



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
BA (Journalism and Mass Communication)
Semester III (2022-2025)

Vocational Course
VUJMC101
Decoding Visual Narratives

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
VUJMC 101	VC	Decoding Visual Narratives	0	0	0	60	40	0	2	4	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

The student will be able to:

COE 1- Foster a deeper appreciation and understanding of film as an art form

COE 2 – Cultivate the ability to critically assess and compare various film genres, styles, and cultural representations.

COE 3 – Understand film history, genres, and cultural contexts.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

CO1 – The student will be able to demonstrate the ability to critically analyze and evaluate various aspects of films.

CO2 – The student will effectively communicate their film analyses and opinions through well-structured and engaging written and verbal reviews.

CO3 – The course will equip students with a comprehensive understanding of film history, genres, and cultural contexts.



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Course contents:

Unit 1

- Types of films
- Film genres

Unit 2

- Understanding film costume
- Understanding film set designing

Unit 3

- Understanding film sounds
- Understanding film camera

Unit 4

- Understanding the work of Imtiaz Ali
- Understanding the work of Sanjay Leela Bhansali
- Understanding the work of Rajkumar Hirani
- Understanding the work of Ayan Mukerji
- Understanding the work of Gauri Shinde

Unit 5

- Review of movies on the basis of above elements

Suggested Readings:

1. Bazin, A. (2008). *What is Cinema Vol. 1* Los Angeles and London : University of Claifornia Press.
2. Kavoori, A. P. (2008). *Global Bollywood* . New York: New York University Press.
3. Prasad, M. (1998). *Ideology of Hindi Film*. New Delhi: Oxford University.
4. Esienstein, S. (1977). *Film Form:Essay in Film Theory* . New York: A Harvest/ Harcourt Brace Jovanoich Publication.