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| Semester | VII |
| Course | Minor |
| Paper Title | Films and New Media |
| No. of Credits | 4 |
| Theory / Practical / Composite | Theory |
| Minimum No. of preparatory hours per week a student has to devote | 4 |
| Number of Modules | 2 |
| Syllabus | Module: 1<br>Films<br><br>● Characteristics of film as a medium<br>● Introduction to world and Indian cinema<br>● Relationship with other arts such as literature, theatre, music and painting.<br>● Social issues and Indian cinema.<br>● Film and Popular Culture – influence on fashion, music, language<br>● Film production: Pre-production, production and post-production<br>● Future Challenges<br>Module: 2<br>New Media<br><br>● Introduction to New Media: Evolution and Characteristics<br>● Media Convergence, Theories and Models; New Media and Consumers' Mind<br>● Digital Space and Social Media for Communication<br>● Digital Literacy, Information Society, Knowledge Economy and Digital Divide<br>● Emerging Technologies in Media (Artificial Intelligence, Augmented Reality (AR). Virtual Reality (VR)<br>● Cyber Crimes, Fake News, Cyber Laws and Ethics |

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| Learning Outcomes | <ul><li>Students will evaluate the social and cultural impact of cinema</li><li>Students will get an understanding of film as an evolving medium</li><li>Students will be able to explain the evolution, features, and characteristics of new media and digital communication.</li><li>Students will be able to analyze challenges such as cybercrime, fake news, cyber laws, and the digital divide.</li></ul> |
| Reading/Reference Lists | <ul><li>Bordwell, D., & Thompson, K. (2012). *Film art: An introduction*. New York, NY: McGraw-Hill.</li><li>Cook, D. A. (1981). *A history of narrative film*. New York: Norton.</li><li>Flew, T. (2014). New Media. Oxford University Press ANZ</li><li>Hill, J., & Gibson, P. C. (Eds.). (1998). *The Oxford guide to film studies*. Oxford University Press.</li><li>Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. NYU Press.</li><li>Kumar, Keval J. (2000) *Mass Communication in India*.Mumbai,Jaico Pub. House.</li><li>Monaco, J. (2020). *How to Read a Film: The Art, Technology, Language, History, and Theory of Film and Media.* New York: Oxford University Press.</li><li>Rajadhyaksha, A., & Willemen, P. (1999). *Encyclopaedia of Indian Cinema*. Oxford University Press.</li></ul> |
| Evaluation | <u>Full Theory – 100 marks paper</u><br>End Semester Exam: 70 marks<br>CIA - 20+5<br>Attendance: 5 |
| Paper Structure for Theory Semester Exam | <u>Module I</u> – 35 Marks<br>2 Long answers of 15 marks each from an option of 3 questions |

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| | 1 Short Note of 5 mark from an option of two questions<br><br>Module II – 35 Marks<br>2 Long answers of 15 marks each from an option of 3 questions<br>1 Short Note of 5 mark from an option of two questions |