

St Joseph's University, Bengaluru
School of Communication & Media Studies
BVOC DIGITAL MEDIA AND ANIMATION
Entrance Test (SJUET) – 2026-27

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

Reading Material -

1. AI and gaming: The next frontier of immersive experiences in mobile gaming

<https://cio.economictimes.indiatimes.com/news/artificial-intelligence/ai-and-gaming-the-next-frontier-of-immersive-experiences-in-mobile-gaming/123041726>

2. MEDIA ETHICS AND SELF REGULATION

<https://egyankosh.ac.in/bitstream/123456789/57219/1/Unit3.pdf>

3. Contemporary Indian Art

<https://mapacademy.io/article/contemporary-indian-art/>

4. AI art: The end of creativity or the start of a new movement?

<https://www.bbc.com/future/article/20241018-ai-art-the-end-of-creativity-or-a-new-movement>

5. What is Stop Motion Animation & How to Try it at Home

<https://www.studiobinder.com/blog/what-is-stop-motion-animation/>

Videos

1. https://youtu.be/52gD_Y8bJms
2. <https://youtu.be/E3Yo7PULIPs>

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!