

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

*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.*

**Part A:**

**I. Watch the following videos:**

1. How Filmmakers Create Depth — Symbolism Explained  
Link: <https://www.youtube.com/watch?v=bFnaOhzgfDU>
2. Why movies tilt the camera like this  
Link: <https://www.youtube.com/watch?v=SHYfsYQDr6M>
3. How A24 took over Hollywood  
Link: <https://www.youtube.com/watch?v=7tuRJIkDcXg>
4. GO FISHBOY (Animated short film)  
Link: <https://www.youtube.com/watch?v=ADw9aftkHT8>
5. Juice (Short Film)  
Link: <https://www.youtube.com/watch?v=R-Sk7fQGijE&t=786s>

**II. Read the following articles:**

1. The 30 year gap: why did it take so long for an Indian film to play in Cannes competition?  
Link: <https://www.bfi.org.uk/features/30-year-gap-why-did-it-take-so-long-indian-film-play-cannes-competition>
2. Cinematic Renaissance: South Indian Triumph and Bollywood Resurgence  
Link: <https://dhananjaymittal.medium.com/cinematic-renaissance-south-indian-triumph-and-bollywood-resurgence-0ac3a71a2bd7>
3. Influencer marketing in India: the secret sauce behind e-commerce success  
Link: <https://www.medianews4u.com/influencer-marketing-in-india-the-secret-sauce-behind-e-commerce-success/>

**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.