

**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.*

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### **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](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!