

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 entrance exam.

In addition, there will be questions on logic, basic statistics, English language and grammar, current affairs, general knowledge of the world around you, and more specifically, from the general domain of communication and mass media.

I. Watch the following videos:

1. What Is The Treachery of Images?
Link: <https://www.youtube.com/watch?v=atHQpANmHCE>
2. Everything You Need to Know About Nike's Famous Swoosh Logo
Link: <https://www.youtube.com/watch?v=bIVzq7ltBew>
3. How did pink become a girly color?
Link: <https://www.youtube.com/watch?v=KaGSYGhUkvM>
4. GO FISHBOY (Animated short film)
Link: <https://www.youtube.com/watch?v=ADw9aftkHT8>

II. Read the following articles:

1. Jaguar's massive rebrand explained: what's all the fuss about?
Link: <https://www.topgear.com/car-news/electric/jaguars-massive-rebrand-explained-whats-all-fuss-about>
2. 'Brain rot' named Oxford Word of the Year 2024
Link: <https://corp.oup.com/news/brain-rot-named-oxford-word-of-the-year-2024/>
3. Why Cannes Winner 'All We Imagine as Light' Was Snubbed by India's Oscar Committee in Favor of 'Laapataa Ladies'
Link: <https://variety.com/2024/film/news/all-we-imagine-as-light-laapataa-ladies-india-oscar-submission-1236153057/>
4. TIME's Top 100 Photos of 2024
Link: <https://time.com/7176286/top-100-photos-2024/>

Part B. Current Affairs and Program Aptitude Questions:

Current affairs and knowledge related to the program will be tested on day of exam on-the-spot.

Part C. Language, Grammar, and logical reasoning:

Language, grammar, and logical reasoning questions will be asked on the day of exam on-the-spot.