

## **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.