



CENTRE FOR JOURNALISM AND MASS COMMUNICATION
VIDYA-BHAVANA, VISVA-BHARATI

CJMC: Strengthening Global Collaborations and Nurturing Campus Journalism for 25 Years

The **Centre for Journalism and Mass Communication (CJMC)** at Visva-Bharati has consistently upheld a tradition of academic excellence and innovation, blending global partnerships with a strong focus on hands-on, community-driven journalism education.

Strategic Academic Collaborations

CJMC has forged meaningful international and industry collaborations that have enriched both teaching and research practices:

- **Institute for International Journalism (IJJ), Ohio University, USA** – A long-standing academic partner supporting CJMC’s international conferences, research reviews, capacity-building initiatives, and faculty–student interaction programmes.
- **India–Japan Laboratory, Keio University, Japan** – A key collaborator in CJMC’s international conferences, with ongoing initiatives for joint teaching and research collaborations to promote cross-cultural knowledge exchange.
- **Google News Initiative (GNI)** – Engaged with CJMC to advance digital innovation in media literacy and to support emerging newsroom technologies, particularly benefitting rural and community-based journalism efforts.

These collaborations have brought global perspectives to CJMC classrooms, enhanced skills-based learning and strengthened industry–academia linkages, fulfilling CJMC’s vision of inclusive and future-ready media education.

25 Years of the ‘Visva-Bharati Chronicle’

Since its inception in December 2000, CJMC has been publishing the **student-run laboratory newspaper – Visva-Bharati Chronicle (VBC)**. For the last 25 years, VBC has served as a dynamic training platform for aspiring journalists, fostering core professional competencies such as:

- **News writing, reporting and editing**
- **Layout design and photojournalism**
- **Advertisement management and event-based publication**

The annual ‘Anandabazar’ Special Issue provides students with the invaluable experience of operating a live newsroom, covering the entire process from content creation to managing advertisement revenue and stall sales.

In 2025, the ‘Visva-Bharati Chronicle’ celebrates its Silver Jubilee, a testament to CJMC’s commitment to practical, skill-based learning and community-centric campus journalism.