



Lingaya`s Lalita Devi Institute of Management and Sciences

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Department of Journalism and Mass Communication News Letter May 2026



World Press Freedom Day : Freedom of the Press: The Voice of Democracy



World Press Freedom Day is observed every year on 3 May to emphasize the importance of freedom of the press and the safety of journalists across the world. This day reminds people that a free and independent press is one of the strongest pillars of democracy. It was proclaimed by the United Nations General Assembly in 1993 following the recommendation of UNESCO. The date also commemorates the Windhoek Declaration of 1991, which supported the development of a free and independent media.

Press freedom allows journalists to report facts without fear, censorship, or political pressure. Through newspapers, television, radio, and digital media, journalists inform citizens about important national and international events. A free press helps expose corruption, injustice, and misuse of power. It also helps people form informed opinions and participate actively in democratic processes.

However, many journalists around the world face threats, imprisonment, violence, and even death while performing their duties. Some governments impose restrictions on media organizations and limit freedom of expression.

World Press Freedom Day encourages governments and citizens to support independent journalism and protect the rights of media workers. A society with a free press is more aware, transparent, and democratic.

World Athletics Day : Run, Jump, Grow: Celebrating the Spirit of Athletics



World Athletics Day is celebrated every year on 7 May to promote sports, physical fitness, and healthy lifestyles among young people. The day was introduced by the International Association of Athletics Federations (IAAF), now known as World Athletics. Its main objective is to encourage children and youth to participate in athletics and understand the importance of physical activities.

Athletics includes various sports such as running, jumping, throwing, and walking. These activities improve physical strength, stamina, discipline, and confidence. Participation in sports also teaches teamwork, leadership, patience, and the spirit of fair competition. Athletics helps reduce stress and keeps both the body and mind healthy.

On this day, schools, colleges, and sports organizations conduct races, fitness programs, and competitions. Young athletes are motivated to showcase their talent and develop an interest in sports. Coaches and trainers also guide students about the importance of regular exercise and balanced nutrition.

In modern times, many children spend long hours using mobile phones and computers, which reduces physical activity. World Athletics Day reminds people that exercise and sports are essential for maintaining good health and preventing diseases.

Thus, World Athletics Day inspires everyone to stay active, fit, and disciplined through sports and physical exercise.

Rabindranath Tagore Jayanti: Honoring the Poet Who Inspired the World



Rabindranath Tagore Jayanti is celebrated every year to honor the birth anniversary of Rabindranath Tagore, one of India's greatest poets, writers, philosophers, and social reformers. He was born on 7 May 1861 in Kolkata, although his birth anniversary is celebrated according to the Bengali calendar, usually in May.

Rabindranath Tagore was a multi-talented personality who made significant contributions to literature, music, education, and art. He became the first Asian to win the Nobel Prize in Literature in 1913 for his famous collection of poems, "Gitanjali." His writings reflected human values, nature, spirituality, and patriotism.

Tagore also composed the national anthems of India, "Jana Gana Mana," and Bangladesh, "Amar Sonar Bangla." He founded Visva-Bharati University at Santiniketan to promote modern and creative education.

Tagore Jayanti is celebrated in schools, colleges, and cultural institutions through poetry recitations, songs, dance performances, dramas, and discussions about his life and works. People remember his teachings on humanity, peace, and cultural unity.

Rabindranath Tagore's contributions continue to inspire generations across the world. His literary works and ideas remain relevant even today. Tagore Jayanti reminds us to appreciate art, knowledge, creativity, and the importance of human values in society.

Mother's Day : Celebrating the Endless Love and Sacrifice of Mothers



Mother's Day is celebrated across the world to honor mothers and recognize their love, care, sacrifices, and contributions to families and society. In many countries, including India, it is observed on the second Sunday of May every year.

A mother plays one of the most important roles in a person's life. She provides love, affection, support, and guidance from childhood. Mothers care for their children selflessly and work hard for their happiness and success. They teach values, discipline, kindness, and responsibility. A mother's love is often considered unconditional and irreplaceable.

On Mother's Day, people express gratitude towards their mothers by giving gifts, flowers, greeting cards, and spending quality time with them. Schools and organizations also organize cultural programs, speeches, and activities dedicated to mothers.

Although Mother's Day is celebrated on a single day, mothers deserve respect and appreciation every day. In today's busy world, many people forget to spend time with their families. This day reminds everyone of the importance of family relationships and emotional bonding.

Mother's Day is not only about celebrations but also about recognizing the hard work and sacrifices mothers make throughout their lives. It is a special occasion to thank mothers for their endless care, love, and support.

International Nurses : Saluting the Caring Hands That Save Lives



International Nurses Day is observed every year on 12 May to recognize the dedication, compassion, and hard work of nurses around the world. The day marks the birth anniversary of Florence Nightingale, who is known as the founder of modern nursing.

Nurses play a vital role in the healthcare system. They care for patients, assist doctors, administer medicines, and provide emotional support to families. Nurses work in hospitals, clinics, schools, and emergency services. Their responsibilities require patience, skill, and kindness. The importance of nurses became especially clear during health emergencies and pandemics when they risked their lives to save patients. They often work long hours under stressful conditions while continuing to serve society with dedication.

International Nurses Day is celebrated through seminars, awareness campaigns, award ceremonies, and health programs. Hospitals and healthcare organizations appreciate the contribution of nurses and encourage young people to join the nursing profession.

The day also highlights the need for better working conditions, proper training, and respect for nurses worldwide. Nurses are not only healthcare workers but also symbols of care and humanity.

International Nurses Day reminds society to value and appreciate nurses for their selfless service. Their dedication and courage make an important contribution to the health and well-being of people across the world.

International Day of Families : Strong Families Build a Strong Society



The International Day of Families is observed every year on 15 May to raise awareness about the importance of families in society. The United Nations declared this day in 1993 to highlight social, economic, and cultural issues affecting families around the world.

Family is considered the foundation of society. It is the first place where children learn values, discipline, love, and responsibility. Families provide emotional support, security, and guidance to individuals during every stage of life. Strong family relationships help create a peaceful and healthy society.

However, modern families face many challenges such as financial stress, work pressure, lack of communication, and changing lifestyles. Technology and busy schedules sometimes reduce the time family members spend together. These issues can weaken relationships and create misunderstandings.

On this day, governments, schools, and organizations conduct awareness programs, discussions, and community activities to strengthen family values and relationships. People are encouraged to spend quality time with their loved ones and maintain healthy communication.

The International Day of Families reminds everyone that families play a crucial role in social development and emotional well-being. Respect, love, care, and understanding are essential for maintaining strong family bonds.

Thus, this day encourages people to support one another and build happy, healthy, and united families.

World Telecommunication : Connecting the World Through Technology and Communication



World Telecommunication Day, also known as World Telecommunication and Information Society Day, is celebrated every year on 17 May. The day marks the establishment of the International Telecommunication Union (ITU) in 1865. The main purpose of this day is to spread awareness about the importance of communication technology and its role in connecting people around the world. Telecommunication includes services such as telephones, radio, television, satellites, and the internet.

Modern communication technology has transformed human life. Today, people can communicate instantly across countries through mobile phones, emails, video calls, and social media. Telecommunication supports education, business, healthcare, banking, and emergency services. Online learning and digital communication have become especially important in recent years.

This day also highlights the importance of digital inclusion and equal access to technology. Many rural and underdeveloped areas still lack proper internet and communication facilities. Governments and organizations work towards improving digital connectivity for everyone.

World Telecommunication Day reminds people that communication technology is a powerful tool for development, education, and global cooperation. It plays a major role in building a connected and informed world.

World No Tobacco Day : Choose Health, Say No to Tobacco



World No Tobacco Day is observed every year on 31 May to create awareness about the harmful effects of tobacco consumption. The World Health Organization (WHO) introduced this day in 1987 to encourage people to quit tobacco and lead healthier lives.

Tobacco is one of the major causes of serious diseases such as lung cancer, heart disease, respiratory disorders, and oral cancer. Smoking not only harms smokers but also affects non-smokers through passive smoking. Tobacco addiction can damage health, reduce life expectancy, and create financial problems.

Young people are especially vulnerable to tobacco addiction because of peer pressure, advertisements, and lack of awareness. Therefore, schools and health organizations conduct awareness campaigns, rallies, poster competitions, and seminars to educate students about the dangers of tobacco.

Governments across the world have introduced strict rules such as banning smoking in public places, printing warning labels on tobacco products, and restricting tobacco advertisements. These measures help reduce tobacco consumption and protect public health.

World No Tobacco Day encourages individuals to adopt healthy habits and stay away from smoking and tobacco products. A tobacco-free lifestyle improves physical health, mental well-being, and overall quality of life.

Thus, the day serves as an important reminder that good health is essential for a happy and successful future.

Report

LLDIMS Showcases Creativity, Innovation, and Youth Talent Through Portfolio



Inspired by the spirit of creativity, cultural participation, and student engagement highlighted in leading publications such as Dainik Bhaskar and The Citizen Times, Lingaya's Lalita Devi Institute of Management and Sciences organized a remarkable Portfolio Exhibition on 29 April. The event provided a dynamic platform for BA.JMC first-year and third-year students to showcase their academic, creative, and professional achievements

The third-year students presented their professional portfolios, sharing details about the organizations where they had worked, the projects they completed, and the practical experiences they gained during internships and media training. Their presentations reflected confidence, professionalism, and strong industry exposure

The first-year students displayed a wide variety of creative design works, including newspapers, tabloids, magazines, coffee table books, storybooks, poster books, and several other artistic projects. Their exhibits demonstrated originality, creativity, and impressive storytelling and design skills. global cooperation. It plays a major role in building a connected and informed world.

The exhibition was honored by the presence of Mrs. Sunita Gadde and Ms. Amita Kumar as chief guests. They appreciated the dedication and innovative efforts of the students and encouraged them to continue exploring their creative and professional potential.

The Portfolio Exhibition reflected the institution's commitment to practical learning, innovation, and student empowerment while celebrating the talent and creativity of future media professionals.

Foundation Day Celebration Filled with Talent and Joy at Lingaya's Vidyapeeth



Lingaya's Vidyapeeth celebrated its Foundation Day on 2 May with great enthusiasm, excitement, and cultural spirit. The event brought together teachers, staff members, and students to mark the special occasion with joy and unity. The celebration highlighted the talent, creativity, and energetic participation of the faculty members through various cultural performances and activities.

The program included a variety of entertaining performances such as dancing, singing, and fashion walks. Teachers confidently showcased their hidden talents on stage and impressed the audience with their enthusiasm and creativity. The dance performances added color and energy to the celebration, while the musical performances created a lively and cheerful atmosphere. The fashion walk became one of the major attractions of the event as teachers walked gracefully and confidently, receiving loud applause from the audience

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Capturing Creativity Through the Lens: Photography Competition 2026



Lingaya's Lalita Devi Institute of Management and Sciences organized an exciting Photography Competition 2026 on 14 April to encourage students to showcase their creativity and photography skills. The event provided a wonderful platform for students to express their ideas, emotions, and perspectives through the art of photography. With the theme kept open, participants were free to capture any subject of their choice, allowing them to explore their imagination and unique vision.

The competition was open to all college students, and participants were allowed to submit one to three original photographs taken by themselves. The event encouraged students to observe the beauty of everyday life, nature, emotions, campus life, and creative moments through their camera lenses. The competition aimed to inspire artistic expression and storytelling through photography.

The event was conducted by Khushi Singh and Mansi at the LLDIMS campus. Students enthusiastically participated and submitted creative photographs reflecting talent and originality. Winners of the competition were honored with certificates for first, second, and third positions as recognition of their efforts and artistic excellence.

The Photography Competition 2026 successfully promoted creativity, innovation, and visual storytelling among students. It became a memorable event that encouraged young photographers to develop confidence and present their creativity through the powerful medium of photography.

Empowering Young Minds Through Viksit Bharat Yuva Connect 2026



Lingaya's Lalita Devi Institute of Management and Sciences proudly hosted the Viksit Bharat Yuva Connect program on 23 April 2026 in collaboration with the Ministry of Youth Affairs and Sports and the Government of India. The event was organized with the aim of empowering youth, encouraging leadership, and inspiring students to actively contribute towards the vision of a developed India by 2047.

The session brought together aspiring students, young leaders, thinkers, and changemakers who participated enthusiastically in discussions related to innovation, nation-building, and youth empowerment. The program created a platform for students to exchange ideas, share perspectives, and understand their role in shaping the future of the country. Through interactive discussions and motivational sessions, students were encouraged to become responsible citizens and contribute positively to society.

The event emphasized important values such as leadership, skill development, creativity, and self-reliance. Students gained valuable insights about how the younger generation can play a significant role in strengthening the nation through education, innovation, and social responsibility.

Held at the LLDIMS auditorium, the event reflected the institution's commitment to student growth and national development. Viksit Bharat Yuva Connect 2026 became an inspiring and meaningful initiative that motivated students to dream big and work towards building a stronger, progressive, and self-reliant India.

Syllabus

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

Activity

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				01.05.2026 Budha Purnima	02.05.2026
04.05.2026	05.05.2026	06.05.2026	07.05.2026	08.05.2026 Practical	09.05.2026 Rabindranath Tagore
11.05.2026	12.05.2026	13.05.2026 Practical	17.05.2026	15.05.2026 Practical	16.05.2026
18.05.2026	19.05.2026	20.05.2026	21.05.2026	22.05.2026	23.05.2026
25.05.2026	26.05.2026 Theory Exam	27.05.2026 Eid-ul-Adha	28.05.2026	29.05.2026 Theory Exam	30.05.2026

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