Acharya Bangalore B School
Department of Media and Communication
Film Appreciation Club

The innovative teaching practices at ABBS involves a very powerful medium of audio-visual presentation in the form of socially relevant movies, documentaries and short films. The film appreciation club was launched with an objective of enhancing the creative side of a student. It is important as it fulfills the purpose of Infotainment, i.e., Information with entertainment. Education should be an empowering process that allows and guides students to develop their passions, critical thinking, compassion, and orientation towards wisdom for timely action. Visual media has gained deep influence in the life of the people, especially the young minds.

The program responds to three important needs in the process of improving education and teaching:

1. To further the theoretical knowledge and understanding of aspects of the visual language, develop visual sensitivity and improve the ability to use this language wisely and critically for the purpose of teaching and learning.

2. To deepen familiarity with the possible uses of visual aids for the purpose of teaching and learning in the fields of visual art, improve the skill in using them and encourage original development of such aids.

3. To encourage research-based practice in visual arts and experience in theoretical and applied research that takes the different aspects of visual literacy into account, with the purpose of providing appropriate education for the promotion of social and environmental goals.

List of Movies which were shown in the last year:

Harishchandra Factory
Story of India
Ted Talks
Gravity
Turbo
Epic
Wag the Dog
The Life of King
School of Rock
10. Interview of Ratan Tata, Mukesh Ambani, Nandan Nilekani
11. The Blind Side
12. The Lunchbox
13. Invictus
14. Nero's Guest
15. The pursuit of Happiness