Syllabus
B.A. (MULTIMEDIA AND MASS COMMUNICATION)
(Sem.- III)

Title of Paper: FILM COMMUNICATION - I

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	Film Communication is an important subject for media students as it helps them understand the power of visual storytelling in influencing audiences. It is highly relevant in today's media landscape, offering practical knowledge for analysing and creating film content. The subject connects well with areas like journalism, advertising, and digital media, strengthening both creative and critical skills. It also prepares students for careers in filmmaking, content creation, editing, and roles across film, television, and digital platforms.
2	**Vertical:**	MAJOR
3	**Type :**	PRACTICAL
4	**Credit**:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: 1. To introduce learner to cinema as a visual language and tool of communication. 2. To help learner appreciate the artistic, cultural, and technological evolution of cinema. 3. To help learner understand the efforts that go in a film production that one enjoys in few hours. 4. To help learner prepare a base in film making for further studies if he wishes to continue. 5. To get familiar with appreciating the audio-visual as an Art form. 6. To develop a vision towards Cinema beyond just entertainment. 7. To develop a sense of Analysing the audio-visual to pursue a career in Cine-critic.	
8	**Course Outcomes**: 1. Learners will be able to demonstrate an understanding of film as a medium of visual communication and its evolution across genres, styles, and cultures. 2. Learners will be able to analyze the components of film language—such as shot composition, editing, sound, and lighting—to interpret meaning and emotion. 3. Learners will be able to critically evaluate films using established theories and frameworks from media, communication, and cultural studies. 4. Learners will be able to apply cinematic techniques and storytelling methods in the conceptualization and production of short films or media content. 5. Learners will be able to explore the role of film in shaping public opinion, culture, and identity, and its impact on contemporary media and communication practices.	

9	**Module 1: Film as Mode of Communication (15 Lectures)**

	1. Understanding Film Language:
	  • Signs, Codes & Conventions
	2. Visual Storytelling:
	  • Lighting Technique & Use of Light
	  • Sound & Sound Effects
	  • Mise-en-scène – Staging to Framing
	3. Role of Cinematography & Editing in Meaning-Making

	Module 2: History & Evolution of Cinema (15 Lectures)

	1. Overview of Silent Era
	2. Golden age of Hollywood
	3. Italian Neorealism
	4. French New wave
	5. Indian Cinema – Introduction
	  • Dadasaheb Phalke
	  • Studio Era
	  • Parallel Cinema
	6. Transition of Analogue to Digital in Film making

	Module 3: Genre & Narrative Structure (15 Lectures)

	1. Film Genres:
	  • Drama
	  • Comedy
	  • Thriller
	  • Fantasy
	  • Horror
	2. Classical Hollywood Narratives v/s Non-Linear Storytelling
	3. Narrative arcs in Indian Cinema & Global Examples

	Module 4: Production Stage (15 Lectures)

	1. Pre-Production:
	  • Script > Screenplay > Shot Division
	  • Budget
	  • Casting > Character design > Costume
	  • Location scouting > Production design > Set
	2. Production – On Floor:
	  • Direction – shot > Scene > Sequence
	  • Cinematography – Shots, Angles, Movements
	  • Sound Recording – OSD, SFX, VO, Foley, Library,
	3. Post-Production:
	  • Editing
	  • VFX
	  • Background Score
	  • Dubbing
	  • Colour Grade
	4. Distribution Basics

10	**Books / References:**
	• Film Craft & Cine Art • Handbook of Video Production • The Film Maker's Handbook – Steven Ascher (The Bible) • Film Directing – Shot by Shot – Steven Katz • Making Documentary Films & Videos – Barry Hampe • Understanding Communication media – Jacob Sraampi • Making Movies – Sidney Lumet

11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**

12	**Continuous Evaluation through:**
	
	1. Open discussion on film message, technique & specific appealing scenes analysing the various aspects of the scene.
	2. Selective Screen-shots of specific films & analysing for Framing, Colour, Culture from costumes, Background, Body language, Other props.
	3. Drawing a story-board from the 20sec/30 sec TVC.
	4. Writing script from a small incidence in a story.
	5. Visualising & Drawing a storyboard from a given script.
	6. Writing a film review on a given movie.
		External Evaluation Methodology:
		The Subject is entirely Practical/ Project paper & there will be no Written Test. The evaluation is based on the project submitted by the learner & the viva voce based on the project as well as testing the knowledge gained by an individual oral question-answer session.
		• The Project will be a Group project with the members of maximum five clearly holding very specific roles in the film making. The key roles are Script writing, Storyboarding, Cinematography, Direction, Editing.
		• The on screen participants need not be from same group & may be from another team or outsiders & will have no assessment for acting abilities. Acting is not the part of course.
		• The project will consist of following subjects:
		   o Short Film based on Social Cause or a Moral Preaching (Duration: 3min to 10min)
		   o Documentary based on a Historical incidence or Current process. (Duration: 10min to 20min)
		   o Bulletin/ News reel: Topic based on Citizen Journalism, Reporting with video coverage & well-demonstrated coverage
		   o Music Video: Shot & edited by the team with occasional stock shots (not over 25%) for maintaining tempo & rhythm
		Technical Demonstration: Audio-Visual film on a Technical operation, Working of a Machine or an Artist at Work with progressive shots

Syllabus Designed by:
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