



Centre for Journalism & Mass Communication
Vidya-Bhavana
Visva-Bharati
Santiniketan

Best Practices
(Five Core Strengths)

1. Experiential and Practice-Oriented Learning:

Blending theory with applied training, students gain exposure to digital journalism, audio-visual journalism, political communication and film appreciation through multimedia projects, newsroom simulations and field-based assignments.

2. Integration of Development Communication

Learners engage in community-driven campaigns addressing sustainability, rural empowerment, health awareness and social inclusion, developing participatory skills essential for meaningful social engagement.

3. Personality Development Training

Embedded early in the curriculum, structured workshops, simulations and reflective exercises strengthen leadership, adaptability, public speaking, negotiation and collaboration skills, preparing learners to perform confidently in global and multicultural contexts.

4. AI Learning and Digital Orientation

AI-related concepts are integrated across modules, including digital journalism, mobile reporting, content analytics and campaign strategies, introduced through lectures, workshops and discussions to encourage responsible and ethical use of technology.

5. Design Thinking and Multimedia Storytelling

CJMC promotes visual literacy and cross-platform storytelling, integrating IKS-inspired aesthetics with evolving trends in communication design, branding and multimedia narratives, while linking these practices to film appreciation and creative audience engagement.