

St Joseph's University, Bengaluru
School of Communication & Media Studies

M.A. (Journalism & Mass Communication)

Study Material for the Entrance Test (SJUET) – May 2025

This is the 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: Creativity and Critical Thinking

I. Reading material:

1. North vs South, *Reuters*

Link: <https://www.reuters.com/graphics/INDIA-POLITICS/STATES/zjvqawdolvx/>

2. The lives lost in Gaza, *Reuters*

Link: <https://www.reuters.com/graphics/ISRAEL-PALESTINIANS/FATALITIES/byvrxlqeque/>

3. How Adivasis are fighting to protect their sacred groves from destruction, *Scroll.in*

Link: https://www.instagram.com/p/DIQdkVdNQ53/?hl=en&img_index=1

4. Your indifference to Surveillance Capitalism matters, *The Strand*

Link: <https://thestrand.ca/your-indifference-to-surveillance-capitalism-matters/>

5. India ranks 159 among 180 countries in World Press Freedom Index, *New Indian Express*

Link: <https://www.newindianexpress.com/amp/story/world/2024/May/03/india-ranks-159-among-180-countries-in-world-press-freedom-index>

6. India Falls Further in Liberal Democracy Index, at 100 of 179 Countries: V-Dem, *The Wire*

Link: <https://thewire.in/politics/v-dem-india-2025-fall-liberal-democracy-index>

II. Viewing material:

1. Trump's Reciprocal Tariffs: India Faces 26% as US President Triggers Global Trade War

Link: <https://www.youtube.com/watch?v=NHCqruG2DPk>

2. Will AI Images Change Our Memories?

Link: https://www.youtube.com/watch?v=RP_-8gzd5NY

3. Stuart Hall - Race, Gender, Class in the Media

Link: https://www.youtube.com/watch?v=FWP_N_FoW-I

4. Rugged masculinity & the strongman

Link: https://www.youtube.com/shorts/dBe_5RGFSq0

5. Rapido ad

Link: https://www.instagram.com/reel/DIjN_ZSyTPx/?igsh=dGE5NjhIdTIOM2R3

Part B. Current Affairs and Program Aptitude Questions:

Current affairs and knowledge relating to the course (program) will be tested on day of the test on-the-spot.

Part C. Language, Grammar, and logical reasoning:

Language, grammar, and logical reasoning questions will be part of the entrance test. Hence, please be prepared for the unexpected.