### Approaches to Film Criticism

<table>
<thead>
<tr>
<th>Sl No.</th>
<th>Approach</th>
<th>Targeted Audience</th>
<th>Function</th>
<th>Subject</th>
<th>Reviewer</th>
<th>Publication</th>
</tr>
</thead>
</table>
| 1.     | Journalistic | General audience  | 1. New Release  
2. Rate film for its entertainment value  
3. Publicity of the film | Films being showcased at theatres | The film journalists employed by the newspaper | Newspapers and magazines |
| 2.     | Humanist | Intelligentsia/Academia who consider the film as an art | 1. Film's aesthetic appeal  
2. Criticism based on themes, motifs and symbolism presented  
3. An intelligent reader’s response | 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 | 1. Identification of the major contributor to the film.  
2. Critical appreciation based on the style, craftsmanship and other aesthetic parameters | The entire oeuvre of the auteur | Film scholars | Scholarly Magazines and journals devoted to film studies |
| 4.     | Genre | General audience and scholars | 1. Description of film forms  
2. Classification and analyses on the inherent features | 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 | 1. Psychoanalysis of the film, filmmaker etc  
2. The reflection of the cultural milieu  
3. Other empirical observations of filmmakers and audiences | Any movie | Scholars engaged in social sciences | Scholarly Magazines and journals devoted to film studies and social |
|   | Historical                      | Historians and film students | 1. Contextualization and analysis of the film based on its historicity  
2. The changing aesthetic paradigms  
3. The impact of the film | Any movie | Historians, scholars of film studies | Scholarly Magazines and journals devoted to film studies |
|---|---------------------------------|-------------------------------|------------------------------------------------------------------------------------------------|----------|-----------------------------------|------------------------------------------------------|
| 7 | Ideological                     | Film scholars                 | 1. Analysis of the properties of the film  
2. The various aspects of the medium and its cultural significance  
3. Explanation of the properties of Cinema | Any film | Film Scholars | Scholarly Magazines and journals devoted to film studies |