

Curriculum

Introduction to Indian Popular Cinema

- Overview of the film industry in India: Bollywood and beyond.
- Key milestones, iconic filmmakers, and industry evolution.
- Discussion on cinematic language: The use of visuals, sound, and narrative style.

Genres of Indian Popular Cinema

- In-depth look at major genres: Action, Romance, Drama, Thriller etc.
- Case studies of popular films.
- How genres impact film production and marketing strategies.

Star Power & Narrative Styles

- The significance of stars in Indian cinema: Bollywood's 'Superstars' and regional heroes.
- How stars influence production choices and marketing strategies.
- Storytelling techniques in mainstream cinema: Emotional appeal, melodrama, and audience engagement.
- The portrayal of themes in popular films.

Cinema Aesthetics and Technical Aspects

- Cinematography and sound techniques in Indian films
- The role of postproduction aesthetics in Indian films.
- Analysis of iconic scenes.

Introduction to Film Marketing

- Marketing channels in the Indian context: Television, radio, print, outdoor advertising, social media.
- Case study of successful marketing campaigns in Indian cinema.

Distribution

- The film distribution and box office collections.

Assignment

- Presentation on a popular Indian film.