



# 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)

Recognised by Govt. of NCT, Delhi and NCTE

ISO 9001:2015 Certified

Department of Journalism  
and

Mass Communication

News Letter

October 2025



## Diwali Celebration in India: The Radiant Festival of Lights in Delhi

Diwali, also known as Deepavali, is one of India's most celebrated festivals, symbolizing the triumph of light over darkness and good over evil. Across the country, homes, streets, and marketplaces sparkle with diyas (earthen lamps), candles, and colorful lights. It is a time for family gatherings, prayers, sweets, and joy — a festival that unites people of all religions and regions in celebration and goodwill.

In Delhi, the capital city of India, Diwali takes on a grand and vibrant form. The city begins to glow weeks before the festival. Markets like Chandni Chowk, Lajpat Nagar, Sarojini Nagar, and Dilli Haat overflow with shoppers buying lights, diyas, gifts, and traditional sweets. The smell of freshly made delicacies such as gulab jamun, kaju katli, and laddoo fills the air. Homes are beautifully decorated with rangoli designs, colorful torans, and fairy lights.

On Diwali night, families perform the Lakshmi Puja, worshipping Goddess Lakshmi — the deity of wealth and prosperity. The skyline of Delhi comes alive with fireworks and the dazzling glow of thousands of lamps.

However, in recent years, there has been a growing awareness about air pollution, leading many Delhiites to celebrate a green and eco-friendly Diwali by avoiding firecrackers and using sustainable decorations. Various community Diwali melas (fairs), such as those at Dilli Haat and India Gate lawns, bring people together with cultural performances, handicrafts, and food stalls, reflecting India's cultural richness and festive spirit.

Schools, colleges, and offices organize cultural programs, diya-making competitions, and charity events, spreading the message of sharing and caring.

In essence, Diwali in Delhi is not just a festival — it's an experience of light, love, and community bonding. Amidst the sparkling decorations and joyful hearts, the festival reminds everyone that even a single diya can dispel darkness, symbolizing hope, unity, and renewal.

## Celebrating 2nd October 2025: A Day of Truth and Triumph

The 2nd of October 2025 holds a special significance for India, as the nation celebrates Gandhi Jayanti and Dussehra on the same day — a rare and meaningful coincidence that beautifully unites two great symbols of truth, righteousness, and moral victory.

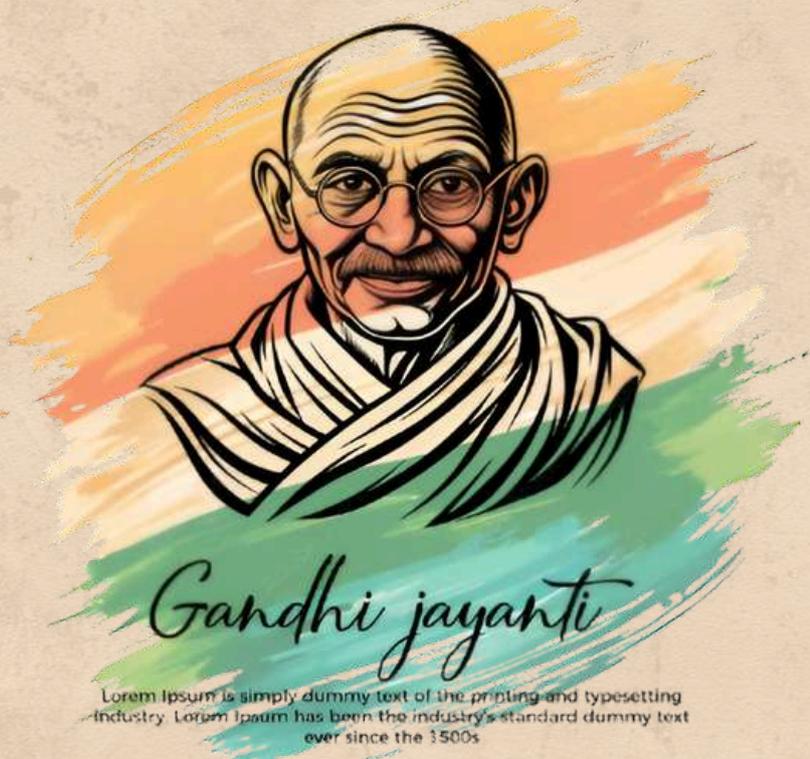
Gandhi Jayanti, observed every year on 2nd October, marks the birth anniversary of Mahatma Gandhi, the Father of the Nation. Gandhiji's principles of truth (Satya), non-violence (Ahimsa), and peaceful resistance continue to inspire millions across the world. On this day, citizens pay tribute to Bapu through prayer meetings, cleanliness drives, and social service activities. His favorite bhajans like Raghupati Raghav Raja Ram echo across the nation, reminding people of his eternal message — “Be the change you wish to see in the world.”

Coinciding with this is the festival of Dussehra, which celebrates the victory of Lord Rama over Ravana — symbolizing the triumph of good over evil.

Across India, grand Ramlila performances are staged, and effigies of Ravana, Meghnath, and Kumbhkaran are set ablaze amidst cheers and fireworks, signifying the destruction of arrogance and falsehood.

This year, as both festivals fall together, the day becomes even more powerful — blending Gandhian values of truth and non-violence with the spiritual essence of Dussehra's moral victory. While Gandhi taught us to conquer hatred through peace, Dussehra reminds us to conquer inner evils through virtue and self-control.

As the nation celebrates 2nd October 2025, it is a moment to reflect, rejoice, and renew our commitment to righteousness. The light of Dussehra and the truth of Gandhi Jayanti together guide us towards a future filled with compassion, honesty, and harmony.



## Celebrating Goverdhan Pooja and Bhai Dooj: Traditions of Devotion and Bond

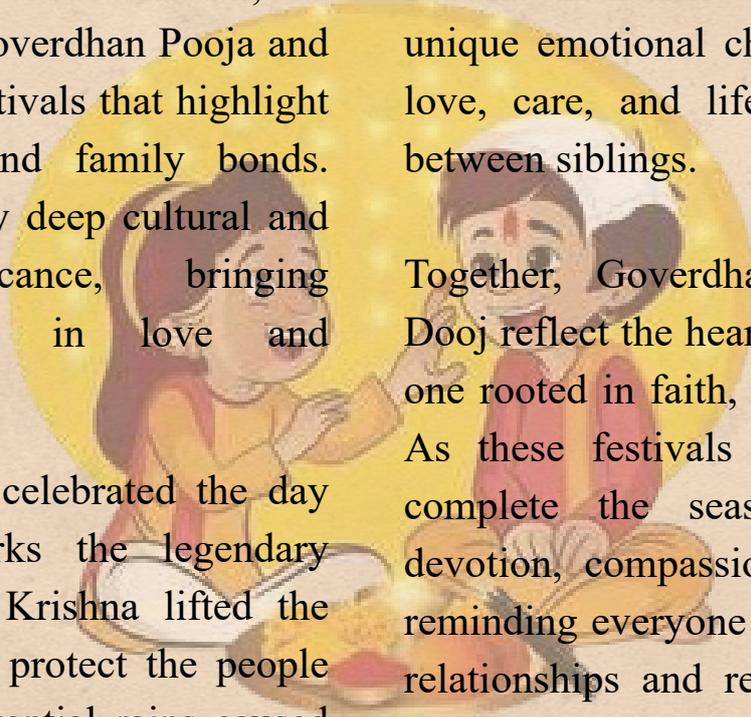
India's festive season continues with joy and devotion after Diwali, as people celebrate Goverdhan Pooja and Bhai Dooj, two festivals that highlight gratitude, faith, and family bonds. Both festivals carry deep cultural and spiritual significance, bringing families together in love and reverence.

Goverdhan Pooja, celebrated the day after Diwali, marks the legendary event when Lord Krishna lifted the Govardhan Hill to protect the people of Gokul from torrential rains caused by Lord Indra's wrath. Devotees worship Govardhan Hill and prepare a special offering known as 'Annakut', consisting of a variety of vegetarian dishes symbolizing abundance and gratitude. In temples and homes, idols of Krishna are adorned beautifully, and rituals are performed to express thankfulness for nature's blessings.

The day teaches an important lesson about humility, faith in God, and respect for the environment. A couple of days later comes Bhai Dooj, a festival that celebrates the bond between brothers and sisters.

On this day, sisters perform aarti, apply tilak on their brothers' foreheads, and pray for their well-being and long life. In return, brothers give gifts and promise to protect their sisters. The day resembles Raksha Bandhan but carries its own unique emotional charm — emphasizing love, care, and lifelong companionship between siblings.

Together, Goverdhan Pooja and Bhai Dooj reflect the heart of Indian culture — one rooted in faith, family, and gratitude. As these festivals follow Diwali, they complete the season of lights with devotion, compassion, and togetherness, reminding everyone of the joy that lies in relationships and reverence toward God and nature.



## Chhath Puja: The Festival of Sun Worship and Devotion

Chhath Puja is one of the most revered festivals in India, especially in Bihar, Jharkhand, Uttar Pradesh, and parts of Nepal. Dedicated to Lord Surya (the Sun God) and his consort Chhathi Maiya, the festival is a celebration of gratitude, purity, and devotion. Observed shortly after Diwali, Chhath Puja spans four days, during which devotees perform rigorous rituals to honor the Sun God for health, prosperity, and well-being.

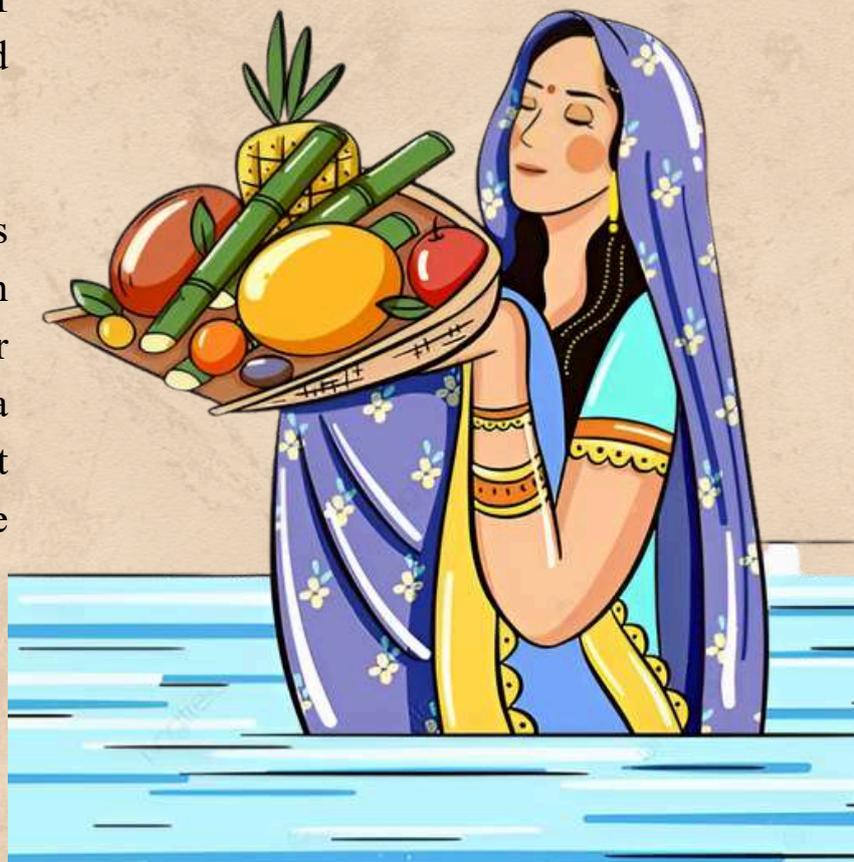
The festival begins with Nahay Khay, where devotees take a holy bath in rivers or ponds and prepare simple vegetarian meals. The second day, Kharna, involves fasting from sunrise to sunset, followed by offerings of traditional sweets like kheer and thekua.

On the third and main day, devotees observe Sandhya Arghya, standing in water bodies during sunset to offer prayers to the Sun. The final day, Usha Arghya, involves offering prayers at sunrise, marking the conclusion of the fast.

Chhath Puja is unique for its emphasis on self-discipline, cleanliness, and environmental harmony, as devotees perform rituals on riverbanks and water bodies.

The festival fosters community spirit, with families and neighbors coming together to celebrate in devotion. Traditional songs, prayers, and beautifully decorated baskets of offerings create a vibrant and spiritual atmosphere.

In essence, Chhath Puja is not just a festival of worship, but a celebration of gratitude, health, and familial bonds. It reminds everyone to respect nature, cherish relationships, and maintain purity in thought and action while honoring the life-giving Sun.



## Indian Air Force Day: Honoring the Wings of the Nation

Indian Air Force (IAF) Day is celebrated every year on 8th October to commemorate the formation of the Indian Air Force in 1932. This day is dedicated to honoring the brave men and women of the IAF who safeguard the skies of India and play a crucial role in national defense, rescue missions, and disaster relief operations.

The Indian Air Force has grown into one of the most powerful and technologically advanced air forces in the world, operating fighter jets, transport aircraft, helicopters, and surveillance systems.

On IAF Day, various air shows, parades, and demonstrations are held across the country, especially at Air Force stations and bases, showcasing aerobatics, precision flying, and the might of India's aerial defense capabilities.

The Chief of the Air Staff addresses the personnel, highlighting achievements and the role of the IAF in national security.

This day also reminds citizens of the courage, discipline, and dedication of IAF personnel, who protect the country's airspace in times of war and peace.

Schools and colleges often organize essay competitions, debates, and exhibitions to educate students about the importance of the Air Force and its contribution to India's defense and international peacekeeping missions.

Indian Air Force Day is not just a celebration of military power; it is a tribute to patriotism, sacrifice, and service. The bravery and commitment of the IAF inspire millions of Indians, reminding everyone that the sky is not the limit when it comes to defending one's nation.



## **Rashtriya Ekta Diwas: Celebrating the Spirit of National Unity**

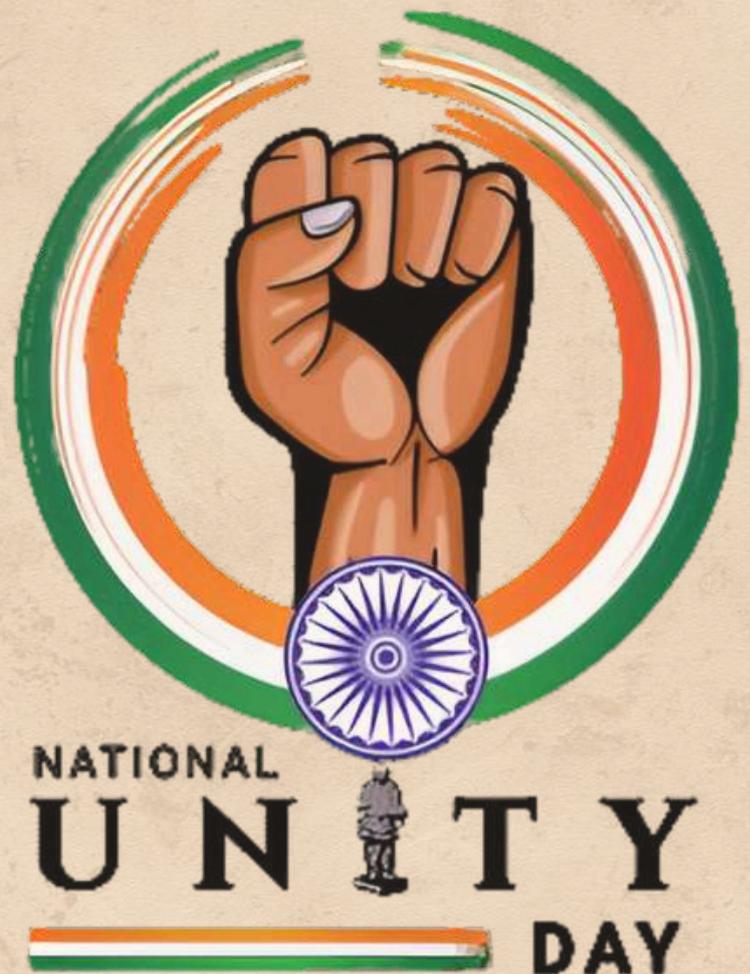
Rashtriya Ekta Diwas, or National Unity Day, is celebrated every year in India on 31st October to honor the birth anniversary of Sardar Vallabhbhai Patel, the “Iron Man of India.” Sardar Patel played a crucial role in uniting the princely states after India gained independence in 1947, laying the foundation for a strong and integrated nation. The day is a tribute to his vision of unity, integrity, and patriotism.

The celebration of National Unity Day aims to strengthen the spirit of oneness among Indian citizens, transcending differences of language, religion, and region. Across the country, government offices, schools, and colleges organize pledges, debates, seminars, and cultural programs to promote national integration. Flag-hoisting ceremonies, parades, and awareness campaigns are conducted to remind citizens of the importance of peace, harmony, and social cohesion.

The motto of Rashtriya Ekta Diwas is simple yet profound: “Unity in Diversity.”

It reminds every Indian that the country’s strength lies in its diversity and that true patriotism comes from respecting each other and working together for the nation’s progress.

On this day, citizens reaffirm their commitment to protecting the sovereignty and integrity of India, inspired by the legacy of Sardar Vallabhbhai Patel. Rashtriya Ekta Diwas serves as a powerful reminder that a united nation can overcome challenges, grow stronger, and shine on the global stage.



## **World Students' Day: Honoring Dr. A.P.J. Abdul Kalam**

World Students' Day is celebrated every year on 15th October, marking the birth anniversary of Dr. A.P.J. Abdul Kalam, the "Missile Man of India" and the 11th President of India. This day is dedicated to students across the world, encouraging them to pursue knowledge, innovation, and excellence, inspired by Dr. Kalam's life and vision.

Dr. Kalam, born in Rameswaram, Tamil Nadu, was not only a distinguished scientist but also a visionary leader who believed in empowering the youth through education and creativity. He emphasized the importance of hard work, discipline, and dreaming big, often inspiring students with his motto: "Dream, Dream, Dream. Dreams transform into thoughts and thoughts into action."

On World Students' Day, schools and colleges organize essay competitions, debates, quizzes, seminars, and motivational talks to instill values of patriotism, scientific temper, and leadership among students.

The day celebrates the potential of young minds and encourages them to contribute positively to society and nation-building.

World Students' Day is more than just a birthday celebration; it is a tribute to the spirit of learning, innovation, and youth empowerment. By remembering Dr. Kalam, students are inspired to dream big, work diligently, and strive for excellence, making a meaningful difference in their communities and the world.



# Report

## Atul Soni Makes LLDIMS Proud at Red FM's College Tashanbaaz 2025!"



On 4th September 2025, LLDIMS had the proud privilege of hosting Red FM's College Tashanbaaz 2025, a thrilling event filled with talent, energy, and enthusiasm. The auditorium came alive as students showcased their unique performances in front of a lively audience. The chief guest of the event was RJ Swati from Red FM, who inspired students with her words about following their passion and embracing creativity.

The event was a remarkable platform for budding media professionals to express their creativity and gain exposure to the world of radio and entertainment. The celebration concluded with cheers, music, and a sense of pride as LLDIMS once again stood out for nurturing young talent.

## LLDIMS Celebrates Teachers' Day 2025 with Joy and Recognition!



On 5th September 2025, LLDIMS celebrated Teachers' Day with great enthusiasm and respect to honour the guiding lights of education. The event was filled with cultural performances, heartfelt speeches, and moments of appreciation dedicated to the mentors who shape the future.

One of the highlights of the celebration was the amazing performance by Vinayak, a BA(JMC) 1st-year student, who captivated the audience with his talent and stage presence. His energetic act received loud applause and made the celebration even more memorable.

Adding to the pride of the Department of Journalism and Mass Communication, Dr. Sheweta, Head of the Department (BAJMC), was honoured with the Best Teacher Award for her outstanding contribution to academics and mentorship. Her dedication and commitment to nurturing young minds were highly appreciated by all.

The celebration concluded with words of gratitude from students and faculty members, reflecting the true spirit of Teachers' Day—a day to thank those who inspire, educate, and empower.

### **Empowering Young Voices: LLDIMS and Delhi Police Conduct Women's Self-Defense Training**



On 9th September 2025, the NSS Cell of Lingaya's Lalita Devi Institute of Management & Sciences (LLDIMS), in association with the Delhi Police, successfully organized a Women's

Self-Defense Programme aimed at empowering girl students with essential skills for safety and confidence.

The session witnessed enthusiastic participation from all girl students of BA(JMC) 1st year, who actively engaged in practical demonstrations and interactive activities led by trained officers of the Delhi Police. The program focused on building self-awareness, confidence, and quick response techniques to handle adverse situations effectively.

This initiative was a remarkable achievement as it not only enhanced students' physical preparedness but also encouraged them to adopt a proactive approach towards self-protection. The event reflected the strong commitment of LLDIMS and the NSS Cell towards promoting women empowerment and personal safety among young learners.

The participants expressed their gratitude for the valuable training and appreciated the efforts of both the Delhi Police and the institution for conducting such a meaningful and impactful program.

The program successfully equipped the students with fundamental self-defense skills, strengthened their confidence, and inspired a sense of empowerment — marking another milestone in the institute's ongoing efforts toward holistic student development.

### **BA.JMC First-Year Students Gain Hands-On Media Experience Through Institutional Visit**



On 16th September 2025, all first-year BA (Journalism and Mass Communication) students of LLDIMS, led by Dr. Bharat, embarked on an educational visit to some of Delhi's key media and governance institutions, including the United News of India (UNI), Indian Newspaper Society (INS), Press Club of India and the Constitution Club of India.

The visit provided students with practical insights into the workings of the media industry. At UNI, they observed news gathering, editing, and reporting processes, while INS offered a closer look at print media operations and industry challenges.

The Press Club of India session highlighted the role of journalist associations and ethical practices, and the Constitution Club exposed students to policy discussions and governance-related dialogues, emphasizing media's role in democracy.

This immersive experience bridged classroom learning with real-world applications, enhancing students' understanding of journalism, communication, and civic responsibility. It proved to be a valuable milestone in their academic journey, motivating them to explore professional media careers with confidence and enthusiasm.

### **LLDIMS Shines as Atul Soni Reaches Finale of Tashanbaaz 2025!**



On 22nd September 2025, Atul Soni, a first-year student of LLDIMS, made the college proud by advancing to the grand finale of Tashanbaaz 2025, a prestigious competition organized by Red FM. Demonstrating exceptional talent, confidence, and stage presence, Atul captivated both the judges and audience with his unique performance.

His achievement reflects not only his dedication and hard work but also the vibrant culture of LLDIMS that nurtures and encourages student talent in diverse fields beyond academics.

Faculty and peers lauded his accomplishment, highlighting it as a source of inspiration for other students to actively participate in extracurricular and creative pursuits. Atul's success at Tashanbaaz 2025 is a testament to the emerging talent at LLDIMS and reinforces the institution's commitment to holistic development.

### **Rangilo Rass: LLDIMS Students Groove to the Beat of Tradition!**



From September 15 to 25, LLDIMS successfully organized the vibrant Dandiya workshop, Rangilo Rass, celebrating the spirit of Navratri. The workshop saw enthusiastic participation from students across all departments, eager to learn the traditional steps and rhythms of Garba and Dandiya dance.

Under the guidance of expert instructors, students not only mastered the dance moves but also experienced team coordination, cultural appreciation, and festive energy. Special sessions on music, costume, and choreography added an interactive dimension to the workshop.

By the end of the program, participants showcased their newly acquired skills in a lively performance, impressing both peers and faculty.

The event not only strengthened cultural engagement on campus but also fostered camaraderie and holistic development among students. Rangilo Rass was truly a celebration of talent, tradition, and togetherness at LLDIMS.

## **NDTV's Senior Journalist Nidhi Kulapati Inspires BA(JMC) Students at LLDIMS**



On 23rd September 2025, LLDIMS had the privilege of hosting Ms. Nidhi Kulapati, senior journalist and prominent NDTV anchor, who guided BA(JMC) students on building successful careers in the media industry.

During her interactive session, Ms. Kulapati shared valuable insights on journalism, broadcast media, and the evolving landscape of digital reporting. She emphasized the importance of ethical reporting, effective communication skills, and staying updated with current affairs. Students actively engaged with her, asking questions about practical challenges in media careers and strategies to excel in competitive environments.

The session concluded with motivational advice, inspiring students to pursue their passion in media with dedication and creativity.

The visit was a remarkable opportunity for students to learn directly from an industry expert, bridging the gap between academic learning and professional media practice.

## **LLDIMS Fresher's Party 2025: Celebrating Talent, Style, and Charisma**



LLDIMS organized a vibrant Fresher's Party on 26th September 2025, welcoming the new batch of students with fun, music, and excitement. The event was filled with enthusiastic performances, interactive games, and a lively atmosphere that set the perfect tone for the academic year ahead.

Special recognition was given to standout students for their remarkable contributions during the event. Atul Soni of BA.JMC 1st year was awarded the “Best Talent” tag for his impressive performance, showcasing creativity and skill. Vinayak won the “Best Walk” title, captivating the audience with his confident and graceful presence on stage.



Mohit Saini was recognized for his fashion sense, winning the “Best Outfit” award. The event successfully highlighted the diverse talents of the students, fostering camaraderie and celebrating individual achievements in a memorable and cheerful manner.

## 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.

### **Exploring the Spectrum: BA.JMC Students Shine in Colour Wheel Activity**



On 15th September, Dr. Sheweta Gaur conducted an engaging group activity on the Colour Wheel for the BA.JMC first-year students. The session aimed to enhance students' understanding of colour theory, its combinations, and practical applications in media and design.

Students were divided into small groups and tasked with creating innovative colour wheels using complementary, analogous, and triadic colour schemes.

The activity encouraged collaboration, creativity, and critical thinking among participants. Dr. Gaur guided the students in understanding colour harmony, contrasts, and visual impact, making the learning experience both interactive and insightful.

The students showcased remarkable creativity and an improved grasp of colour concepts, reflecting their enthusiasm and active participation. The session concluded with a discussion on the importance of colour in media, design, and visual storytelling, making it a highly successful and educational experience.

# Syllabus

Ist year	3rd year
<p><b>INTRODUCTION TO COMMUNICATION</b> Unit II: Mass Communication</p> <ol style="list-style-type: none"> <li>1. Mass Communication: Concept, Definition, Elements and Process</li> <li>2. Characteristics and Functions of Mass Communication</li> <li>3. Means of Mass Communication: Folk and Traditional Media, New Media</li> <li>4. Mass Media Activism</li> </ol>	<p><b>BASICS OF NEW MEDIA</b> Unit II: Online Journalism, Cyber Law and Ethics</p> <ol style="list-style-type: none"> <li>1. Traditional vs Pen-less/ Paperless Journalism News and Content Presentation</li> <li>2. Do's and Don'ts for reporting and editing for e-papers, websites and news portals</li> <li>3. Cyber Crimes and Cyber Security: An Overview</li> <li>4. IT Act (2000); Ethics and Limitations: Piracy, Copyright, Copy left, Open Source, Digital Archives</li> </ol>
<p><b>SOCIO, ECONOMIC AND POLITICAL OVERVIEW</b> Unit II: Indian Polity</p> <ol style="list-style-type: none"> <li>1. Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles</li> <li>2. Federalism: Centre and State Relations</li> <li>3. Presidential System and Parliamentary Democracy</li> <li>4. General Elections and Electoral Reforms, National and State Political Parties in India</li> </ol>	<p><b>MEDIA RESEARCH</b> Unit II: Survey in Media Research</p> <ol style="list-style-type: none"> <li>1. Survey, Public Opinion Surveys, TRPs, Tele Web Survey</li> <li>2. Readership Survey &amp; IRS</li> <li>3. Election Related Survey: Opinion Poll and Exit Poll</li> <li>4. Media Research Agencies: BARC, ABC, MAP, RAM</li> </ol>
<p><b>BASICS OF DESIGN AND GRAPHICS</b> Unit II: Layout</p> <ol style="list-style-type: none"> <li>1. Components of Layout and Layout Planning</li> <li>2. Publication Design: Newspaper, Tabloid, Magazine, Book and Print Ad</li> <li>3. Package Design</li> <li>4. Layout Design for Web Banner</li> </ol>	<p><b>EVENT MANAGEMENT</b> Unit II: Event Management Organisation</p> <ol style="list-style-type: none"> <li>1. Organisational Structure of an Event Management company</li> <li>2. Event Management Personnel: Role and Responsibility</li> <li>3. Account Planners and Liaisoning</li> <li>4. Business Operations and Accounting</li> </ol>
<p><b>HUMAN VALUES AND ETHICS</b> Unit II: Professional Ethics</p> <p>Define ethics &amp; morality, Variety of moral issues, Moral dilemma, Moral autonomy, Moral development (theories), Building consensus, Modals of professional roles, Duties &amp; Responsibility, Code of conduct, Theories about right action (Ethical theories).</p>	<p><b>EVENT MANAGEMENT</b> Unit II: Event Management Organisation</p> <ol style="list-style-type: none"> <li>1. Organisational Structure of an Event Management company</li> <li>2. Event Management Personnel: Role and Responsibility</li> <li>3. Account Planners and Liaisoning</li> <li>4. Business Operations and Accounting</li> </ol>
<p><b>PERSONALITY DEVELOPMENT</b> Unit II: Communicative Persona &amp; Communication</p> <ol style="list-style-type: none"> <li>1. Communicative Persona: Semantics, Syntax, Phonetics, Para-Language and Body Language</li> <li>2. Inter-personal and Inter-Cultural Communication</li> <li>3. Professional Communication: Resume Writing Skills, Offline and Online Writing Etiquettes</li> <li>4. Personality and Professional Skill Development for Media Entrepreneurs</li> </ol>	<p><b>DIGITAL MEDIA MARKETING</b> Unit II: Branding on Digital Media</p> <ol style="list-style-type: none"> <li>1. Audience Research and Engagement in Glocal environment</li> <li>2. Building Brand on Digital Media</li> <li>3. Storytelling and User Generated Content on Digital Media Network</li> <li>4. SEO, SEM, Keywords, Viral Marketing, E-mail Marketing and ZMOT</li> </ol>
<p><b>WRITING SKILLS</b> Unit II: Understanding Writing Process</p> <ol style="list-style-type: none"> <li>1. Process Writing: Brainstorming for Ideas, Idea Organization and Audience Analysis</li> <li>2. Writing Mechanism: Opening, Developing and Winding up the Argument/ Narrative</li> <li>3. Editing and Formatting: APA Style Sheet Basics</li> <li>3. Abstract, Summary, Paragraph, Essay and Column Writing</li> </ol>	
<p><b>BASICS OF ENGLISH LANGUAGE</b> Unit I: English Language</p> <ol style="list-style-type: none"> <li>1. Introduction to English for Communication</li> <li>2. Importance of English in media and journalism</li> <li>3. English as a global and newsroom language</li> <li>4. Language in Formal v/s informal communication</li> </ol>	

# Activity

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		01.10.2025	02.10.2025 Holiday Gandhi Jayanti and Dussehra	03.10.2025	04.10.2025
06.10.2025	07.10.2025	08.10.2025	09.10.2025 Layout Activity	10.10.2025	11.10.2025
13.10.2025 Class Test	14.10.2025	15.10.2025	16.10.2025	17.10.2025	18.10.2025
20.10.2025	21.10.2025 Holiday Deepawali	22.10.2025 Holiday Goverdhan Pooja	23.10.2025 Holiday Bhai Dooj	24.10.2025	25.10.2025
27.10.2025	28.10.2025 Chhath Puja	29.10.2025	30.10.2025 Internal Exam	31.10.2025 Preparatory Leave	

**Mohit Saini**  
Student Coordinator

**Atul Soni**  
Student Sub-Coordinator

**Dr. Sheweta Gaur**  
Newsletter Coordinator

**Dr. Saleem Javed**  
HOD

**Dr. Pranav Mishra**  
Director, LLDIMS