

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Uvod v medijsko produkcijo
Course title: Introduction to Media Production

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mediji in novinarstvo / Media and Journalism	Program nima smeri / Program has a single course	prvi / first	prvi / first
Visokošolski strokovni / B.A.			

Vrsta predmeta / Course type

obvezni / mandatory

Univerzitetna koda predmeta / University course code:

UMP / IMP

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	Druge oblike študija / Other forms of study	Samost. delo / Individ. work	ECTS
30		50			160	8

Nosilec predmeta / Lecturer:

pred. Tjaša Platovšek / Lect. Tjaša Platovšek

**Jeziki /
Languages:**

**Predavanja /
Lectures:** slovenščina, angleščina / Slovene, English

Vaje / Tutorial: slovenščina, angleščina / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Pogoj za opravljanje obveznosti je vpis v prvi letnik.

Prerequisites:

Enrolment in the first year of study.

Vsebina:

- Oblikovanje in ustvarjanje kratkih novinarskih tekstov.
- Oblikovanje in ustvarjanje daljših novinarskih tekstov.
- Produkcija in tehnike ustvarjanja novic.
- Tehnike ustvarjanja novic.
- Produkcija in tehnike ustvarjanja intervjujev.
- Sposobnost uporabe teoretičnih znanj novinarstva v praksi.
- Učenje dela v redakciji, v skupini, timsko delo.

Content (Syllabus outline):

- Design and creation of short journalistic texts
- Design and creation of longer journalistic texts
- News production and techniques
- News Writing Techniques
- Interview production and production techniques
- The ability to apply theoretical knowledge of journalism in practice
- Learning to work in the newsroom, in a group, teamwork
- Identifying and searching for

- Prepoznavanje in iskanje novinarskih zgodb.
- Razumevanje novinarskega dela in novinarske etike.
- Razumevanje osnovne medijske tehnologije.
- Osnove kritične analize novinarskih zgodb.
- Uporaba informacijsko-komunikacijske tehnologije in sistemov na področju medijev in medijske produkcije.

- journalistic stories
- Understanding journalistic work and journalistic ethics
- Understanding of basic media technology
- Basics of critical analysis of journalistic stories
- The use of information and communication technology and systems in the field of media and media production

Temeljni literatura in viri / Readings:

The Associated Press. 2024. *The Associated Press Stylebook: 2024-2026*. New York: Basic Books.

Fowler, Nathaniel Clark. 2023. *The Handbook of Journalism; All About Newspaper Work*. Legare: Street Press.

Ward, Stephen, J. A. 2021. *Handbook of Global Media Ethics*. New York: Springer.

Cilji in kompetence:

- sposobnost fleksibilne uporabe znanja v praksi;
- obvladovanje tehnik, metod in postopkov, ki so relevantni za uspešno poklicno delo;
- poznavanje koncepta kakovosti in vztrajno prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- globlje razumevanje in ustrezno praktično obvladovanje tehnologij medijskega ustvarjanja;
- vzgoja in razvoj potrebe po samostojnem ustvarjanju na podlagi pridobljenih ustreznih strokovnih znanj in praktičnih veščin, brez katerih je delovanje posameznikov in skupin v sodobnih medijskih organizacijah preprosto nemogoče.

Objectives and competences:

- Ability to flexibly apply knowledge in practice
- Mastering techniques, methods and procedures that are relevant to successful professional work
- Knowledge of the concept of quality and persistent efforts for the quality of professional work through autonomy, (self)criticality, (self)reflexivity and (self)evaluation in professional work
- Deeper understanding and appropriate practical mastery of media creation technologies
- Education and development of the need for independent creation on the basis of acquired relevant professional knowledge and practical skills without which the operation of individuals and groups in modern media organizations is simply impossible

Predvideni študijski rezultati:

- Študent/študentka:
- opredeli ključne funkcije novinarskega besedila;
 - pozna strukturo novinarskega

Intended learning outcomes:

- Students:
- Define the key functions of a journalistic text
 - Know the structure of a journalistic

besedila;

- opiše različne principe strukturiranja novinarskih zgodb;
- zna napisati krajšo novico;
- zna napisati daljšo novico;
- zna napisati časopisni članek;
- zna napisati spletno novico in članek;
- zna napisati televizijsko novico in besedilo za prispevek;
- zna pripraviti intervju;
- je sposoben uporabe teoretičnih znanj novinarstva v praksi;
- zna delati v novinarski redakciji, v skupini, v timskem delu;
- zna prepoznati in iskati medijske zgodbe;
- razume pomen novinarske etike;
- razume in obvlada osnovne medijske tehnologije;
- razume in obvlada osnove kritične analize novinarskih zgodb.

text

- Describe the various principles of structuring journalistic stories
- Know how to write a short news story
- Know how to write a longer news story
- Know how to write a newspaper article
- Know how to write online news and articles
- Know how to write television news and text for a contribution
- Know how to prepare an interview
- Can apply the theoretical knowledge of journalism in practice
- Knows how to work in a newsroom, in a group, in a team
- Know how to identify and search for media stories
- Understand the importance of journalistic ethics
- Understand and master basic media technologies
- Understand and master the basics of critical analysis of journalistic stories

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- eksperimentalne vaje, ki temeljijo na izkušenskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, igra vlog, sodelovalno učenje, portfolijo, evalvacija, samoocenjevanje), priprava multimedijske predstavitve pred skupino;
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- samostojno raziskovanje;

Learning and teaching methods:

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving)
- Seminar exercises (reflexion on experiences, project work, team work, methods of critical thinking, discussion, feedback, social games)
- Experimental exercises based on experiential, cooperative and problem-oriented learning (independent studying, discussion, explanation, observation, role plays, case studies, critical reading and writing methods, portfolio, evaluation and self-evaluation), preparation of a multimedia presentation in front of the group
- Individual and group consultations (discussion, additional explanation, addressing specific questions)
- Individual research work
- Use of online classroom or other contemporary ICT tools

- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Načini ocenjevanja:

Assessment:

Načini:	Delež (v %) / Weight (in %)	Types:
<ul style="list-style-type: none"> • Pisni izpit • Sprotno delo 	<p>50%</p> <p>50%</p>	<ul style="list-style-type: none"> • Written exam • Ongoing assessment
<p>Sprotno delo:</p> <ul style="list-style-type: none"> • Kratke predstavitve – pisanje novic • Krajše naloge in diskusije 		<p>Ongoing assessment:</p> <ul style="list-style-type: none"> • Short presentations – news writing • Shorter tasks and discussions
<p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>		<p>Grading scale – in accordance with the Faculty's Rules on Assessment and Evaluation of Knowledge.</p>

Reference nosilca / Lecturer's references:

Tjaša Platovšek (novinarka, urednica, TV voditeljica) / (journalist, editor, TV host)

Izobrazba / Education:

Diplomirana socialna delavka (UN) (2013) / Bachelor of Social Work

Magistrica socialnega dela (mag.soc.del) (2015) / Master of Social Work

Praktične izkušnje s področja / Practical experience in the field:

2024 – v trajanju / 2024 – Ongoing

TV Slovenija: Novinarka in urednica v razvedrilnem programu pri tedenskih oddajah Joker, Nedeljsko popoldne, Poletni večeri in pri razvedrilnem projektu prireditve Poletna noč. / TV Slovenija: Journalist and editor for the entertainment program, contributing to weekly shows such as Joker, Nedeljsko Popoldne (Sunday Afternoon), Poletni Večeri (Summer Evenings), and the entertainment event Poletna Noč (Summer Night).

2023

Delo za informativni program TV Slovenija: izdelava reportaž za Dnevnik, iz vojnega območja v Ukrajini. / News program work at TV Slovenija: Produced reports for Dnevnik (Daily News) from the war zone in Ukraine.

2022 – 2024

TV Slovenija: Urednica in voditeljica dnevne entertainment news oddaje Magnet in tedenske oddaje Prestiž. / TV Slovenija: Editor and host of the daily entertainment news show Magnet and the weekly show Prestiž (Prestige).

2001 - 2022

TV Slovenija: Novinarka pri podjetni tedenski oddaji Podjetno naprej in pri tedenski mozaično-pogovorni oddaji Zvezdana. / TV Slovenija: Journalist for the entrepreneurial weekly show Podjetno Naprej (Onward with Enterprise) and the weekly mosaic-talk show Zvezdana.

2020 – 2022

Siol.net: Urednica socialnih omrežij (Sportal, Siol.net. Tendi), novinarka družabnih vsebin spletnega portala Siol.net, Urednica in novinarka tedenske intervju rubrike Trendičvek, urednica in voditeljica PR projekta Znani na off. / Siol.net: Social media editor for Sportal, Siol.net, and Tendi; journalist for lifestyle content on the Siol.net website; editor and journalist for the weekly interview column Trendičvek; editor and host of the PR project Znani na Off.

2020 – 2022

Nepremagljiva.si: Novinarka pri spletnem portalu za ženske Nepremagljiva.si. / Nepremagljiva.si: Journalist for the women's web portal Nepremagljiva.si.

2021 – 2021

Planet TV: Urednica in novinarka tedenske entertainment oddaje Vau. / Planet TV: Editor and journalist for the weekly entertainment show Vau.

2019 – v trajanju

Media 24: Novinarka in pomočnica urednice tedenske revije Lady, skrbnica družabnih omrežij revije. / Media 24: Journalist and assistant editor for the weekly magazine Lady, and social media manager for the magazine.

2017 – 2019

Planet TV: Novinarka informativnega programa in družabne kronike, urednica in novinarka novoletno-prazničnih rubrik. / Planet TV: Journalist for the news program and society chronicle; editor and journalist for holiday features.

2019 - 2019

Delo: Novinarka tedenske revije Suzy. / Delo: Journalist for the weekly magazine Suzy.

2017 – 2019

Adria Media: Novinarka tedenskih revij Jana, Lady, Nova in Story. / Adria Media: Journalist for weekly magazines Jana, Lady, Nova, and Story.

2017 – 2017

Lin&Nil: Delo v PR agenciji. / Lin&Nil: Worked at a PR agency.

2013 – 2014

Revija Cvetje v jeseni: Urednica in novinarka mesečne revije za starejše in upokojence. / Magazine Cvetje v Jeseni: Editor and journalist for the monthly magazine for seniors and retirees.

2009 – 2010

TV Pink SI: Voditeljica, redaktorica in novinarka dnevnega informativno-razvedrilnega jutranjega programa. / TV Pink SI: Host, editor, and journalist for the daily news-entertainment morning program.

2006 – 2010

Žurnal: Novinarka dnevnika in tednika Žurnal, Žurnal24 ter spletnega mesta Žurnal.si. / Žurnal: Journalist for the daily and weekly editions Žurnal, Žurnal24, and the website Žurnal.si.

2004 – 2006

Dnevnik: Novinarka dnevnika Direkt in spletnega portala Direkt.si. / Dnevnik: Journalist for the daily Direkt and the web portal Direkt.si.