Decoding the Language of Cinema: PIB-FTII Film Appreciation Course Explores the Art, Craft and Grammar of Filmmaking Ahead of IFFI 2026

Goa, 19 November 2026

The Press Information Bureau (PIB), in collaboration with the Film and Television Institute of India (FTII), organised a Film Appreciation Course for accredited media delegates and students of mass communication ahead of the 57th International Film Festival of India (IFFI) 2026. The course sought to equip participants with a deeper understanding of cinema as an art form, introducing them to its language, aesthetics and creative processes to enable more informed engagement with the festival and its films.

Addressing the inaugural session, Director General, PIB, Ms. Smita Vats Sharma emphasised the importance of looking at cinema beyond entertainment and appreciating its grammar, philosophy and visual language. Shri Mahesh Kumar described cinema as a spatial-temporal and techno-industrial art form, drawing attention to the interplay of visual techniques, technology and creative processes in shaping its cultural and social influence.

Ms. Smita Vats Sharma highlighted the need for greater depth and quality in media coverage of cinema, urging media professionals to look beyond the volume of stories and engage with the artistic and technical dimensions of filmmaking. She also emphasised the value of bringing mass communication students into the programme and encouraged participants to make full use of the sessions, screenings and opportunities to interact with filmmakers and other cinema professionals.

The course was led by FTII faculty members Prof. Dr. Indranil Bhattacharya, Professor, Screen Studies & Research, and Prof. Vaibhav Abnave, Associate Professor, Film Direction. The sessions combined lectures, screenings, discussions and analytical exercises to familiarise participants with film form, cinematic history and the aesthetics of global filmmaking. Key themes included ‘Time and Space in Cinema’, ‘Animated Documentaries’ and ‘Structural Analysis’. The programme culminated in a session on film criticism, in which participants analysed *Lifeline*, drawing upon the concepts and critical approaches explored during the course.

In recognition of their contribution, the FTII faculty members were felicitated with specially curated artworks reflecting Goa’s rich cultural heritage. Certificates were presented to participating media delegates by Additional Secretary, Ministry of Information & Broadcasting, Shri Prabhat Kumar; FTII Vice-Chancellor and NFDC Managing Director, Shri Dhiraj Singh; and PIB Director General, Ms. Smita Vats Sharma.

By bringing together academic perspectives and practical engagement with cinema, the course sought to strengthen participants’ ability to appreciate and interpret films, adding an informed critical dimension to their engagement with the 57th IFFI.

.@PIB_India, in association with @FTIIOfficial, organised a Film Appreciation Course in Panaji, Goa today, ahead of the commencement of the 57th @IFFIGoa, offering participants an opportunity to deepen their understanding and appreciation of cinema before the festival begins. The session was attended by mediapersons coming for coverage of IFFI from all over India, and also mass-communication students from two colleges in Goa. Ms. Smita Vats Sharma, Director General, PIB West Zone, delivered the opening remarks for the day-long session, which was conducted by Prof. Dr. Indranil Bhattacharya and Prof. Vaibhav Abnave. FTII's distinguished faculty members shared their expertise, offering media delegates deeper insights into film form, history, aesthetics and cinematic storytelling through lectures, screenings and discussions. The session ended with distribution of certificates to the participants, in the presence of the Additional Secretary, @MIB_India Shri Prabhat, and @FTIIOfficial Vice-Chancellor Shri Dhiraj Singh.

— PIB in Goa 🇮🇳 (@PIB_Panaji) November 19, 2026

* * *

PIB IFFI Team | Rajith Chandran/ Supriya Ghaytadak/ Sriyanka Chatterjee/Robin Singh/Darshana Rane | IFFI 57 - 034