St Joseph's University, Bengaluru
School of Communication and Media Studies
SJUET – December 2026
B.A. Visual Communication

This is some basic material for your reading and viewing. Please read/ view it critically; spend time and energy studying and reflecting 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: Creativity and Critical Thinking

Reading material:

1. **Photography tips for beginners: how to take better photos**
https://www.adobe.com/in/creativecloud/roc/blog/photography/photography-tips-beginners.html?utm_source=chatgpt.com

2. **Your ultimate guide to understanding typography**
https://www.canva.com/learn/typography-guide/?utm_source=chatgpt.com

3. **Reporter's Guide to Detecting AI-Generated Content**
https://gijn.org/resource/guide-detecting-ai-generated-content/

4. **Why India's cinema must choose healing over hating**
https://frontline.thehindu.com/arts-and-culture/cinema/indian-cinema-division-debate/article70795893.ece

5. **The cockroaches' reckoning: How Gen Z protests exposed India's 'lapdog media' and ushered in a new wave of reporters**
https://reutersinstitute.politics.ox.ac.uk/news/cockroaches-reckoning-how-gen-z-protests-exposed-indias-lapdog-media-and-ushered-new-wave

Video links:

1. **What is Visual Communication?**
https://www.youtube.com/watch?v=F0p_9nQsl_o

2. **What Is Design Thinking?**
https://www.youtube.com/watch?v=gHGN6hs2gZY

3. **Influence & Persuasion: Crash Course Media Literacy**
https://www.youtube.com/watch?v=VXhLmkrN0-I

4. **The danger of a single story**

   https://www.ted.com/talks/chimamanda_ngozi_adichie_the_danger_of_a_single_story

5. **Is Gen Z trapped by AI?**

   https://www.youtube.com/watch?v=yrgzszEY4wI

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.