



Lingaya's Lalita Devi Institute of Management and Sciences

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Department of Journalism and Mass Communication

News Letter September 2026



Celebrate the birth of Lord Krishna with devotion, gratitude, and hope, embracing divine grace and eternal happiness this Janmashtami.



Janmashtami is one of the most important and joyful festivals celebrated by Hindus across India and many other parts of the world. It marks the birth of Lord Krishna, the eighth incarnation of Lord Vishnu. The festival is celebrated with great devotion and enthusiasm, bringing families and communities together in an atmosphere of faith, happiness, and unity.

According to Hindu mythology, Lord Krishna was born at midnight in Mathura to Devaki and Vasudeva during the rule of the cruel King Kansa. To protect the newborn Krishna from danger, Vasudeva carried him across the Yamuna River to Gokul, where he was lovingly raised by Yashoda and Nanda. This inspiring story is remembered every year during Janmashtami.

Janmashtami is not only a religious festival but also a celebration of love, devotion, courage, and wisdom. The teachings of Lord Krishna, especially those found in the Bhagavad Gita, inspire people to perform their duties with honesty, remain calm during difficulties, and always choose the path of truth. The festival reminds everyone that goodness always triumphs over evil and encourages people to live with compassion, righteousness, and hope.

Happy Teachers' Day – A heartfelt tribute to the teachers who inspire learning, confidence, and lifelong success.



Teachers' Day is celebrated every year on 5th September in India to honor the valuable contribution of teachers in shaping the future of students and society. The day marks the birth anniversary of Dr. Sarvepalli Radhakrishnan, a great teacher, philosopher, and the second President of India. When his students wished to celebrate his birthday, he suggested that it should be observed as Teachers' Day to recognize the dedication of all teachers.

Teachers play an important role in our lives by guiding us with knowledge, values, and life skills. They inspire students to dream big, work hard, and become responsible citizens. A good teacher not only teaches subjects but also encourages confidence, creativity, discipline, and kindness in every student.

On Teachers' Day, schools and colleges organize special programs, including speeches, cultural performances, games, and thank-you ceremonies. Students express their gratitude by giving greeting cards, flowers, and handmade gifts to their teachers. In many schools, senior students also take the role of teachers for a day, making the celebration more enjoyable and meaningful.

Teachers' Day reminds us to respect and appreciate those who dedicate their lives to educating others. Their guidance helps us overcome challenges and achieve success in life. This special day is a heartfelt tribute to the mentors who shape young minds and build a brighter future for the nation.

Ganesh Chaturthi – May Lord Ganesha bless your life with wisdom, prosperity, happiness, and endless new beginnings.



Ganesh Chaturthi, celebrated on 14 September, is one of the most popular and joyful Hindu festivals observed across India with great devotion and enthusiasm. It marks the birth of Lord Ganesha, the elephant-headed son of Lord Shiva and Goddess Parvati, who is worshipped as the remover of obstacles and the god of wisdom, knowledge, and prosperity. The festival usually falls in the months of August or September and is celebrated for one to ten days.

During Ganesh Chaturthi, beautifully decorated idols of Lord Ganesha are installed in homes, temples, and public pandals. Devotees offer flowers, fruits, coconut, and modak, Lord Ganesha's favorite sweet, while singing bhajans and performing aarti. Families and communities come together to celebrate with cultural programs, music, dance, and prayers, creating a festive and spiritual atmosphere.

Ganesh Chaturthi teaches the values of humility, wisdom, unity, and devotion. It encourages people to begin new journeys with confidence and seek Lord Ganesha's blessings for success, peace, and happiness. The festival strengthens family bonds, promotes community spirit, and positivity.

Vishwakarma Puja : Celebrating the spirit of craftsmanship, innovation, and devotion that shapes a strong future



Vishwakarma Puja, celebrated on 17 September 2026, is a significant Hindu festival dedicated to Lord Vishwakarma, the divine architect and creator of the universe. He is worshipped as the god of engineering, craftsmanship, architecture, and machinery. The festival is especially important for engineers, artisans, mechanics, factory workers, carpenters, blacksmiths, and business owners, who seek his blessings for skill, safety, and success in their work.

On this auspicious day, factories, workshops, offices, and homes are cleaned and beautifully decorated with flowers and rangoli. Machines, tools, vehicles, and equipment are worshipped instead of being used for work, symbolizing respect for the instruments that help people earn their livelihood. Devotees offer flowers, sweets, fruits, incense, and prayers while performing aarti to seek prosperity and protection.

In many states, including West Bengal, Bihar, Jharkhand, Odisha, Assam, and Uttar Pradesh, the festival is celebrated with great enthusiasm. Community prayers, cultural programs, and kite-flying events add joy to the celebrations in several regions, bringing people together in a spirit of unity and devotion.

Hindi Diwas : Embracing the richness of Hindi as a symbol of culture, unity, and the nation's enduring spirit.



Hindi Diwas, celebrated every year on 14 September, honors the importance of the Hindi language in India's cultural and national identity. The day commemorates the historic decision made by the Constituent Assembly of India on 14 September 1949 to adopt Hindi in the Devanagari script as one of the official languages of the country. This decision was later recognized by celebrating Hindi Diwas every year to promote the language and encourage its use in education, administration, and daily life.

Hindi is one of the most widely spoken languages in the world and is spoken by millions of people across India and abroad. It serves as a bridge that connects people from different regions, helping them communicate despite cultural and linguistic differences. The language reflects India's rich history, literature, traditions, and values. Great writers and poets such as Munshi Premchand, Harivansh Rai Bachchan, Mahadevi Verma, Ramdhari Singh Dinkar, and Maithili Sharan Gupta have enriched Hindi literature with inspiring stories, poems, and essays that continue to influence generations.

On Hindi Diwas, schools, colleges, government offices, and various organizations organize special events to celebrate the language. Students participate in speech competitions, essay writing, poetry recitations,

debates, quizzes, and cultural performances that highlight the beauty and significance of Hindi. Many institutions also honor writers, teachers, and individuals who have made valuable contributions to promoting the language. These activities encourage young people to develop confidence in reading, writing, and speaking Hindi while appreciating its literary and cultural richness.

Hindi Diwas is not only a celebration of a language but also a reminder to preserve India's diverse linguistic heritage. India is home to hundreds of languages, and every language deserves respect and recognition. Celebrating Hindi does not diminish the importance of other languages; instead, it strengthens the spirit of unity in diversity that defines the nation.

The day inspires people to use Hindi with pride while respecting all other Indian languages. It encourages communication, cultural understanding, and national integration. By promoting Hindi alongside other regional languages, India preserves its rich cultural identity and passes its traditions to future generations. Hindi Diwas reminds us that language is more than a means of communication—it is a symbol of heritage, identity, and the shared values that bring people together.



Report

From Classroom Experiences to Photography Skills: A Three-Day Interactive Learning and Team-Building Experience



Day-1 On the first day, seniors and juniors attended Salim Sir's class together. The seniors shared their experiences of the work they did and the internships they completed during their three-month vacation. They talked about where they interned, the field they worked in, and what they learned from their experiences.

After that, the juniors were asked about their experiences and future plans. They said that they wanted to learn a lot from their seniors and planned to do internships in their second year, just like their seniors, to gain practical experience.

Day-2 The second day was filled with fun, creativity, and teamwork. Seniors and juniors participated together in an interactive game organized by Shweta Ma'am. In this activity, participants were given the Hindi names of different words and had to identify their correct English equivalents. The game created a lively and competitive atmosphere, with everyone eagerly participating and helping each other. At the end of the activity, the winner was rewarded with a chocolate, making the game even more enjoyable.

After the game, all the students were arranged according to their height and divided into different teams for another engaging activity. The entire session was recorded, encouraging everyone to participate with enthusiasm and confidence. The teams worked together with great energy, and Team A emerged as the winner after an exciting performance.

Later, the focus shifted to a creative radio activity. Each student wrote an original radio script on topics such as Friendship, Environment, and several other social and educational themes. After completing their scripts, everyone recorded their own radio presentations, giving them practical experience in script writing, voice modulation, pronunciation, and audio recording.

Day-3 The third day was dedicated to learning the fundamentals of photography through an informative session conducted by Salim Sir. He introduced students to the basic principles of photography and explained how proper composition and framing can make a photograph more attractive and meaningful. One of the key concepts he discussed was the Rule of Thirds, showing how placing the subject at the right position can create a balanced and visually appealing image.

Salim Sir also demonstrated the correct techniques for taking photographs, including choosing the right angle, maintaining proper focus, using natural light effectively, and keeping the camera steady for clear pictures. He shared practical tips that can help beginners capture better photographs in different situations.

Through this session, the juniors gained a better understanding of how photography is not just about clicking pictures but also about observing details, telling a story through images, and applying creative techniques. The class helped them build confidence in using photography rules to improve the quality of their photographs.

Students Display Photography Skills in an Exciting Competition Featuring Campus and Nature-Themed Photography Challenges



A special Interdepartmental Photography Competition was organized, bringing together students from all departments for a fun, creative, and engaging experience. The event aimed to encourage students to observe their surroundings more carefully and express their ideas through the art of photography. At the beginning of the event, Shweta Ma'am welcomed everyone, explained the purpose of the competition, and gave detailed instructions about the rules, judging criteria, and submission process. She also motivated the participants to focus on creativity, composition, and storytelling while capturing their photographs.

The seniors took complete responsibility for managing the event and ensured that every activity ran smoothly. They efficiently handled photography, videography, event coverage, anchoring, participant coordination, and other important responsibilities throughout the competition. Their teamwork and leadership played a significant role in making the event well-organized and enjoyable for everyone.

Once the competition officially began, each participant was given two photography challenges. The first photograph had to be captured somewhere inside the college

campus, highlighting its beauty, architecture, or daily student life. The second photograph had to be taken outdoors and feature the beauty of nature, encouraging participants to observe natural elements such as trees, flowers, sunlight, and landscapes from a creative perspective.

Students enthusiastically explored different locations, experimented with angles, lighting, and composition, and applied the photography techniques they had learned during previous sessions. The campus was filled with excitement as everyone searched for unique and meaningful frames. After completing the task, all participants submitted their photographs for evaluation.



The event successfully combined creativity, practical learning, teamwork, and healthy competition, making it one of the most memorable experiences of the orientation program. It provided students with an opportunity to apply the photography techniques they had recently learned in a real-world setting while exploring their creativity and improving their observation skills. The competition also encouraged participants to think differently, appreciate the beauty of their surroundings, and express their ideas through meaningful photographs. At the same time, the seniors' excellent coordination and teamwork ensured that every activity was conducted smoothly, creating a positive and enjoyable atmosphere throughout the event.

Syllabus

First semester	Third semester
INTRODUCTION TO COMMUNICATION Unit I: Introduction to Communication 1. Communication: Concept, Definition, Elements and Process 2. Types of Communication 3. Barriers to Communication 4. 7 Cs of Communication	HISTORY OF JOURNALISM-PRINT, ELECTRONIC AND DIGITAL Unit I: Evolution of Print Journalism 1. Global Origins of Print Journalism: Invention of the printing press (Gutenberg, 1440) and early European newspapers (Relation, Gazette de France), Rise of pamphlets and political press in Europe and America (17th-18th century), The Penny Press (1830s, USA) and mass commercialization of newspapers.
SOCIO, ECONOMIC AND POLITICAL OVERVIEW Unit I: Introduction to Indian History & Culture 1. Socio-cultural Configuration of Contemporary India 2. Art, Culture & Politics: Contemporary Issues and Debates 3. Scientific Temper: Concept, Relevance and Practice 4. Indian Freedom Movement (1857-1947) Landmarks	RADIO PROGRAMMING AND PRODUCTION Unit I: Understanding the Medium of Radio 1. Radio as Medium of Mass Communication 2. Radio Broadcasting in India (pre and post-independence) 3. Different Types of Radio Stations and Transmissions: a) On the Basis of Reach: National, Regional, Local and Community b) On the Basis of Transmission Technology: AM, SW, FM, Web 4. Organizational Structure and Functionaries of a Radio Station: Govt. and Private
BASICS OF DESIGN AND GRAPHICS Unit I: Fundamental of Design and Graphics 1. Design and Graphics: Concept, Elements, Principles of Design 2. Typography: Physical Form, Letter Form, Aesthetics and Classifications 3. Colour: Physical Forms, Psychology, Colour Scheme and Production 4. Relevance of designing in media and entertainment industry	BASICS OF VIDEO CAMERA, LIGHTS AND SOUND Unit I: Introduction to Video Camera 1. Introduction to Video Camera, Parts and their Functions 2. Types of Video Camera, Equipment and Accessories 3 Broadcast Standards 4. Lenses & Filters: Types and Functions
PERSONALITY DEVELOPMENT Unit I : Personality Development and Understanding the Self 1. Meaning, Definition and Basics of Personality 2. Types of Personality 3. Models of Self Introspection: Johari Window, SWOT Analysis 4. Development of Positive Personal Attitude	RADIO JOCKEYING AND NEWS READING Unit I: Radio News and Structure of Radio Station 1. Basics of Radio News: Concept of News, News Values: Objectivity, Balance and Fairness 2. News Sources: News agencies, Reporters, Correspondents and Monitoring Services 3. Structure and Functioning of News Services Division and Newsroom 4. Structure and Functioning of FM Radio Stations (Govt. & Private)
WRITING SKILLS FOR MEDIA Unit I- Understanding Writing 1. Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective 2. ABCD of Media Writing: Grammar and Vocabulary 3. Writing for News and Non-news Mediums 4. Ethics in Media Writing	AUDIO AND VIDEO EDITING Unit I: Introduction to Video Editing 1. Video Editing: Concepts and Evolution 2. Types of Editing: Process & Techniques 3. Understanding Editing Language: Discontinuity and Continuity in Editing 4. Role of Video Editor
BASICS OF ENGLISH LANGUAGE Unit I: English Language 1. Introduction to English for Communication 2. Importance of English in media and journalism 3. English as a global and newsroom language 4. Language in Formal v/s informal communication	ENVIRONMENTAL STUDIES Unit I: Environment and Media 1. Environment: Definition, Scope and Importance 2. Environment Communication: Definition, Concept and Need for Public Awareness 3. Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources) 4. Role of Individual and Media in Conservation of Natural Resources
HUMAN VALUES AND PROFESSIONAL ETHICS Unit I: Human Values 1. Human Values: Morals, Values, Ethics, Virtues, Respect for others & Living peacefully 2. Idea of brotherhood: Caring, Sharing, Honesty & Courage 3. Value of time: Valuing time & Time management 4. Individual conduct at workplace: Self-confidence, Self-control, Self-interest & Empathy	

Activity Calender

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	01/09/2026	02/09/2026	03/09/2026	04/09/2026 Janmashtami	05/09/2026 Teacher's Day
07/09/2026	08/09/2026	09/09/2026	10/09/2026	11/09/2026 Radio Production Lab	12/09/2026 BRICS Summit
14/09/2026 Hindi Diwas	15/09/2026 Collage ke Tashanbaaz	16/09/2026	17/09/2026	18/09/2026	19/09/2026
21/09/2026	22/09/2026	23/09/2026	24/09/2026	25/09/2026	26/09/2026
28/09/2026	29/09/2026	30/09/2026			

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