

St Joseph's University, Bengaluru
School of Communication and Media Studies
St Joseph's University Entrance Test (SJUET) – 2025-26
B.A. 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.

Part A.

Watch the following videos:

1. Impressionism in 8 Minutes: How It Changed The Course of Art
Link: https://www.youtube.com/watch?v=3jhHX_tpy70
2. How one typeface took over movie posters
Link: <https://www.youtube.com/watch?v=yI4shGV1EsM>
3. 2024's word brain rot: Can doomscrolling really rot your brain
Link: <https://www.youtube.com/watch?v=zVPjtbngv6o>
4. Hanumankind - Run It Up (Prod. By Kalmi) | (Official Music Video)
Link: <https://www.youtube.com/watch?v=MbJ72KO5khs>

Read the following articles:

1. Coca-Cola causes controversy with AI-made ad
Link: <https://www.nbcnews.com/tech/innovation/coca-cola-causes-controversy-ai-made-ad-rcna180665>
2. Duolingo's owl mascot is alive after all. What did it gain from faking his death?
Link: <https://www.npr.org/2025/02/26/nx-s1-5309785/duolingo-owl-mascot-lives>
3. 'Mrs.' Movie Review: Sanya Malhotra Carries This Rage Against The Patriarchy
Link: <https://www.hollywoodreporterindia.com/reviews/streaming/mrs-movie-review-a-softer-prettier-rage-against-patriarchy>
4. The photographs that defined 2024 – and the stories behind them
Link: <https://www.theguardian.com/lifeandstyle/2024/dec/26/the-photographs-that-defined-2024-and-the-stories-behind-them>

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!