

### Approaches to Film Criticism

Sl No.	Approach	Targeted Audience	Function	Subject	Reviewer	Publication
1.	Journalistic	General audience	<ol style="list-style-type: none"> <li>1. New Release</li> <li>2. Rate film for its entertainment value</li> <li>3. Publicity of the film</li> </ol>	Films being showcased at theatres	The film journalists employed by the newspaper	Newspapers and magazines
2.	Humanist	Intelligentia/ Academia who consider the film as an art	<ol style="list-style-type: none"> <li>1. Film's aesthetic appeal</li> <li>2. Criticism based on themes, motifs and symbolism presented</li> <li>3. An intelligent reader's response</li> </ol>	Any movie which bears some reference to the discussion	Freelance critics, academicians, film scholars, academicians	Critical Journals, scholarly publications, weekly supplements etc.
3.	Auteurist	Students and researchers of film studies	<ol style="list-style-type: none"> <li>1. Identification of the major contributor to the film.</li> <li>2. Critical appreciation based on the style, craftsmanship and other aesthetic parameters</li> </ol>	The entire oeuvre of the auteur	Film scholars	Scholarly Magazines and journals devoted to film studies
4.	Genre	General audience and scholars	<ol style="list-style-type: none"> <li>1. Description of film forms</li> <li>2. Classification and analyses on the inherent features</li> </ol>	Movies belonging to a particular genre	Freelance critics and film scholars	Scholarly Magazines and journals devoted to film studies
5.	Social Science	Social science and film researchers	<ol style="list-style-type: none"> <li>1. Psychoanalysis of the film, filmmaker etc</li> <li>2. The reflection of the cultural milieu</li> <li>3. Other empirical observations of film makers and audiences</li> </ol>	Any movie	Scholars engaged in social sciences	Scholarly Magazines and journals devoted to film studies and social

						studies
6.	Historical	Historians and film students	<ol style="list-style-type: none"> <li>1. Contextualization and analysis of the film based on its historicity</li> <li>2. The changing aesthetic paradigms</li> <li>3. The impact of the film</li> </ol>	Any movie	Historians, scholars of film studies	Scholarly Magazines and journals devoted to film studies
7.	Ideological	Film scholars	<ol style="list-style-type: none"> <li>1. Analysis of the properties of the film</li> <li>2. The various aspects of the medium and its cultural significance</li> <li>3. Explanation of the properties of Cinema</li> </ol>	Any film	Film Scholars	Scholarly Magazines and journals devoted to film studies