

**St Joseph's University, Bengaluru**  
**School of Communication and Media Studies**  
**St Joseph's University Entrance Test (SJUET) – 2026-27**  
**BA Visual Communication**

*This is some basic material for your reading and viewing. Please read/ view it critically; spend time and energy to reflect on it. Know what you consume! This will form the basic material for your examination.*

*In addition, there will be questions from current affairs, general knowledge of the world around, and more specifically from the general domain of communication and mass media.*

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**Part A**

**Reading material- Links**

[Why are social media users blocking celebrities over Israel's Gaza war? | Israel-Palestine conflict News | Al Jazeera](https://www.aljazeera.com/news/2024/10/10/why-are-social-media-users-blocking-celebrities-over-israels-gaza-war)

A.I. Is on the Rise, and So Is the Environmental Impact of the Data Centers That Drive It

<https://www.smithsonianmag.com/science-nature/with-ai-on-the-rise-what-will-be-the-environmental-impacts-of-data-centers-180987379/>

Federal Bank Unveils The Fortuna Wave – Brand Identity

Refresh <https://www.federal.bank.in/federal-bank-unveils-the-fortuna-wave>

Indian Idol contestant Amritha Rajan reveals A. R. Rahman's line that changed her life: "He said make music for yourself" | - The Times of

India <https://timesofindia.indiatimes.com/tv/news/hindi/indian-idol-contestant-amritha-rajan-reveals-a-r-rahmans-line-that-changed-her-life-he-said-make-music-for-yourself/articleshow/125050010.cms>

The week around the world in 20 pictures

[The week around the world in 20 pictures | Photography | The Guardian](https://www.theguardian.com/photography/2024/sep/13/the-week-around-the-world-in-20-pictures)

'Toxic' trailer and male gaze- [Half a century of the 'male gaze': why Laura Mulvey's pioneering theory still resonates today](https://www.theguardian.com/photography/2024/sep/13/half-a-century-of-the-male-gaze-why-laura-mulvey-s-pioneering-theory-still-resonates-today)

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**Videos- Links**

Colour Psychology-

[https://youtu.be/lINVnA3rVIE?si=zRRP26WiSakwLF\\_T](https://youtu.be/lINVnA3rVIE?si=zRRP26WiSakwLF_T)

McCurry and Photoshop

<https://youtu.be/jmp6hLZqlJE?si=EGVhoidDvlq0TfrB>

Venezuela politics

[https://youtu.be/90\\_3A98nQ88?si=4OfKK5CVzfsFR1Pr](https://youtu.be/90_3A98nQ88?si=4OfKK5CVzfsFR1Pr)

Actor Vijay's last film and the controversy

[https://youtu.be/n6QauQ9LaTs?si=Kw7jLMh-\\_Vbgk93s](https://youtu.be/n6QauQ9LaTs?si=Kw7jLMh-_Vbgk93s)

**Part B. Current affairs and Program aptitude questions:**

Current affairs and knowledge related to the program will be tested on the day of the exam on-the-spot. You need to keep up with the current affairs on your own.

**Part C. Language, Grammar, and logical reasoning:**

Language, grammar, and logical reasoning questions will be asked on the day of the exam on-the-spot. Brush up your language, grammar and reasoning skills!