



Lingaya's Lalita Devi Institute of Management and Sciences

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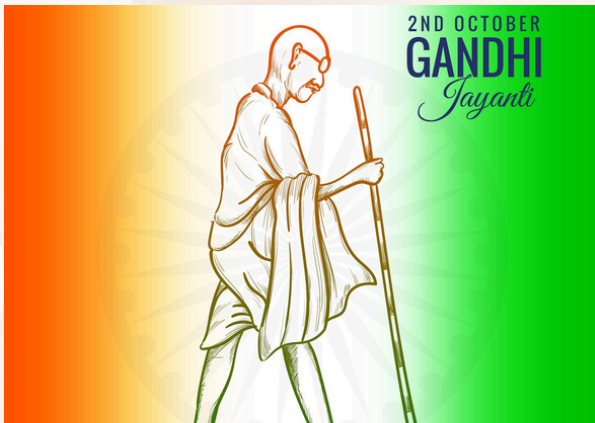
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ISO 9001:2015 Certified

Department of Journalism and Mass
Communication

News Letter October 2026



2ND OCTOBER: A DAY TO REFLECT



The 2nd of October holds a special place in India's calendar as the birth anniversary of Mahatma Gandhi, popularly remembered as Gandhi Jayanti. Every year, the occasion brings attention to the ideals that shaped Gandhi's life and his contribution to India's freedom movement. It is observed as a national holiday and is also recognized internationally as the International Day of Non-Violence.

Mahatma Gandhi's life was deeply connected with the principles of truth, non-violence and peaceful resistance. He believed that lasting change could be achieved without hatred or violence. His approach to social and political change inspired millions during India's struggle for independence and continues to be remembered around the world. His belief in Satyagraha, or the power of truth, became one of the most significant aspects of his philosophy. Through peaceful movements and acts of civil resistance, Gandhi encouraged people to stand against injustice.

On this day, people across the country pay tribute to Gandhi through prayer meetings, educational programmes, cleanliness campaigns and community activities. Schools and colleges often organize speeches, poster-making competitions, debates and cultural programmes to introduce younger generations to his ideas and their relevance in contemporary life.

AUTUMN: THE SEASON OF CHANGE

As October arrives, the world seems to slow down for a moment. The bright colours of summer gradually give way to warmer, softer shades, and the changing season brings with it a feeling of calm and renewal. Autumn, often called the season of change, reminds us that change can be beautiful too.

Autumn is a transition between the heat of summer and the coolness of winter. The days become slightly shorter, the evenings feel more pleasant, and nature begins its own transformation. Leaves change their colours and eventually fall, creating a beautiful reminder that letting go is also a part of growth. For many, autumn is also a season of new beginnings, bringing a chance to pause, reflect and welcome fresh experiences.

For students, autumn can feel like a fresh chapter. With a new academic year underway, October brings a chance to reset, try something new, and look back at how far we have come. It is a season that encourages us to slow down, appreciate small moments, and welcome change instead of being afraid of it.

The beauty of autumn is not only found in falling leaves. It can be found in quiet evenings, warm conversations, cloudy skies, festive celebrations, and the feeling of starting again. The season teaches us that every ending can make space for something new.



NAVRATRI: A CELEBRATION OF FAITH, STRENGTH AND JOY



As October brings the beauty of autumn, it also brings one of India's most vibrant and cherished festivals—Navratri. Celebrated over nine nights, Navratri is a festival of devotion, strength, and the victory of good over evil. It is a time when homes, temples, and communities come alive with prayers, music, colours, and celebrations.

Navratri is dedicated to Goddess Durga and her different forms, each representing qualities such as strength, courage, wisdom, and compassion. Devotees observe the festival in different ways across India, with fasting, prayers, devotional songs, and cultural gatherings forming an important part of the celebrations.

One of the most colourful aspects of Navratri is the traditional celebration through Garba and Dandiya Raas. People dress in vibrant traditional outfits and gather together to dance to rhythmic music. These celebrations create a wonderful sense of community and allow people to connect with their culture while enjoying the festive spirit.

Navratri also carries a deeper message. The festival reminds us of the importance of courage, faith, and standing against negativity. The story of Goddess Durga's victory over Mahishasura symbolises the triumph of good over evil and encourages us to face challenges with determination.

DURGA PUJA: A CELEBRATION OF CULTURE AND DEVOTION



As October fills the air with the colours and spirit of the festive season, Durga Puja stands as one of the most vibrant celebrations of India. Dedicated to Goddess Durga, the festival celebrates her victory over Mahishasura and symbolises the triumph of good over evil.

Durga Puja is especially celebrated with great enthusiasm in West Bengal, Assam, Odisha, Tripura, and several other parts of India. During the festival, beautifully decorated pandals become centres of celebration, bringing together people from different communities. The artistic idols, creative decorations, traditional music, and cultural performances make every celebration unique.

Beyond its religious significance, Durga Puja is also a celebration of art and creativity. Months of preparation go into designing pandals and creating the idols of Goddess Durga. Traditional craftsmanship comes together with modern ideas, turning the festival into a colourful expression of culture and imagination. The festival also creates a strong sense of community. Families and friends come together to visit pandals, enjoy traditional food, participate in cultural programmes, and celebrate the festive spirit. For many, it is a time to reconnect with loved ones and create memories together.

Durga Puja carries a message that goes beyond the celebrations. The victory of Goddess Durga represents the power of courage, goodness, and determination in overcoming negativity. It reminds us that strength can be found in unity and that hope continues even during difficult times.

DUSSEHRA: THE TRIUMPH OF GOOD OVER EVIL



As the festive season reaches its peak in October, Dussehra brings with it a powerful message of courage, righteousness, and hope. Also known as Vijayadashami, the festival marks the victory of good over evil and is celebrated with great enthusiasm across India.

Dussehra is traditionally associated with the victory of Lord Rama over Ravana, as described in the Ramayana. The story reminds us that truth and righteousness can overcome arrogance and wrongdoing. In many parts of India, large effigies of Ravana, along with those of Kumbhakarna and Meghnada, are burnt as a symbolic representation of the victory of good over evil.

The festival is celebrated in different ways across the country. In northern India, Ramlila performances bring scenes from the Ramayana to life through drama and music. In other regions, Vijayadashami is connected with different local traditions and celebrations, reflecting India's rich cultural diversity.

Beyond the colourful events and celebrations, Dussehra carries a message that remains meaningful even today. It encourages us to choose honesty over dishonesty, kindness over hatred, and courage over fear. It also reminds us that overcoming negativity begins with recognising and changing it within ourselves.

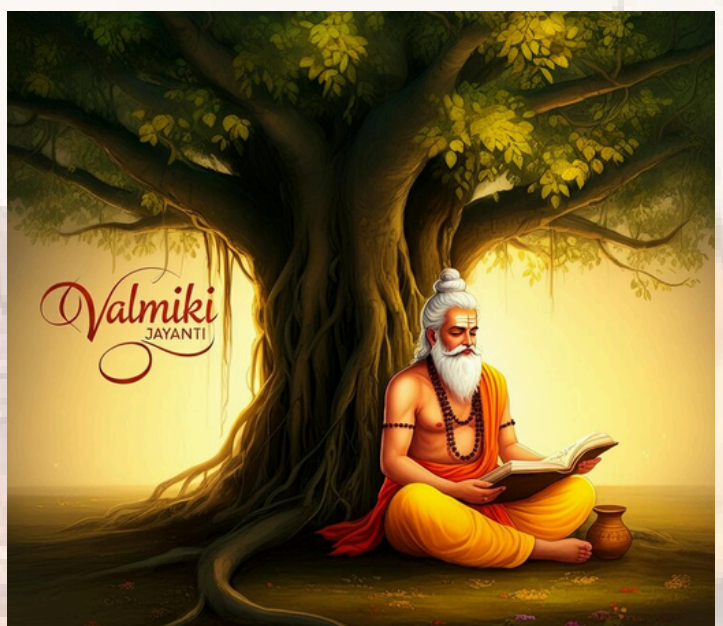
VALMIKI JAYANTI: CELEBRATING THE SAGE BEHIND THE RAMAYANA

Valmiki Jayanti is observed to commemorate the birth anniversary of Maharishi Valmiki, traditionally regarded as the author of the Ramayana. Celebrated during the autumn festive season, the occasion honours his contribution to Indian literature, culture, and spiritual thought.

Maharishi Valmiki holds a special place in Indian tradition for composing the Ramayana, one of the most influential epics of Indian literature. Through the story of Lord Rama, the epic explores values such as truth, duty, courage, compassion, and righteousness. Its teachings have continued to influence generations and remain an important part of India's cultural heritage.

Valmiki Jayanti is observed through prayers, religious gatherings, cultural programmes, and readings from the Ramayana. Temples and communities organise events to remember Maharishi Valmiki and highlight his contribution to literature and society.

The occasion also carries a message of transformation. The traditional story of Valmiki's life is often remembered as an example of how a person can change their path and dedicate themselves to knowledge and a meaningful purpose. This makes his story especially relevant to young people, reminding them that growth and learning are lifelong journeys.



Report

From Celebrations To Creativity : BAJMC Students Showcase Their Talent And Skills



Day-1 On the first day the month of September began with a joyful celebration of Janmashtami and Teachers' Day on 3rd September. The celebration provided students with an opportunity to come together and enjoy the festive spirit while also expressing their gratitude towards their teachers.

The students actively participated in the activities and celebrations, making the event lively and memorable. The occasion also encouraged interaction between the students, helping them build stronger bonds and work together as a team.

Day-2 On the second day, Another exciting activity that was organised during September was Tashanbaaz, which brought energy and enthusiasm among the students. Many students participated in dance, solo song self composed poem recitation etc .

Students from many departments actively took part in the activity and displayed their enthusiasm and confidence. Such activities help students develop important qualities such as teamwork, participation, communication, and the confidence to perform in front of others. experience enjoyable and memorable. Through activities like Tashanbaaz, students were able to learn while participating in a fun and energetic environment.

Day-3 On the third day, A special movie promotion event was also organised at Lingayas Lalita Devi Institute of Management and Sciences during September. Students were able to observe how celebrities, media, and promotional activities come together to create public interest around a movie. The presence of Anjali Arora and Dev Sharma added to the excitement of the event, and students actively participated in the programme. The occasion also provided students with an opportunity to experience the atmosphere of a media-related event from a closer perspective.

The students also engaged by asking questions and receiving worthful answer from the Actors about the Ramayan khata

Day-4 On 10th September, the second-year BAJMC students took part in a **Radio Bulletin activity** at Lingayas Lalita Devi Institute of Management and Sciences. The activity focused on giving students practical experience in radio news presentation and helped them understand how news is prepared and delivered for an audience.

Students worked on news bulletins and presented news items in a structured manner. The activity was particularly useful because radio requires presenters to communicate effectively through their voice. Students had to focus on their tone, pace, pronunciation, and expression while presenting their news. The Radio Bulletin also gave students an opportunity to apply concepts they had learned in their BAJMC classes in a practical setting. Instead of only studying news presentation theoretically, they experienced what it is like to prepare and deliver a bulletin themselves.

Creativity, Communication and Confidence: Learning Beyond the Classroom



Day-5 On 23rd September, the first-year BAJMC students participated in the Colours activity at LLDIMS

The activity encouraged students to explore their creativity and work with colours in different ways. It also provided a refreshing break from regular classroom learning and allowed students to express their ideas through a more visual and creative approach.

For students of mass communication, creativity plays an important role in areas such as design, advertising, photography, filmmaking, media production.

Day-6 On the sixth day Another important activity conducted for the first and second-year BAJMC students was Presentation Day in the presence of Sheweta Ma'am, which focused on enhancing students' confidence and communication skills. The activity provided students with an opportunity to present their ideas in front of their classmates and teachers. Public speaking and presentation skills are especially important for BAJMC students because communication forms an essential part of journalism, television, radio, public relations, advertising, and other areas of mass communication.

Presentation Day showed that learning does not always have to remain limited to textbooks and lectures. Practical activities give students the opportunity to apply their knowledge, discover their strengths, and improve areas where they may lack confidence.

Day-7 The 7th Nadi Utsav provided students with an informative and meaningful experience focused on the importance of rivers and the need to protect them from pollution. The event also included movies based on rivers and environmental issues.



The event helped students understand how rivers were cleaner and healthier in the past compared to the increasing pollution and environmental challenges they face today. One of the main attractions of the event was the models created by children, which presented different aspects of rivers and showed how their condition has changed over time. Through these creative models, students were able to understand the impact of human activities, waste, and pollution on river ecosystems. Another interesting part of Nadi Utsav was the display of different photographs and images. The pictures carried different meanings and messages related to rivers, nature, people, and the environment.

Syllabus

First Semester	Third Semester
INTRODUCTION TO COMMUNICATION Unit II: Introduction to Mass Communication 1. Mass Communication: Concept, Definition, Elements and Process 2. Characteristics and Functions of Mass Communication 3. Means of Mass Communication: Folk and Traditional Media, New Media 4. Mass Media Activism	HISTORY OF JOURNALISM-PRINT, ELECTRONIC AND DIGITAL Unit 3: Digital Journalism, Independent Voices and On-Demand News Culture 1. Rise of Digital Journalism: Transition from News Websites to Apps based platforms 2. Convergence Journalism: Blending print, TV, and digital media. 3. On-Demand News Consumption and Formats: Mobile apps, YouTube journalism, podcasts 4. Digital Journalism and Citizen Participation: Citizen journalism, user-generated news content
SOCIO, ECONOMIC AND POLITICAL OVERVIEW Unit II: Political Overview of India 1. Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles 2. Federalism: Centre and State Relations 3. Presidential System and Parliamentary Democracy 4. General Elections and Electoral Reforms, National and State Political Parties in India	RADIO PROGRAMMING AND PRODUCTION Unit III: Radio Production and Transmission Process 1. Elements of Radio Programme 2. Radio Production Process 3. Equipment used in Radio Production: Types of Microphones, Headphones and Talk Backs, Audio Mixers and Transmitters 4. Recording, Broadcasting and Troubleshooting a) Indoor: Studio, Acoustics and Perspective b) Outdoor: Ambience and Noise
BASICS OF DESIGN AND GRAPHICS Unit II: Basics of Layouts 1. Principles of Layout Design, Types of Layout, Colours in Layout, Copy and Type 2. Publication Design: Newspaper, Tabloid, Magazine, Book and Print Ad - Package Design: Packaging for products, Sustainable Packaging 3. Layout Design for Digital media, Design for Web Banner.	BASICS OF VIDEO CAMERA, LIGHTS AND SOUND Unit III: Lighting 1. Light and its Properties 2. Different types of Lights 3. Other tools used in Lighting: Diffusers, Reflectors, Cutters and Gels 4. Basic Lighting Techniques
PERSONALITY DEVELOPMENT Unit II: Communicative Persona & Communication 1. Communicative Persona: Semantics, Syntax, Phonetics, Paralinguistics and Body Language 2. Interpersonal and Intercultural Communication 3. Professional Communication: Resume Writing Skills, Offline and Online Writing Etiquettes 4. Personality and Professional Skill Development for Media Entrepreneurs WRITING SKILLS FOR MEDIA Unit II: Understanding the Writing Process 1. Process Writing: Brainstorming for Ideas, Idea Organization and Audience Analysis 2. Writing Mechanism: Opening, Developing and Winding up the Argument/ Narrative 3. Editing and Formatting: APA Style Sheet Basics 4. Abstract, Summary, Paragraph, Essay and Column Writing	ENVIRONMENTAL STUDIES Unit III: Environmental Disaster and Media 1. Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine Noise, Thermal Pollution and Nuclear hazards 2. Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment 3. Disaster Management: Concept, Need and Importance; Role of NDMA 4. Media Intervention in Disaster Management
BASICS OF ENGLISH LANGUAGE Unit-II: Fundamentals of English Grammar 1. Parts of speech and sentence structure 2. Subject-verb agreement 3. Tenses & Articles in common/news writing 4. Common grammatical errors and corrections	OCKEYING AND NEWS READING Unit III: Voice Personality and Presentation Techniques 1. Voice Qualifiers Speech Personality 2. Radio Jockey: Techniques and Style 3. News Reader: Presentation Techniques 4. Guidelines, Code & Ethics for Presentation AUDIO AND VIDEO EDITING Unit III: Sound Design and Mixing 1. Audio Fundamentals & Elements 2. Use of Sound in Storytelling 3. Sound Design: Concepts and Importance 4. Audio Effects
HUMAN VALUES AND PROFESSIONAL ETHICS Unit II: Professional Ethics 1. Professional ethics: Meaning & Definition, Models of professional roles & Code of conduct 2. Morality: Moral issues, Moral dilemma, Moral autonomy & Moral development (theories) 3. Service learning, Theories about right action (Ethical theories) 4. Building consensus: Cooperation, Resolution of Conflict & Collective Approach	

Activity Calender

Monday	Tuesday	wednesday	Thursday	Friday	Sataurday
			1/10/2026	2/10/2026 Holiday Gandhi Jayanti	3/10/2026
4/10/2026	5/10/2026 STR Presentation	6/10/2026 STR Presentation	7/10/2026 STR Presentation	8/10/2026 STR Presentation	9/10/2026 Fresher's Party
10/10/2026	11/10/2026 Navratra	12/10/2026	13/10/2026	14/10/2026	15/10/2026
16/10/2026	17/10/2026	18/10/2026	19/10/2026	20/10/2026 Holiday Dusserha	21/10/2026
22/10/2026	23/10/2026 Screening of Film on Environment	24/10/2026	25/10/2026	26/10/2026	27/10/2026
28/10/2026	29/10/2026	30/10/2026 Zest D-1	31/10/2026 Zest D-2		

Anushka

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