

Campus Connect

POWER-PACKED MEDIA LEARNING AT LOVELY PROFESSIONAL UNIVERSITY, PHAGWARA



The Mass Media students of BCM School embarked on an enriching educational visit to Lovely Professional University, Phagwara, where they experienced a dynamic blend of theory and hands-on learning in the ever-evolving media landscape.

Studio Newsroom Experience

Students stepped into a real-time newsroom environment, gaining firsthand exposure to how news is researched, scripted, and presented. The live studio setup provided them with a clear understanding of professional newsroom functioning.



Broadcast Production

The visit offered deep insights into broadcast production, including camera handling, sound coordination, lighting, and the role of the Production Control Room (PCR). Students observed how multiple elements come together seamlessly for live and recorded broadcasts.

Podcast Production

Students explored the growing field of podcasting, understanding voice modulation, scripting, recording techniques, and audio editing—key skills in today's digital media space.



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Multimedia and Animation Department

A visit to the multimedia and animation labs introduced students to the world of digital content creation, graphic design, and animation. They discovered how creativity and technology merge to produce engaging visual narratives.

The workshop was facilitated by Mr. Rahul and Mr. Chetan from the School of Journalism and Mass Communication LPU, who introduced students to the nuances of news writing for print media as well as the technical aspects of broadcast production. The sessions effectively bridged the gap between classroom learning and industry practices.

Innovation Studio

At the Innovation Studio, students witnessed cutting-edge advancements in automation, robotics, and emerging technologies. The exposure highlighted how innovation is shaping the future of media and allied industries.



Appreciating the initiative, Principal D.P. Guleria stated, "In today's rapidly evolving media landscape, such experiential learning initiatives are essential to equip students with practical skills and real-world understanding."

The visit proved to be highly enriching, offering students valuable industry exposure and inspiring them to explore diverse career opportunities in the field of media and communication.

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**HEENA PATEL ELEVATED TO SECOND OFFICER RANK;
STRENGTHENS LEADERSHIP IN NCC AT BCM**



In a proud and momentous achievement, Heena Patel, Associate NCC Officer, has been conferred the prestigious rank of Second Officer by Lt. Col. Faizan of the 19 Punjab Battalion NCC, Ludhiana, during an official interaction with the battalion.

This significant elevation marks a new chapter in her journey of dedication and service towards the National Cadet Corps. With the conferment of this rank, Officer Heena Patel is now entrusted with greater responsibilities in mentoring and training NCC cadets. Her role will further strengthen the values of discipline, leadership, teamwork, and patriotism among students, aligning with the core ethos of the NCC.

Her achievement reflects her unwavering commitment, hard work, and passion for nurturing young minds into responsible and confident citizens. The recognition also stands as an inspiration for cadets to strive for excellence and leadership in all spheres of life.

The institution extends its heartfelt congratulations to Officer Heena Patel on this well-deserved accomplishment and wishes her continued success in shaping future leaders through the NCC platform.

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