St Joseph's University, Bengaluru

School of Communication & Media Studies

SJUET – December 2026

M.A. Journalism and Mass 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 materials:

1. **Overview and key findings of the 2026 Digital News Report — Reuters Institute**
   https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2026/dnr-executive-summary
2. **Shaping a new generation: Integrating Media and Information Literacy into India's education system — UNESCO**
   https://www.unesco.org/en/articles/shaping-new-generation-integrating-media-and-information-literacy-indias-education-system
3. **EC Tells Supreme Court All 3 SIR Orders Were Unanimous, Denies Unilateral Decisions By CEC Gyanesh Kumar — Republic World**
   https://www.republicworld.com/india/ec-tells-supreme-court-all-3-sir-orders-were-unanimous-denies-unilateral-decisions-by-cec-gyanesh-kumar-2026-10-26-139718
4. **ERONET, ECINet: Election Commission systems at centre of voter roll row — The Tribune (PTI)**
   https://www.tribuneindia.com/news/india/eronet-ecinet-election-commission-systems-at-centre-of-voter-roll-row
5. **States must assess resource needs before approving data centres: NITI Aayog — Business Standard**
   https://www.business-standard.com/economy/news/states-must-assess-resource-needs-before-approving-data-centres-niti-aayog-126101500447_1.html

PART 2: VIEWING MATERIALS

1. **The AI bubble is about to pop... — The Infographics Show**
   https://www.youtube.com/watch?v=MgngwkPAuqQ
2. **Start a Business With No Money | Eric Ries' Guide for First-Time Founders — Think School**
   https://www.youtube.com/watch?v=eErcrQQHzg4

3. **America's Biggest Banking Crisis | How One Man Turned Disaster Into a Billion-Dollar Opportunity? — Think School**
   https://www.youtube.com/watch?v=wTsNjvuTi4U
4. **How China's Crash Could Hit Your Wallet, Explained | Vantage — Firstpost**
   https://www.youtube.com/watch?v=lruOUnwmoIU

Part B. Current Affairs and Program Aptitude Questions:

Current affairs and knowledge relating to the course (program) will be tested on the 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.