



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	30	20	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 California 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. Eisenstein, S. (1977). *Film Form: Essay in Film Theory* . New York: A Harvest/ Harcourt Brace Jovanoich Publication.



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