ROLE OF CINEMA IN PERCEPTION BUILDING

Instructor Profile
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Course Description:
Since the first silent film flickered onto the screen with its grainy black and white pixels, cinema has helped in not only shaping our reality, but creating it. Whether it is the familiarity to places and cultures we have never experienced, or the historic relevance we give to the great revolutions and mighty conflicts of the past, cinema plays an integral role in creating a perception for all of these. Our perception regarding extra-terrestrial life, magic, paranormal activities, dinosaurs, superheroes, et al, carry a universal psychological and emotional value, though most of us may never be introduced to such experiences. Cinema, allows us to feel, to empathize, to find common ground with peoples and situations far beyond our own living experience. Simple statements, such as the following, may involve a multitude of emotions and thinking processes, which one might take for granted.

“May the Force be with you.”
“The name is Bond. James Bond.”
“My Precious!!”

The impact of cinema on religion, politics, economics, sociology, and environment is far greater and pervasive than we realize. Globalization, and an exponential expansion in the field of information technology, has only aided in sidelining family, friends, and peers as our core source of thinking. The impact of movies, on how we think, act, react and what we perceive to be right or wrong, is far greater than we imagine.

Learning Outcomes:
- Understand and rationalize the impact of cinema in our daily life
- Differentiate between reality and percepotional expectations
- Analytically explore various domains where cinema predominantly created perceptions
- Evaluate the persuasive tools used to leave lasting impressions
- Learn how cinema can be used as an effective medium for change

Teaching Methodology:
Each session will consist of reviewing a “popular” film, some with cult statuses, followed by a talk on the impact of the movie, perceptions created, biases observed, and tools used for persuasion and
effectiveness of the film. Students will be required to engage in debates, provide constructive alterations to characters, direction, and scenarios, and also infer the relevance of the film to normal life. By the end of the course students will perceive cinema in a more constructive, yet critical, manner.

**Course Duration:**
2nd July to 4th August, Monday and Wednesday, 12 to 3pm, City Campus (10 classes)