



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

**Uniqueness**  
**(Five Distinctive Features)**

**1. Tagorean Philosophy in Practice**

CJMC reflects Rabindranath Tagore's ideals, fostering creativity, intercultural understanding and global media awareness, enriched by components of international journalism and cross-cultural storytelling.

**2. Blending Heritage with Innovation**

The Centre integrates IKS-based aesthetics with contemporary practices in digital journalism, political communication, audio-visual narratives and communication design, preparing students for diverse media environments.

**3. Development-Driven and Socially Responsible Learning**

A distinctive focus on development communication equips learners to design impactful campaigns, documentaries and outreach projects addressing grassroots realities and promoting inclusive growth.

**4. Personality Development at the Core**

By placing personality development training at the heart of its pedagogy, CJMC prepares communicators with the confidence, adaptability and ethical sensibility required for roles in digital and international journalism, political reporting and audio-visual storytelling.

**5. Future-Ready Digital and AI Orientation**

While rooted in classical media studies, CJMC introduces learners to AI-enabled tools, digital journalism trends, mobile storytelling techniques and film appreciation, combining theory and workshops to develop critical, informed and creative media professionals.