

# TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

## Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2022-23)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

**COURSE CODE: BA(JMC)309**

**COURSE NAME: Film Appreciation**

### LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Describe film as a medium of communication
- Describe the evolution of World Cinema
- Explain the emerging trends in contemporary Indian cinema
- Utilize knowledge gained to appreciate and review a film


**PRE-REQUISITES: None**

### COURSE OUTCOMES (COS):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BTL	Mapping with POs
CO1	Learners would be able to define the significance and strength of films.	BTL-2	PO1, PO2
CO2	Learners would be able to understand the concept of historical landmarks of films for better understanding of cinematic evaluation.	BTL-2	PO3, PO4
CO3	Learners would be able to classify emerging trends and debates in Indian Cinema.	BTL-3	PO5, PO6
CO4	Learners would be able to compare Censorship standards and Contemporary Indian Film Industry trends.	BTL-4	PO7, PO8
CO5	Learners would be able to examine Film Appreciation and Film Review.	BTL-4	PO2, PO5
CO6	Learners would be able to construct Job Profile and responsibilities of a Film Reviewer.	BTL-6	PO6, PO8

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	2	3	-	2	2	2	2	-	1	2
CO2	2	3	1	2	-	1	-	-	1	-	-	1
CO3	3	3	2	2	2	2	1	1	2	2	1	1
CO4	2	3	2	2	-	2	3	2	1	2	1	1
CO5	2	3	2	2	-	-	2	2	1	2	-	1
CO6	1	1	2	2	-	1	1	1	1	-	-	1
<b>AVERAGE</b>	2	2.67	1.83	2.17	2	1.6	1.8	1.6	1.33	2	1	1.17

  
HOD  
BA(JMC)-TIAS  
HOD- Dept. of J&MC