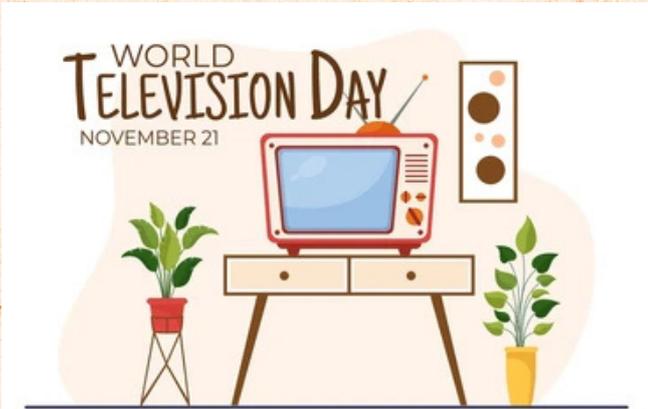
Children's Day is not merely a celebration; it is a reminder of our responsibility to ensure that every child grows up in an environment filled with happiness, health, and opportunities to learn. Schools and educational institutions across the country celebrate the day with joy and enthusiasm through various activities such as cultural programs, sports competitions, storytelling, and creative art events.

Teachers and students come together to make the day memorable, often reversing roles where teachers perform for their students to express love and appreciation.

The essence of Children's Day goes beyond fun and festivity—it emphasizes the need to protect the rights of children and to provide them with access to quality education, nutrition, and safety. In today's fast-paced world, where children face challenges such as pressure, competition, and digital distractions, this day serves as a reminder to let them enjoy their childhood freely and creatively.

Pandit Nehru once said, "The children of today will make the India of tomorrow." His words continue to inspire parents, teachers, and society to guide children with compassion and wisdom. As we celebrate Children's Day, let us reaffirm our commitment to nurturing young hearts and minds, ensuring that every child's smile remains bright and every dream finds its wings.

Connecting the World Through Screens: Celebrating World Television Day



Every year on November 21, the global community observes World Television Day to recognize the enduring impact of television as a powerful medium of communication, information, and entertainment. Declared by the United Nations in 1996, the day highlights television's role in shaping public opinion, promoting dialogue, and fostering global awareness. Despite the rapid rise of digital media, television remains one of the most influential platforms that brings people together, transcending borders, languages, and cultures.

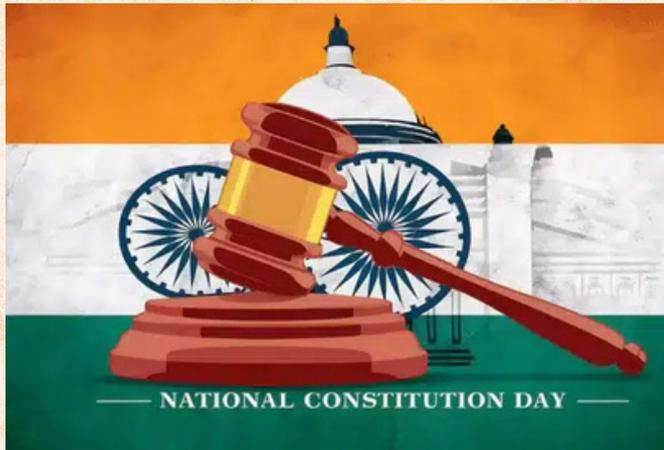
Television has been a window to the world—educating, informing, and entertaining audiences for decades. From broadcasting breaking news and cultural programs to educational shows and sporting events, it has played a vital role in connecting societies and spreading knowledge.

During times of crisis or global challenges, television has often been the primary source of reliable information and awareness, reinforcing its importance as a medium that informs and unites people.

In today's digital age, the nature of television has evolved. Smart TVs, streaming platforms, and on-demand content have changed how we consume information and entertainment, yet the essence of television—its ability to reach and influence millions—remains unmatched. World Television Day celebrates not just the technology, but the creativity and responsibility that come with it. It reminds broadcasters, journalists, and media professionals of their duty to use this platform ethically, promoting truth, peace, and understanding.

As we celebrate World Television Day, we acknowledge the medium's journey from black-and-white screens to high-definition smart displays. Television continues to be a reflection of our society—telling stories that inspire, educate, and connect humanity. On this day, let us appreciate the power of television as more than just entertainment—it is a bridge between people, ideas, and nations, shaping the way we see and understand the world.

Honoring the Spirit of Democracy: Celebrating Constitution Day in India



Every year on November 26, India observes Constitution Day, also known as Samvidhan Divas, to commemorate the adoption of the Constitution of India in 1949. The day marks a momentous milestone in the nation's democratic journey, celebrating the vision, wisdom, and commitment of the framers of the Constitution—led by Dr. B. R. Ambedkar, the Chairman of the Drafting Committee. The Constitution came into effect on January 26, 1950, giving India its identity as a sovereign, socialist, secular, and democratic republic.

Constitution Day serves as a reminder of the values and principles that form the foundation of our nation—justice, liberty, equality, and fraternity. It is a day to pay tribute to the leaders who drafted one of the world's most comprehensive and progressive constitutions, ensuring the protection of every citizen's rights and the promotion of harmony and inclusivity.

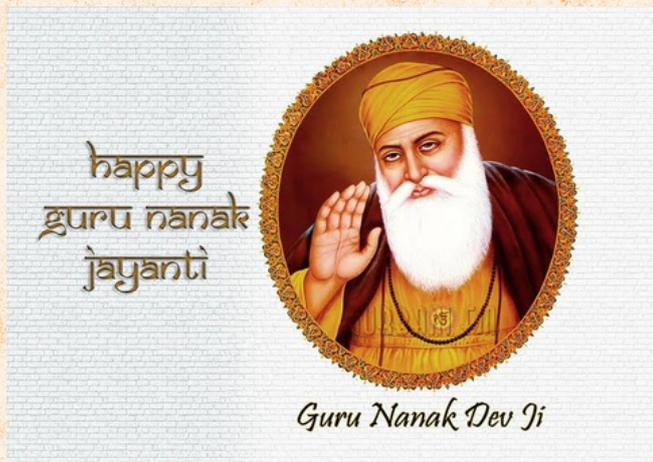
Dr. Ambedkar's contribution remains unparalleled, as he envisioned a legal framework that balanced individual freedoms with collective responsibility.

On this day, schools, colleges, and institutions across the country organize readings of the Preamble to the Constitution, debates, essay competitions, and awareness programs to educate students and citizens about the significance of constitutional rights and duties. These activities encourage young minds to appreciate the essence of democracy and their role in upholding the Constitution's ideals.

In an era of rapid change and growing diversity, Constitution Day reminds us that democracy thrives when citizens actively participate, respect the rule of law, and protect the rights of others. The Constitution is not just a legal document—it is the soul of the nation, guiding India toward unity, equality, and progress.

As we celebrate Constitution Day, let us pledge to uphold the spirit of justice and equality envisioned by the makers of our Constitution. Their vision continues to inspire every Indian to build a nation that stands strong on the pillars of democracy, dignity, and freedom for all.

Celebrating the Birth of Wisdom: Guru Nanak Jayanti



Guru Nanak Jayanti, also known as Gurburab, is one of the most revered festivals in India, celebrated to honor the birth of Guru Nanak Dev Ji, the founder of Sikhism and the first of the ten Sikh Gurus. Observed on the full moon day of the Kartik month (usually in October or November), this day marks the arrival of a spiritual leader whose teachings emphasized equality, compassion, and devotion to God. Guru Nanak's philosophy transcended social divisions, promoting harmony among people of all castes, religions, and backgrounds.

The celebrations begin with Prabhat Pheris (early morning processions) in which devotees sing hymns and spread the teachings of Guru Nanak. Sikh temples, known as Gurdwaras, are beautifully decorated, and special kirtans (devotional songs) are performed throughout the day.

The Guru Granth Sahib, the holy scripture of Sikhism, is read, and devotees engage in langar, a community kitchen where free meals are served to all, symbolizing equality and selfless service.

Guru Nanak Jayanti is not only a day of festivity but also a time for reflection on his messages of love, humility, and service to humanity. His teachings encourage people to live a life of truth, honesty, and devotion, while helping those in need without discrimination. Across India and around the world, the festival fosters unity, peace, and spiritual growth among communities.

As we celebrate Guru Nanak Jayanti, let us embrace his timeless wisdom, uphold the values of kindness and equality, and commit ourselves to building a society based on respect, compassion, and justice for all. Guru Nanak Dev Ji's life and teachings continue to inspire millions, reminding us that true spirituality is found in selfless service and love for humanity.

Spreading Smiles and Compassion: Celebrating World Kindness Day



Every year on November 13, the world comes together to observe World Kindness Day, a day dedicated to promoting acts of kindness, compassion, and empathy. Established in 1998 by the World Kindness Movement, the day reminds us that even small gestures—like a smile, a helping hand, or a word of encouragement—can make a profound difference in someone’s life. In a world often overshadowed by stress and conflict, kindness acts as a universal language that connects people across cultures, communities, and generations.

World Kindness Day encourages individuals, schools, organizations, and communities to engage in activities that foster goodwill and positivity.

Simple acts, such as helping a neighbor, volunteering for social causes, planting trees, or raising awareness about social issues, are celebrated and shared to inspire others. Social media platforms also play a key role in spreading messages of love, empathy, and support, highlighting stories that remind us of the power of human connection.

The significance of this day goes beyond individual acts—it promotes a culture of compassion that strengthens society as a whole. By practicing kindness, we create an environment of trust, understanding, and cooperation, which is essential for peace and harmony. Studies also show that being kind positively impacts mental health, reducing stress and promoting happiness for both the giver and the receiver.

As we observe World Kindness Day, it is a moment to reflect on the value of empathy and to commit to making kindness an everyday habit. Every small act contributes to a ripple effect, inspiring others and gradually transforming communities. In a world that sometimes seems divided, kindness remains a simple yet powerful force capable of bringing people together and making life brighter for all.

Gratitude and Togetherness: Celebrating Thanksgiving Day



Thanksgiving Day is celebrated every year on the fourth Thursday of November in countries like the United States and Canada, as a day of gratitude, reflection, and togetherness. Originally, it marked a successful harvest and the giving of thanks for nature's abundance, as celebrated by the early settlers and Native Americans. Over time, Thanksgiving has evolved into a festival that honors family, friends, and the simple joys of life, reminding us to appreciate the blessings we often take for granted.

The day is traditionally marked by gatherings of family and loved ones, sharing a hearty meal that usually includes roast turkey, stuffing, cranberry sauce, and pumpkin pie. Beyond the food, Thanksgiving is a time to express gratitude, strengthen bonds, and practice generosity.

Many people also engage in community service, helping the less fortunate by providing meals, donations, or support to those in need, reflecting the spirit of compassion and sharing that defines the festival.

In modern times, Thanksgiving has become more than a cultural event; it is a reminder of the values of thankfulness, empathy, and unity. It encourages people to pause, reflect on their achievements, and express appreciation to family, friends, colleagues, and even strangers who make a difference in their lives. Parades, football games, and festive decorations have become popular traditions, adding joy and excitement to the celebrations.

As we celebrate Thanksgiving Day, it is an opportunity to embrace gratitude not just for material blessings but also for love, relationships, and life's everyday gifts. The festival teaches us that thankfulness is a way of life, and sharing it with others can bring warmth, happiness, and a sense of community to the world around us.

Report

LLDIMS Students Shine at Pollution-Free Dussehra Event at Kelash Hills



On 2nd October 2025, 4 BA(JMC) first-year students from LLDIMS participated in covering the Pollution-Free Dussehra event organized by Kelash Hills Community Association. The team showcased exemplary skills in media coverage, anchoring, and visual documentation.

Mohit Saini and Atul took the lead in anchoring and reporting, presenting the event with clarity and enthusiasm, while Tanmay and Vinayak excelled in photography and videography, capturing the vibrant moments of the celebration. Their dedication and professional approach were recognized as they were honored with medals for their outstanding contribution.

Additionally, the students received special prizes, highlighting their commitment to promoting eco-friendly practices through responsible media coverage. This achievement not only reflects their talent and hard work but also reinforces LLDIMS's focus on practical learning and community engagement.

News in the Making: BA(JMC) Students Design Their Own Newspapers



On 9th October, the BA(JMC) First Year students of Lingaya's Lalita Devi Institute of Management and Sciences (LLDIMS) participated in a Group Activity on Newspaper Layout Designing under the guidance of Dr. Shweta Gaur, their class teacher. The activity aimed to give students practical exposure to the fundamentals of newspaper design and content organization.

The class was divided into two teams – Team A and Team B. Each team was assigned the task of creating a newspaper layout and a sample dummy newspaper.

Both teams showcased great creativity and teamwork presenting their layouts. Their designs featured eye-catching headlines, structured columns, and balanced visuals that reflected their grasp of print media aesthetics.

The activity not only enhanced their designing skills but also boosted their confidence and teamwork spirit. It proved to be an enriching and enjoyable learning experience, allowing students to blend creativity with journalistic practice.

Give Blood, Give Life: LLDIMS and NSS Join Hands for a Noble Cause



On 10th October, the Lingaya's Lalita Devi Institute of Management and Sciences (LLDIMS) in collaboration with the NSS Cell, Delhi, organized a Blood Donation Camp on the college campus. The event was conducted with the aim of spreading awareness about the importance of blood donation and inspiring students to contribute to this life-saving cause.

The camp received an enthusiastic response from faculty members, staff, and students, who came forward to donate blood voluntarily. A special mention goes to the BA(JMC) students, who not only helped in organizing and covering the event but also actively participated as donors, showcasing true humanitarian spirit.

The medical team ensured all safety and hygiene protocols were strictly followed, conducting health check-ups before the donation process. Each donor was appreciated for their noble contribution and awarded a Certificate of Appreciation as a token of gratitude.

By the end of the day, a commendable number of blood units were collected. The event successfully highlighted the values of compassion, community service, and social responsibility upheld by LLDIMS. The Blood Donation Camp stood as a proud reflection of the institute's motto — “Educating Minds, Inspiring Hearts.”

Lights, Beats, and Stories: BA(JMC) Students Capture the Festive Spirit at Kailash Hills



On 12th October, five students from BA(JMC) First Year of Lingaya's Lalita Devi Institute of Management and Sciences (LLDIMS) visited the Kailash Hills Community Association to cover the vibrant Dandiya Night and Diwali Milan event as part of their practical media learning activity.

The team comprised Atul, Mohit, Vinayak, Priti, and Anushka, each taking on distinct roles to gain hands-on experience in field reporting. Atul and Mohit managed camera handling and anchoring, ensuring smooth coverage and engaging commentary throughout the evening. Vinayak and Anushka conducted interviews with participants and organizers, capturing their excitement and festive sentiments, while Priti showcased her creativity through photography, beautifully documenting the colors and joy of the celebration.

The event featured dazzling dance performances, lively music, and the true spirit of togetherness that marks the festive season. The students not only observed but actively participated in the process of professional event coverage.

This activity provided them with valuable exposure to real-world journalism and media production, enhancing their confidence, teamwork, and communication skills. It was a memorable and enriching learning experience for all.

Guest Lecture on “The Political Sensibility and the Nuances of Political Reporting”

Organised by LLDIMS for BAJMC Students



LLDIMS successfully organised an insightful guest lecture on 16th October 2025 for the students of BA (JMC). The session was conducted by Dr. Vijay Kumar Verma, a highly reputed Professor of Political Science at Dyal Singh College, University of Delhi.

Dr. Verma delivered an engaging lecture on the topic “The Political Sensibility and the Nuances of Political Reporting.” He emphasized the importance of understanding political ideologies, ethics, and the role of media professionals in maintaining objectivity while reporting on political affairs.

The session shed light on how journalists can develop a balanced perspective and present unbiased news in a politically charged environment. Students from both the 1st and 5th semesters of BJMC actively participated in the lecture. They interacted enthusiastically with Dr. Verma, posing several thought-provoking questions related to political communication, journalistic responsibility, and the influence of media on public opinion.

The session proved to be highly enriching, offering students valuable insights into the intersection of politics and journalism. It not only deepened their academic understanding but also inspired them to approach political reporting with sensitivity, integrity, and analytical depth.

Overall, the guest lecture was a great learning experience and contributed significantly to the students’ professional growth in the field of journalism and mass communication.

Lights, Laughter, and Traditions: LLDIMS Shines Bright with Diwali Utsav 2025



On 17th October, the campus of Lingaya's Lalita Devi Institute of Management and Sciences (LLDIMS) was filled with colors, lights, and joy as the college celebrated its grand Diwali Utsav 2025 in association with the Brahmaputra North East Group. The festival beautifully blended culture, creativity, and celebration under one roof.

The event began with a soulful welcome song and Ganesh Vandana, setting a divine and festive tone for the day. Students from various courses actively participated by setting up creative stalls featuring handmade crafts, delicious food, and festive décor, creating a lively fair-like atmosphere.

The celebration reached its peak with energetic dance performances by students and special guest artists. Traditional performances from Manipur, Uttarakhand, and Rajasthan left the audience mesmerized with their vibrant costumes, graceful moves, and cultural charm.

The Garba, Pahadi, and Rajasthani folk dances filled the stage with colors and rhythm, spreading festive cheer all around.

The event concluded with a "Jai Ho" theme performance followed by a lively DJ session, where everyone joined in the celebration of unity and happiness. The Diwali Fest truly reflected the spirit of togetherness, tradition, and joy that defines the LLDIMS family.

Syllabus

Ist year	3rd year
<p>INTRODUCTION TO COMMUNICATION Unit III: Models of Communication 1. Communication Models: definition, scope and purpose 2. Basic Communication Models: Aristotle's Classical Model; Shannon-Weaver's Mathematical Model; Wilbur Schramm's Model; Laswell's Model, 3. Advanced Communication Models: Newcomb's Model; Westley-Mclean's Model; George Gerbner's Model; McCombs and Shaw's Agenda Setting Model; Spiral of Silence Model 4. Relevance of Communication Models Unit IV: Theories of Mass Communication 1. Bullet Theory, Two-Step, Multi-Step Theory 2. Cognitive Dissonance Theory 3. Uses and Gratification Theory, Cultivation Theory 4. Normative Theories: Authoritarian, Libertarian, Soviet-Communist, Social Responsibility, Developmental, Democratic Participation</p>	<p>BASICS OF NEW MEDIA Unit III: [New Media: Issues & Applications] L: 12 1. Digital Divide and Information Society 2. ICT and its applications and E-governance 3. Convergence and its Types: Synergy between Electronic and Mobile Commerce 4. Social Media Platforms: Importance and Usage Unit IV: [Web Content Design & Evaluation] L: 12 1. Website Planning and Visual Design 2. Audience Analysis and Content Strategy 3. Blogs: Creating and Promoting a Blog (SEO) 4. Website Audience Measurement (WAM): Process and Techniques</p>
<p>SOCIO, ECONOMIC AND POLITICAL OVERVIEW Unit III: Introduction to Indian Economy 1. The Nature and Ideological Contours of the Indian Economy 2. Role of Niti Ayog and Public-Private Model 3. Liberalization, Privatization and Globalization (FDI, BPOs and KPOs) 4. Neo-Liberalization and Impact Unit IV: Social Movements & Activism 1. Marginalization, Socio-Economic Equality and Reservation 2. Women's Safety, Gender Equality and Activism 3. Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan 4. Judicial Activism</p>	<p>MEDIA RESEARCH Unit III: [Research Design] 1. Research Design: Meaning and different Types, Hypotheses /Research Questions 2. Research Methods: Survey, Content Analysis and Case Study 3. Sampling & Selecting a sample, Types of sampling: Probability and Non- Probability 4. Data Collection Tools: Primary and Secondary, Observation, Interview, Questionnaire/ Schedule, FGD Unit IV: [Data Analysis and Report Writing] 1. Processing of Data: Editing, Coding, Classification, Tabulation 2. Measures of Central Tendency: Mean, Median and Mode 3. Analysis and Interpretation of Data 4. Report Writing/ Abstract/ Proposal/ Synopsis</p>
<p>BASICS OF DESIGN AND GRAPHICS Unit III: Visuals and Design 1. Visuals: Physical Forms, Functions, Editing, and Ethics, Visual Communication 2. Poster Design: Concept Development and Technical Aspects 3. Logo Design: Elements, Creative Process, and Evaluation 4. Brochure Design: Types, Structure, and Layout Techniques Unit IV: DTP and Printing 1. History and Evolution of Printing Processes 2. Contemporary Printing Methods: Offset, Digital, Hybrid, and 3D Printing 3. Fundamentals of Desktop Publishing: Paper, WYSIWYG, Hardware, and Software 4. Emerging Trends: AI Integration, Automation, Personalization, and Eco-Friendly Printing</p>	<p>EVENT MANAGEMENT Unit III: [Event Management Process] 1. Event Proposal Planning: Licenses, Permissions and Legalities 2. Event Budget, Covering Cost and Methods of Revenue Generation 3. Event Promotion: Tools and Media Coordination 4. Risk Management and Insurance Unit IV: [Evaluation, Assessment & Trends] 1. Evaluation and Impact Assessment: Concept, Techniques and Application 2. Monitoring and Controlling the Event 3. Emerging Trends in Event Management 4. Careers in Event Management</p>
<p>HUMAN VALUES AND ETHICS Unit III: Professional Integrity 1. Confidentiality, Conflict of interest, Importance of Building Trust & Credibility 2. Leadership: traits, role, styles and theories 3. Team building: Need & Importance 4. Building moral courage and ethical resilience Unit IV: Universal Peace and Harmony 1. Peace and happiness, Self-exploration, Natural acceptance and experiential validation 2. Happiness and prosperity, Understanding and respecting relationships 3. Co-existence: Interdependence of self, family, society, nation, global & Nature 4. The Idea of Vasudhaiva Kutumbakam</p>	<p>DIGITAL MEDIA MARKETING Unit III: [Online Entrepreneurship] 1. E-Commerce & Start-ups: Ideation, Plan and Management 2. Lead Generation and Personal Branding 3. Building a Multi-platform Social Media Marketing Strategy 4. Mobile Apps: M-Commerce and App Monetization Unit IV: [Social Media Measurement and Metrics] 1. Data Mining for Digital Media: Google Analytics, Website Audience Measurement (WAM) 2. Monetizing Social Media: ROI 3. Role of Social Media in Marketing Research 4. Case Studies on Digital Media Marketing: Digital India, Make in India, Skill India, Start up India, Stand up India.</p>
<p>PERSONALITY DEVELOPMENT Unit III: Introduction to Life Skills PERSONALITY DEVELOPMENT Unit III: Introduction to Life Skills 1. Importance of Time Management for Media 2. Significance of Teamwork and Leadership 3. Decision-Making, Problem-Solving Techniques and Supportive Supervision 4. Managing Peer Relationships and Non-Violent Conflict Resolution Unit IV: Social Behaviour and Attitude 1. Role of Different Institutions in Personality Development: Home, School, Society and Media 2. Art of Negotiation 3. Working on Attitudes: Aggressive, Assertive and Submissive, Coping with Emotions 4. Coping Skills: Coping with Emotions and Coping with Stress</p>	
<p>WRITING SKILLS Unit III: Online Writing Skills 1. Introduction to Online Writing: Social Media Writing Skills and Etiquettes 2. Online Official Correspondence 3. Social Media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites 4. Maintaining Digital Databases Unit IV: Translation 1. Translation Practices: Translation, Transliteration and Trans-Creation; Concept, Forms and Manifestations 2. Objectivity and Subjectivity in Translations 3. The Location, Scope and Significance of Translation in Indian Media 4. Process of Translation from English to Hindi and vice – versa</p>	
<p>BASICS OF ENGLISH LANGUAGE Unit-III: Vocabulary Development and Comprehension Skills 1. Word formation: prefixes, suffixes, compound words 2. Synonyms, antonyms, idioms, and phrasal verbs 3. Contextual vocabulary usage 4. Jargon vs plain English Unit IV: English in Practice (Writing, Reading & Listening) 1. Paragraph and essay writing 2. Formal and informal letter writing 3. Reading comprehension strategies 4. Identifying tone, bias, and point of view</p>	

Activity

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					01.11.2025 Internal Exam BA(JMC)105 BA(JMC)109 BA(JMC)305 BA(JMC)307
03.11.2025 Preparatory Leave	04.11.2025 BA(JMC)111 BA(JMC)113 FER VIVA	05.11.2025 Holiday Guru Nanak Dev	06.11.2025 Regular Class	07.11.2025	08.11.2025
10.11.2025	11.11.2025 Workshop on Field based news Reporting	12.11.2025	13.11.2025	14.11.2025 Children's Day , M2E	15.11.2025
17.11.2025	18.11.2025	19.11.2025	20.11.2025	21.11.2025 Zest – Lingaya's Group Fest World Television Day	22.11.2025 Zest – Lingaya's Group Fest
24.11.2025 External Practical BA(JMC) 357	25.11.2025 External Practical BA(JMC) 351	26.11.2025 External Practical BA(JMC) 353	27.11.2025 External Practical BA(JMC) 355	28.11.2025 External Practical BA(JMC) 359	29.11.2025

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