



# 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

April 2026



## World Health Day : Your Health, Your Power: Building a Better Tomorrow



World Health Day, celebrated every year on April 7, is a global initiative that highlights the importance of maintaining good health and well-being. Organized by the World Health Organization, this day raises awareness about major health issues affecting people across the world. Each year focuses on a specific theme, such as mental health, universal healthcare, or disease prevention, encouraging individuals and governments to take meaningful action.

Health is not just the absence of illness—it includes physical fitness, mental stability, and emotional balance. In today's busy and stressful lifestyle, people often neglect their health, leading to long-term problems. Simple habits like eating a balanced diet, exercising regularly, staying hydrated, and getting enough sleep can make a significant difference.

World Health Day also emphasizes the importance of accessible and affordable healthcare for everyone. It encourages communities to support each other and promote healthy living. A healthy individual contributes to a strong and productive society. By making conscious choices and spreading awareness, we can improve not only our own lives but also the well-being of those around us.

## World Homeopathy Day : Gentle Healing, Powerful Results



World Homeopathy Day is observed on April 10 to honor Samuel Hahnemann, the founder of homeopathy. This system of medicine focuses on natural healing and works on the principle that the body can heal itself when stimulated correctly. Homeopathy uses highly diluted substances to treat illnesses in a safe and gentle manner.

The basic idea of homeopathy is “like cures like,” meaning a substance that causes symptoms in a healthy person can cure similar symptoms in a sick person. It treats the individual as a whole, addressing physical, mental, and emotional aspects rather than focusing only on the disease.

One of the major advantages of homeopathy is its minimal side effects when used properly. It is widely used for chronic conditions and overall wellness, and many people prefer it as a complementary form of treatment alongside modern medicine.

This day promotes awareness about alternative medicine and encourages research and understanding of different healing approaches. It also highlights the importance of preventive care and balanced living.



## Jallianwala Bagh Remembrance Day : A Painful Past, A Powerful Reminder



Jallianwala Bagh Remembrance Day, observed on April 13, marks one of the most tragic and painful events in Indian history. In 1919, a large crowd of unarmed civilians had gathered peacefully at Jallianwala Bagh in Amritsar. Without warning, British troops under Reginald Dyer opened fire on the innocent gathering, resulting in the deaths of hundreds of men, women, and children.

This brutal act shocked the entire nation and exposed the harsh realities of colonial rule. It became a turning point in India's struggle for independence, strengthening the determination of people to fight for freedom. Leaders and citizens united with renewed courage and a strong sense of purpose.

Remembering this day is important not only to honor those who lost their lives but also to understand the value of freedom, justice, and human rights. It teaches us the importance of standing up against oppression and injustice.

Today, Jallianwala Bagh stands as a national memorial, reminding visitors of the sacrifices made by countless individuals. People from all over the country visit the site to pay tribute and reflect on history.

## Ambedkar Jayanti : The Architect of Equality and Justice

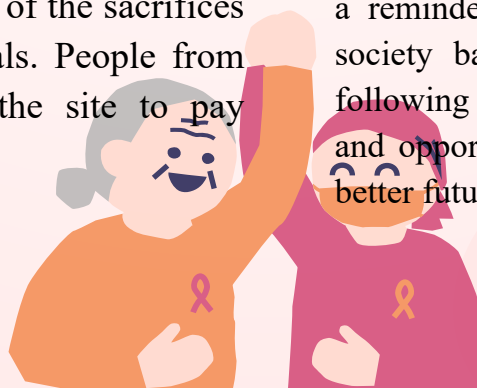


Ambedkar Jayanti, celebrated on April 14, honors the birth anniversary of B. R. Ambedkar, one of India's greatest leaders, reformers, and thinkers. He played a key role in drafting the Indian Constitution and dedicated his life to promoting equality, justice, and human rights.

Dr. Ambedkar strongly opposed social discrimination and worked tirelessly to uplift marginalized communities. He believed that education was the most powerful tool for social change and encouraged people to seek knowledge and self-respect. His vision laid the foundation for a democratic and inclusive India.

On this day, people across the country organize events, speeches, and educational programs to remember his contributions. Statues are honored, and his teachings are shared widely. Ambedkar's life story is an inspiration to millions. Despite facing many challenges, he achieved great success through determination and hard work.

Ambedkar Jayanti is not just a celebration but a reminder of our responsibility to create a society based on equality and fairness. By following his principles, we can ensure justice and opportunity for every citizen and build a better future for the nation.



## World Heritage Day : Preserve the Past, Protect the Future



World Heritage Day, observed on April 18, focuses on the importance of preserving cultural heritage and historical monuments. Established by UNESCO, this day encourages people around the world to appreciate and protect valuable cultural assets.

Heritage includes monuments, historical sites, traditions, and cultural practices that reflect our identity and history. These treasures tell the stories of past civilizations, their achievements, and their values. However, many heritage sites are under threat due to pollution, natural disasters, urbanization, and neglect.

This day promotes awareness about conservation and responsible tourism. It reminds individuals that protecting heritage is not just the responsibility of governments but of every citizen. Respecting monuments, avoiding damage, and spreading awareness are simple yet important steps.

Preserving heritage allows future generations to connect with their roots and understand their cultural background. It also promotes global unity and respect for diversity.

## Earth Day : One Planet, One Chance



Earth Day, celebrated on April 22, is one of the largest global movements dedicated to environmental protection. It brings together millions of people worldwide to raise awareness about pressing issues such as climate change, pollution, deforestation, and loss of biodiversity.

The Earth provides us with essential resources like air, water, food, and shelter, yet human activities are putting immense pressure on the environment. Rising temperatures, melting glaciers, and increasing waste are clear signs that immediate action is needed.

Earth Day encourages individuals to adopt eco-friendly habits such as reducing plastic use, conserving water and energy, planting trees, and recycling waste. Schools, communities, and organizations organize campaigns, clean-up drives, and awareness programs. This day reminds us that protecting the environment is not just a responsibility for governments but for every individual. Even small efforts, when combined, can create a big impact. Our planet is our only home, and its future depends on our actions today. By working together and making sustainable choices, we can build a cleaner, greener, and healthier world for future generations.

## World Malaria Day : Fight the Bite, End the Fight



World Malaria Day, observed every year on April 25, is dedicated to raising global awareness about malaria and promoting efforts to control and eventually eliminate this life-threatening disease. Led by the World Health Organization, this important day highlights the need for prevention, early diagnosis, and effective treatment. It also brings together governments, health organizations, and communities to work toward a common goal—a malaria-free world.

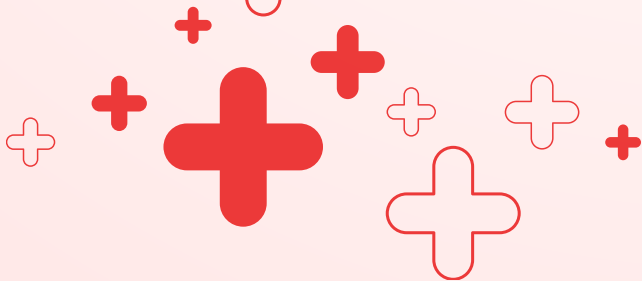
Malaria is caused by parasites that are transmitted to humans through the bites of infected mosquitoes. It remains a serious health concern, especially in tropical and subtropical regions where climate conditions allow mosquitoes to thrive. The disease can cause fever, chills, weakness, and, if left untreated, can even lead to death. Despite being dangerous, malaria is both preventable and treatable with proper care and awareness.

Preventive measures play a crucial role in reducing the spread of malaria. Using mosquito nets while sleeping, applying insect repellents, wearing full-sleeved clothing, and keeping surroundings clean are simple yet effective steps. Avoiding stagnant water is especially important, as it serves as a breeding ground for mosquitoes. Early diagnosis and timely medical treatment can save lives and prevent complications.

Governments and global health organizations continue to invest in research, vaccination programs, and awareness campaigns. Efforts are being made to improve healthcare access, develop better medicines, and educate people about prevention. Community participation is equally important, as awareness and collective action can significantly reduce the spread of the disease.



World Malaria Day reminds us that through knowledge, cooperation, and responsible action, we can defeat malaria. By taking small precautions and supporting global efforts, we can move closer to a future where malaria no longer threatens lives. Together, we can build a healthier, safer world for everyone.



# Report

## Lights, Camera, Action: LLDIMS Workshop Brings Real Filmmaking to Life



Since 1st March, LLDIMS has been actively hosting an intensive one-month cinematography workshop, attracting a large number of passionate students eager to explore the world of filmmaking. The workshop is already in full swing, creating an exciting environment where creativity meets practical learning.

Participants are gaining in-depth knowledge of cinematography, including camera handling, lighting techniques, framing, and visual storytelling. What truly sets this program apart is its strong focus on real-life experience. Students are working on actual sets, understanding how a film production operates from start to finish.



From managing shoots to coordinating with teams and executing scenes, the workshop offers a complete behind-the-scenes experience of movie-making. It is not just about theory—it's about stepping into the filmmaker's role and learning by doing.

With expert guidance and hands-on exposure, LLDIMS is providing a powerful platform for aspiring filmmakers to sharpen their skills. As the workshop continues, students are transforming their passion into practical expertise, preparing themselves for the dynamic world of cinema.

## Divine Beginnings: Ganesh Puja and Havan Fill LLDIMS with Positivity and Blessings



On 2nd March, the campus of LLDIMS was immersed in a spiritually uplifting atmosphere as a sacred Ganesh Puja and Havan were held with great devotion and enthusiasm. The event marked an auspicious beginning, bringing together students, faculty, and staff in a moment of unity and faith.

The ceremony began with the Ganesh Puja, invoking Lord Ganesha—the remover of obstacles and the symbol of wisdom and success. The chanting of मंत्र and the fragrance of incense created a serene and positive environment across the campus. Following this, the Havan was performed, where offerings were made into the sacred fire, signifying purification and the spread of positive energy.



Students actively participated in the rituals, experiencing a sense of calm, focus, and spiritual connection. The event not only strengthened cultural values but also inspired everyone to begin their academic and creative journeys with clarity and blessings.

The Ganesh Puja and Havan at LLDIMS truly set a powerful and positive tone, reminding everyone that every great beginning is best accompanied by faith, harmony, and divine grace.

### Colours of Joy: Holi Celebration Lights Up LLDIMS Campus



On 3rd March, LLDIMS came alive with vibrant colours and joyful energy as students and faculty celebrated the festival of Holi with great enthusiasm. The campus transformed into a lively space filled with laughter, music, and togetherness, creating unforgettable memories for everyone present. Students gathered to play with colours, spreading happiness and positivity all around.

The air was filled with excitement as friends applied Gulal to each other, symbolizing love, unity, and the spirit of togetherness. Music and dance added to the festive vibe, turning the celebration into a lively and energetic event



Beyond the fun and excitement, the celebration also highlighted the cultural significance of Holi—the victory of good over evil and the arrival of spring. It was a moment for everyone to forget differences and come together as one big family. The Holi celebration at LLDIMS was not just a festival, but an experience of joy, bonding, and cultural richness, leaving behind smiles and colourful memories that will be cherished for a long time.

### Capturing Impact: BA.JMC Students Bring Stories to Life at Bhagidari Event



On 6th and 7th March, BA.JMC students Atul, Mohit, Tanmay, and Junaid from LLDIMS actively participated in covering a prestigious event organized by Bhagidari Jan Sahyog Samiti in collaboration with the institute. The event, centered around social awareness and community engagement, provided a dynamic platform for students to step into real media roles. The students took on responsibilities as videographers and photographers, capturing key moments, documenting proceedings, and ensuring that every important highlight was visually preserved.

They also conducted interviews with organizers, guests, and participants, gaining firsthand experience in professional communication and media handling. exposure to diverse environments and event settings.

## Empowering Voices: Women's Day Celebration Inspires at LLDIMS



This hands-on exposure allowed them to understand the real-world functioning of event coverage—from managing equipment to working under time constraints and adapting to live situations.



On 8th March, LLDIMS celebrated Women's Day with great enthusiasm and purpose through a thoughtfully organized "Women's Day Celebration Week" by the Department of Education. The event, themed "Inspiring Role Model – Journey Narrative," focused on sharing powerful stories of strength, resilience, and success.

As reflected in the visuals, the celebration featured an engaging classroom seminar where speakers addressed students using presentations and interactive discussions. A speaker at the podium guided the session, while a screen display—showing inspiring figures—enhanced the learning experience. Students were seen actively listening, taking notes, and participating, creating an atmosphere of curiosity and inspiration.



Adding to the pride of the occasion, Dr. Sheweta Gaur was honored with an award for her paper presentation, highlighting academic excellence and professional achievement. Alongside this, the students were also recognized and received media awards for their dedicated coverage and creative efforts during the event.

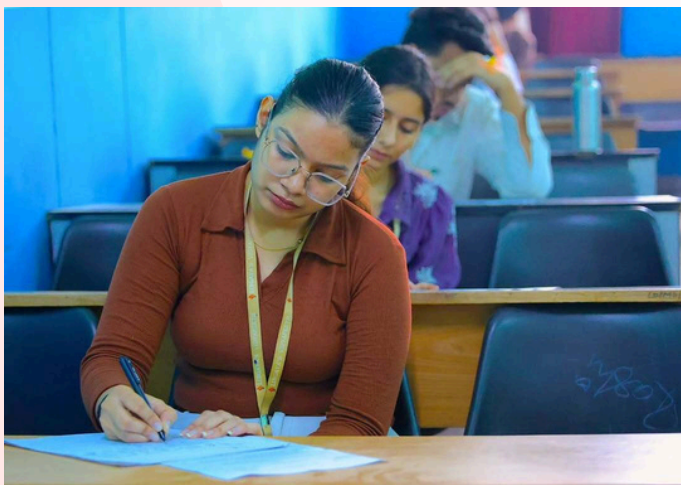
The experience proved to be highly enriching, boosting their confidence and sharpening their practical skills. Such opportunities reflect LLDIMS' commitment to experiential learning, helping students transform classroom knowledge into professional expertise in the field of media and journalism.



The poster highlighted an important message: “Her story is not just a narrative; it is a roadmap of strength and inspiration.” This idea was clearly brought to life during the session, as speakers shared real-life journeys that motivated students to think beyond limitations.

The event successfully combined academic learning with social awareness, encouraging young minds to recognize the importance of women’s empowerment in society. It not only celebrated achievements but also inspired future leaders.

### **Focus and Determination: Internal Examinations Begin at LLDIMS**



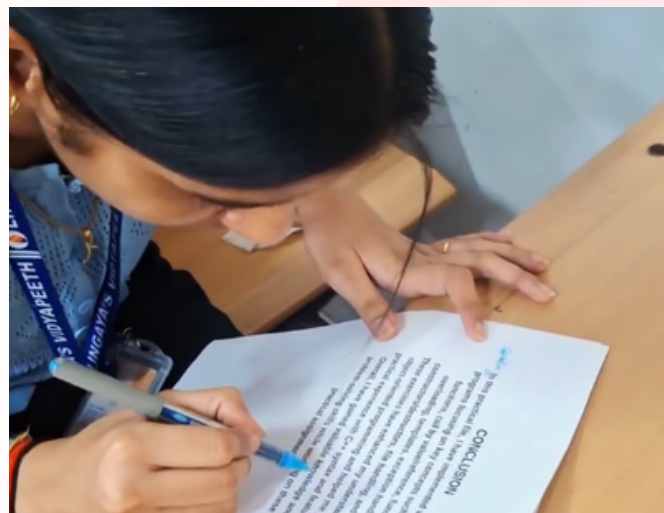
On 16th March, LLDIMS conducted its internal examinations, marking an important academic milestone for students across various courses. The campus atmosphere shifted to one of seriousness and concentration as students prepared to showcase their knowledge and understanding. Examination halls were organized efficiently, ensuring a smooth and disciplined environment. Students arrived well-prepared, revising notes and discussing key topics before entering their respective rooms.

Once the exams began, a sense of focus and determination filled the air, reflecting the hard work put in over the semester. The internal exams play a crucial role in assessing students’ academic progress and identifying areas for improvement.

They not only test theoretical understanding but also encourage time management, critical thinking, and clarity of concepts. Faculty members ensured proper conduct of the examinations, maintaining fairness and transparency throughout the process. Their guidance and support helped create a stressfree and well-managed experience for students.

The internal examinations at LLDIMS highlighted the institution’s commitment to academic excellence. For students, it was not just a test, but an opportunity to evaluate their learning and move one step closer to achieving their academic goals.

### **Mastering the Marks: BA.JMC Students Build Editing Skills in Practical Session**



On 25th March, a practical class on editing symbols in print media was conducted for BA.JMC 1st year students at LLDIMS under the expert guidance of Dr. Sheweta Gaur. The session focused on strengthening foundational knowledge of editing techniques essential for journalism and publishing.

During the class, students were introduced to standard editing symbols and their practical usage in refining written content. They learned how editors mark corrections such as deletions, insertions, punctuation changes, and formatting improvements. Through structured exercises, these symbols were applied to sample texts, highlighting the precision required in print media editing.

Dr. Sheweta Gaur provided clear explanations along with practical insights, emphasizing the importance of accuracy, clarity, and consistency in editorial work. Her guidance helped develop attention to detail, a crucial skill for anyone pursuing a career in media.

The session served as an important academic exercise, reinforcing classroom learning while building practical understanding. It also prepared students to handle real-world editorial tasks in the field of journalism and print media with greater confidence and efficiency.

### Lights, Learning, and Legacy: BA.JMC Students Explore Cinema at IFFD Visit



On 27th March, BA.JMC 1st year students of LLDIMS, along with their professor Dr. Sheweta Gaur, visited the IFFD film festival held at Bharat Mandapam. The visit turned into an enriching learning experience, offering students deep insight into the world of cinema beyond the classroom.

During the festival, students watched films and closely analyzed various cinematic elements such as camera angles, shot alignment, lighting techniques, and storytelling methods. This helped them understand how theoretical concepts are practically applied in filmmaking.



A major highlight of the visit was the film museum, where students explored a vast collection of cinematic history. The museum showcased awards, memorabilia, and representations of legendary films from the 80s and 90s, including Hollywood, Bollywood, Japanese, and many other international cinemas. It provided a glimpse into the evolution of global film culture.

In addition to learning, students engaged in practical activities like videography, photography, and anchoring, where they explained and documented the event. This hands-on exposure enhanced their confidence and professional skills. The visit to IFFD proved to be a perfect blend of education and experience, inspiring students to view cinema with a more creative and analytical perspective.



## Behind the Scenes: BA.JMC Students Experience Real Studio Setup at LLDIMS



On 30th March, LLDIMS organized an engaging workshop and showcase for BA.JMC students, offering them practical exposure to real studio equipment and production techniques. The session focused on giving students a hands-on understanding of how professional shoots are conducted.

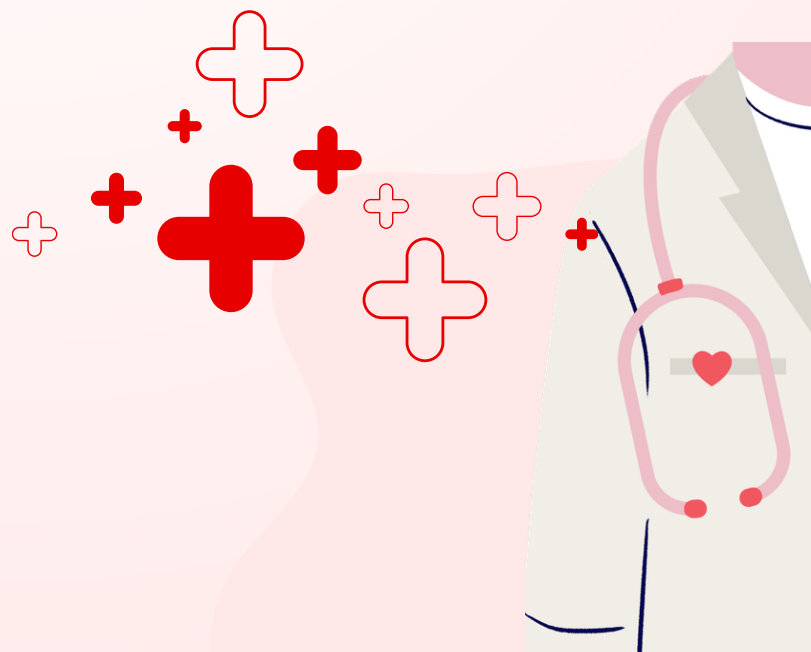


During the workshop, students explored essential elements of studio production, including real lighting setups, teleprompters, and green screens. They observed how lighting plays a crucial role in setting the mood and clarity of a shot, while camera settings help achieve the desired visual output.

A key highlight of the session was the demonstration of the green screen, where students learned how backgrounds are digitally replaced in studios. This gave them insight into modern production techniques widely used in films, news, and digital media. Additionally, they understood how teleprompters assist presenters in delivering content smoothly and confidently during recordings.

The overall experience was both fun and educational, allowing students to connect theory with real-world application. It helped them understand the importance of technical precision and coordination in media production.

This workshop at LLDIMS proved to be a valuable learning opportunity, enhancing students' practical skills and preparing them for future careers in the media industry.



# Syllabus

Ist year	3rd year
<p><b>DEVELOPMENT COMMUNICATION</b></p> <p><b>Unit IV: Social Marketing</b></p> <ol style="list-style-type: none"> <li>1. Social Marketing and Development: An Overview</li> <li>2. Corporate Social Responsibility: case studies in India</li> <li>3. Social change Campaign in India (Case studies)</li> <li>4. Development of social media marketing campaign</li> </ol>	<p><b>GLOBAL MEDIA SCENARIO</b></p> <p><b>Unit IV: Global Media &amp; Market Forces</b></p> <ol style="list-style-type: none"> <li>1. Reporting International Issues and Conflicts</li> <li>2. Democratizing Communication; Vertical to Horizontal Communication through digital Journalism</li> <li>3. Digital Disruption and the Platform Economy: Shift from traditional to platform-based media, Impact of tech giants on media production, distribution, and monetization.</li> <li>4. Labor Dynamics in Global Media: Gig economy in journalism, AI's threat to creative jobs</li> </ol>
<p><b>REPORTING AND EDITING FOR PRINT JOURNALISM</b></p> <p><b>UNIT-4 Issues and Trends in News Reporting</b></p> <ol style="list-style-type: none"> <li>1. Objectivity in News Reporting</li> <li>2. Issues of Sensationalism and Voyeurism</li> <li>3. Sociology of News: Agenda Settings and Framing</li> <li>4. Gatekeeping and News Reporting</li> </ol>	<p><b>MEDIA ORGANISATION &amp; MANAGEMENT</b></p> <p><b>Unit IV: Media Marketing and Entrepreneurship</b></p> <ol style="list-style-type: none"> <li>1. Marketing Media Products</li> <li>2. Media Business: Innovation and Entrepreneurship</li> <li>3. Media Entrepreneurship and its Challenges</li> <li>4. Emerging Trends in Entertainment and Media Industry</li> </ol>
<p><b>MEDIA LAWS AND ETHICS</b></p> <p><b>Unit IV: [Media Ethics and Regulatory Bodies</b></p> <ol style="list-style-type: none"> <li>1. Defining Media Ethics: Social Responsibility of Press</li> <li>2. Legal Rights and Responsibilities of Journalists</li> <li>3. Code of Ethics: Editors' Guild, Press Council of India, AIR &amp; Doordarshan Code</li> <li>4. Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning</li> </ol>	<p><b>DATA JOURNALISM</b></p> <p><b>Unit IV: Storytelling with Data</b></p> <ol style="list-style-type: none"> <li>1. Writing a Data Story: Structure, Narratives, and Visual Elements</li> <li>2. Embedding visualizations in web articles</li> <li>3. Using AI Tools for data summarization, Automated reporting, AR/VR in data storytelling</li> <li>4. Tools for Visualization: Infogram, Canva, Tableau</li> </ol>
<p><b>HEALTH COMMUNICATION</b></p> <p><b>Unit IV: Health Communication</b></p> <ol style="list-style-type: none"> <li>1. Define Information Education Communication (IEC): Concept and Functions</li> <li>2. Define Behaviour Change Communication (BCC): Concept and Functions</li> <li>3. Design Communication Campaign: Pre-test and Evaluation</li> <li>4. Future of Health Communication and Career Prospects</li> </ol>	<p><b>DIGITAL FILMMAKING</b></p> <p><b>Unit 4: Ethical &amp; Legal Considerations</b></p> <ol style="list-style-type: none"> <li>1. Censorship vs. creative freedom in Digital Filmmaking</li> <li>2. Digital content regulations in India, CBFC</li> <li>3. Content Creators Guidelines and Best Practices: Youtube, Instagram, Snapchat</li> <li>4. Copyright and other legal issues in creator economy</li> </ol>
<p><b>STILL PHOTOGRAPHY Unit IV:</b></p> <p><b>Introduction to Photojournalism</b></p> <ol style="list-style-type: none"> <li>1. Photojournalism: Definition and Concept, Role and Importance, Ethical Concerns</li> <li>2. Photo Stories, Photo Features and Photo Essays</li> <li>3. Photo Appreciation</li> <li>4. Photo Editing Tools, Morphing</li> </ol>	<p><b>DIGITAL MEDIA MARKETING</b></p> <p><b>Unit 4: Emerging Trends in Digital Marketing</b></p> <ol style="list-style-type: none"> <li>1. AI and Chatbots in Marketing: AI-driven personalization and customer service</li> <li>2. Voice Search and Smart Speakers: Optimizing for voice search (Alexa, Google Assistant), Voice SEO strategies</li> <li>3. Video Marketing and Live Streaming: YouTube marketing, Instagram Live, and Creating engaging video content</li> <li>4. Future of Digital Marketing: Metaverse marketing, NFTs, and Web3</li> </ol>
<p><b>BASICS OF HINDI LANGUAGE</b></p> <p><b>इकाई 4 जनसंचार माध्यमों तथा साहस्य मेंह दिंी का प्रयोग</b></p> <p>व दिंी िषा मेंििन: वनबिंध ििन, समाचारपत्र, पत्रका, रेवडयो, टीी िििि ऑनिइन माध्यमों की िषा, सोशि मीवडया केविए ििन, विविन्न जनसंचार माध्यमों की िषा मेंअतिं र; समाचार िििि विज्ञापनों मेंउपयोग ोनििि ििकवप्रय शब्द; पटकथा िििि, तिसीदास (रामचररतमानस), फणीश्वर नार्थ रेण, ु प्रेमचिंद, म ादिंि ििमाणििि वशिनी की िषा की मखुय विशेषताएँ</p>	
<p><b>THOUGHTS, IDEAS AND EXPERIMENTS FOR DEVELOPED</b></p> <p><b>Unit 4: Community-Led Models and Global Perspectives</b></p> <ol style="list-style-type: none"> <li>1. Community health and sanitation models (Swachh Bharat Abhiyan)</li> <li>2. Sustainable rural development (Rurban mission, SHGs, Cooperatives)</li> <li>3. Environmental justice and climate leadership</li> <li>4. Inclusive development: Gender, disability, tribal welfare</li> </ol>	



# Activity

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		01.04.2026	02.04.2026 <b>Workshop</b>	03.04.2026	04.04.2026
06.04.2026	07.04.2026	08.04.2026 <b>Visit</b>	09.04.2026	10.04.2026	11.04.2026
13.04.2026	14.04.2026 <b>Ambedkar Jayanti</b>	15.04.2026	16.04.2026	17.04.2026	18.04.2026
20.04.2026	21.04.2026	22.04.2026	23.04.2026	24.04.2026	25.04.2026
27.04.2026	28.04.2026	29.04.2026	30.04.2026		

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**Atul Soni**  
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**Dr. Sheweta Gaur**  
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**Dr. Saleem Javed**  
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Director, LLDIMS