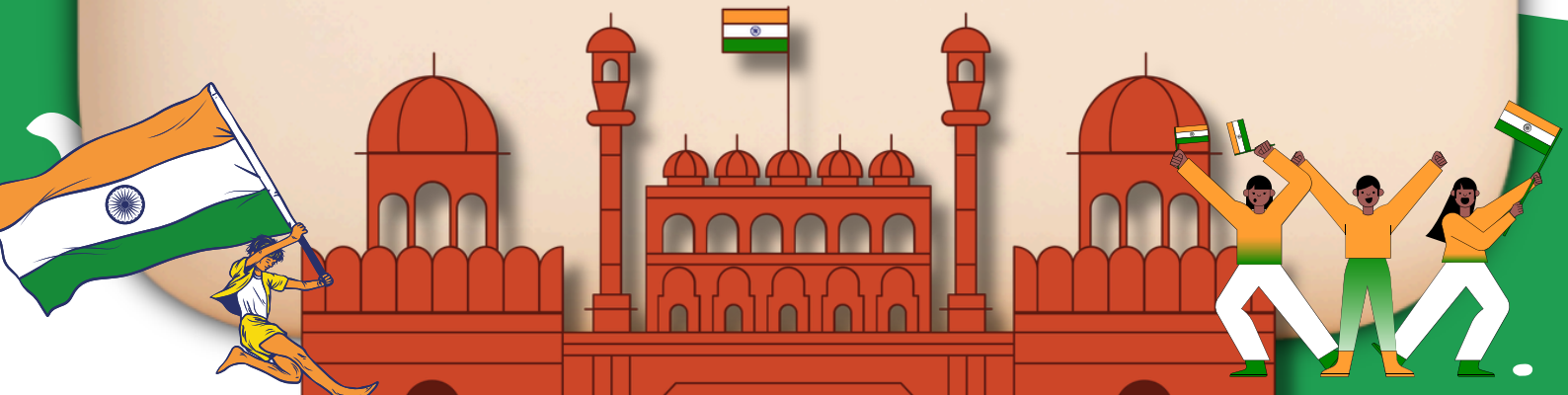
Lingaya`s Lalita Devi Institute of Management and Sciences

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Department of Journalism and Mass Communication

News Letter August 2026



Friendship Day : Celebrating the Bonds That Make Life Special



Friendship Day is celebrated every year to honour the special bond of friendship and the people who make our lives happier, stronger and more meaningful. In 2026, Friendship Day will be observed in India on August 2, the first Sunday of August. Friendship is one of the most important relationships in life. Unlike many relationships, friendships are built through mutual understanding, trust, respect and shared experiences. From childhood companions to friends made at college, work or through social connections, every friendship can leave a lasting impact. Friendship Day provides an opportunity to appreciate those who stand beside us during both good and difficult times. People celebrate the occasion by exchanging friendship bands, gifts, cards and heartfelt messages. Many also spend time together, organise gatherings or share memorable moments on social media. However, the significance of Friendship Day goes beyond celebrations and gifts. It reminds us to value genuine connections in an increasingly digital world. A true friend can offer emotional support, honest advice and encouragement when it is needed most. As people celebrate Friendship Day 2026, the occasion serves as a reminder that meaningful friendships are built through time, trust and understanding. It is a day to express gratitude for the people who make life brighter simply by being there.

Independence Day 2026: India Celebrates 80 Years of Freedom



India will celebrate its 80th Independence Day on August 15, 2026, marking eight decades since the country gained independence from British rule in 1947. The national occasion will be observed with patriotic celebrations, cultural programmes and ceremonies across the country. The main Independence Day ceremony will take place at the Red Fort in New Delhi, where the Prime Minister will hoist the national flag and address the nation. The event will highlight India's achievements, development priorities and vision for the future. Independence Day is not only a celebration of freedom but also an opportunity to remember the sacrifices of freedom fighters who contributed to India's struggle for independence. From Mahatma Gandhi and Jawaharlal Nehru to Bhagat Singh, Subhas Chandra Bose and countless others, their contributions remain an important part of the nation's history. As India completes 80 years of independence, the occasion carries special significance. It provides an opportunity to reflect on the country's progress in areas such as technology, education, infrastructure and economic development while focusing on the responsibilities of citizens. The celebrations will once again bring together people across communities, regions and generations under the national spirit of unity, pride and progress.

World Photography Day 2026: The Power of a Moment Captured Forever



World Photography Day is celebrated every year on August 19 to recognise the art, history and impact of photography. The day celebrates photographers around the world and highlights how photographs can preserve memories, tell stories and capture important moments in history. Photography has transformed significantly since its early beginnings. From traditional cameras and film photography to smartphones and advanced digital cameras, technology has made photography more accessible than ever. Today, millions of people use photography to express creativity, document their experiences and communicate ideas. World Photography Day also recognises the important role photographs play in journalism, culture and society. A single image can capture emotions, highlight social issues and provide a powerful visual record of events. Photographers often work behind the scenes to document moments that may otherwise be forgotten. The occasion also encourages people to explore photography as a creative form of expression. Whether it is a landscape, portrait, everyday moment or meaningful event, every photograph can tell a unique story through composition, light and perspective. As World Photography Day 2026 is observed, the celebration reminds us that photography is more than simply taking pictures. It is about seeing the world differently, preserving memories and telling stories through a single frame.

Women's Equality Day : Celebrating Equality, Rights and Progress



Women's Equality Day is observed every year on August 26 to recognise the progress made towards gender equality and to highlight the importance of women's rights and opportunities. The day serves as a reminder that equality is essential for building a fair and inclusive society. Women's Equality Day has historical significance, particularly in the United States, where it commemorates the certification of the 19th Amendment in 1920, which gave women the constitutional right to vote. Over the years, the occasion has evolved into a broader reminder of the need to address gender-based inequalities in education, employment, leadership and social life. In India, the day also provides an opportunity to reflect on women's contributions across different sectors, including politics, science, education, business, sports and the arts. Increasing access to education and employment has helped many women become financially independent and participate more actively in decision-making. However, challenges such as unequal opportunities, workplace discrimination and social barriers continue to affect women in many parts of the world. Women's Equality Day encourages individuals and institutions to support equal opportunities and create environments where women can achieve their full potential. As Women's Equality Day 2026 is observed, the message remains clear: equality is not simply about opportunity—it is about ensuring equal rights, dignity, respect and freedom for everyone.



Raksha Bandhan Festival of Love, Protection and Family Bonds



Raksha Bandhan is one of India's most cherished festivals, celebrating the special bond of love, care and protection between brothers and sisters. In 2026, Raksha Bandhan will be observed on August 28, bringing families together to celebrate this meaningful occasion.The festival is traditionally marked by sisters tying a sacred thread, known as a rakhi, around their brothers' wrists. In return, brothers give gifts and promise to support and protect their sisters. However, the meaning of Raksha Bandhan goes beyond this traditional ritual. It represents mutual love, respect, trust and the lifelong connection shared between siblings. On this day, families often come together to perform rituals, exchange sweets and gifts, and enjoy festive meals. Sisters and brothers also share heartfelt messages and photographs on social media to express their affection. Raksha Bandhan also reflects the importance of family values and emotional bonds in Indian culture. It provides an opportunity for siblings to put aside their everyday differences and create new memories together. As Raksha Bandhan 2026 approaches, the festival reminds us that the strongest bonds are built through understanding, support and unconditional care. It is a celebration not just of a tradition, but of the beautiful relationship that siblings share throughout their lives.

National Sports Day : From the Playing Field to the Podium, A Journey of Dreams



National Sports Day is celebrated in India every year on August 29 to honour the importance of sports and remember the remarkable contribution of legendary hockey player Major Dhyan Chand. His exceptional talent, discipline and dedication continue to inspire generations of Indian athletes. Sports are much more than competition and medals. They teach valuable lessons about teamwork, discipline, leadership, patience and determination. National Sports Day highlights the importance of encouraging children and young people to participate in sports and develop both physical and mental strength. India's sporting journey has witnessed remarkable achievements across cricket, hockey, badminton, wrestling, athletics, boxing, shooting and several other disciplines. Indian athletes competing at national and international levels have demonstrated that dedication and perseverance can turn dreams into achievements. The day also provides an opportunity to recognise the hard work of athletes, coaches and sporting communities who contribute to the growth of Indian sports. Schools, colleges and sports organisations often conduct competitions and activities to encourage young talent. As National Sports Day 2026 is celebrated, the occasion reminds us that every champion begins with a dream, but it is discipline, courage and relentless effort that turns that dream into victory. Sports do not just create champions—they create individuals who know how to face challenges and never give up.



From Classroom to Career: BJMC Students Gain Valuable Experience Through Two-Month Internship



A two-month internship became an important learning experience for BJMC students, giving them an opportunity to step beyond the classroom and understand the practical world of media and communication. The internship helped students connect their academic knowledge with real-world work while developing creativity, confidence, communication skills, and a deeper understanding of the media field.

Throughout the internship, students were introduced to different aspects of professional work. They learned how creative ideas are developed, planned, and transformed into meaningful content for audiences. The experience encouraged them to think differently and come up with fresh ideas rather than simply relying on textbook knowledge. This creative exposure helped students understand that the media industry requires both knowledge and the ability to think innovatively.

One of the most valuable parts of the internship was the opportunity to gain practical knowledge of the field. Students got an insight into how professionals work, how tasks are assigned and completed, and how deadlines and quality standards are maintained. They also learned the importance of teamwork, coordination, discipline, and responsibility in a professional environment.

The internship also helped students improve their communication skills. Interacting with colleagues and working on different assignments allowed them to become more confident in expressing their thoughts and ideas. They learned how to communicate effectively, take feedback positively, and make improvements in their work.

For BJMC students, practical exposure is especially important because the media industry is constantly changing. The internship helped students understand the difference between theoretical concepts taught in classrooms and their actual application in professional situations. It gave them a clearer picture of the expectations, challenges, and opportunities available in the media and communication sector.

The experience also encouraged students to discover their individual interests. While working on different tasks, they were able to understand which areas of media attracted them the most, whether it was content creation, journalism, digital media, communication, creativity, or other related fields. This helped them think more seriously about their future career goals.

Beyond professional skills, the internship taught students important life skills such as time management, adaptability, patience, teamwork, and problem-solving. They learned that professional growth comes through continuous learning, accepting mistakes, and improving with every experience.

The two-month internship was therefore much more than just a part of the academic curriculum. It was an opportunity for BJMC students to experience the professional environment, learn from practical situations, explore their creativity, and build confidence.

Overall, the internship proved to be an enriching and memorable journey.



Syllabus

First 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

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

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

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

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

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

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

Third semester

HISTORY OF JOURNALISM-PRINT, ELECTRONIC AND DIGITAL
Unit 1: 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.

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 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 Broadcas Standards
4. Lenses & Filters: Types and Functions

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)

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

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



Activity Calender

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31/08/2026 Sports Day Celebration					**01/08/2026**
03/08/2026	**04/08/2026**	**05/08/2026** Holiday Guru Nanak Dev 	**06/08/2026**	**07/08/2026**	**08/08/2026**
10/08/2026	**11/08/2026**	**12/08/2026**	**13/08/2026**	**14/08/2026**	**15/08/2026** Holiday Independence day 
17/08/2026 Bridge Classes	**18/08/2026** Bridge Classes	**19/08/2026** Bridge Classes World photography day	**20/08/2026**	**21/08/2026**	**22/08/2026**
24/08/2026 Orientation Day for the First Year Students	**25/08/2026**	**26/08/2026** Eid Milad-un-Nabi 	**27/08/2026**	**28/08/2026** Raksha Bandhan 	**29/08/2026**

Atul Soni
Student Coordinator

Sudiksha
Sub-Student Coordinator

Dr. Sheweta Gaur
NewsLetter Coordinator

Dr. Saleem Javed
HOD

Dr. Pranav Mishra
Director, LLDIMS

