

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

<b>Predmet:</b>	Produkcija entertainment medijev
<b>Course title:</b>	Production of Entertainment Media

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, drugi	prvi, drugi
Druga stopnja / Second Level		first, second	first, second

**Vrsta predmeta / Course type** izbirni / elective

**Univerzitetna koda predmeta / University course code:** PEM / PEM

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	Druge oblike študija / Other forms of study	Samost. delo / Individ. work	ECTS
20		15			145	6

**Nosilec predmeta / Lecturer:** doc. dr. Valentin Areh / Assist. Prof. Valentin Areh, Ph.D

**Jeziki / Languages:**

<b>Predavanja / Lectures:</b>	slovenski, angleški / Slovenian, English
<b>Vaje / Tutorial:</b>	slovenski, angleški / Slovenian, English

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

Ni posebnih pogojev.

**Prerequisites:**

No special prerequisites.

**Vsebina:**

- Opredelitev entertainment medijev.
- Pomen entertainment medijev.
- Ciljne skupine entertainment medijev.
- Produkcija entertainment medijskih vsebin in razlike z drugimi vsebinami.
- Produkcija entertainment medijskih vsebin za različne vrste medijev (splet, tv, tisk in radio).
- Načrtovanje procesa izdelave entertainment medijskih vsebin.
- Metode in tehnike snemanja in obdelave zvoka za produkcijo entertainment vsebin.
- Snemanje s kamero in entertainment vsebine.

**Content (Syllabus outline):**

- Definition of entertainment media
- Importance of entertainment media
- Target groups of entertainment media
- Production of entertainment media content and differences with other content
- Production of entertainment media content for various types of media (web, TV, print and radio)
- Planning the production process of entertainment media content
- Methods and techniques of sound recording and processing for the production of entertainment content

- Pomen kadriranja v entertainment videu.
- Produktijski proces entertainment vsebin.
- Principi režije entertainment video vsebin.
- Kompozicija video slike pri entertainment vsebinah.
- Svetloba in zvok pri entertainment vsebinah.
- Stereotipi povezani z entertainment mediji.
- Viri za entertainment novinarstvo.
- Pomen ekskluzivnih zgodb.
- Entertainment vsebine v Sloveniji in v tujini.
- Pogledi javnosti in stroke na entertainment medije.
- Kako oblikovati vsebine za entertainment medije.
- Analiza produkcije entertainment medijev.
- Resničnostni šovi.
- Poznavanje in analiza osebnosti, ki sestavljajo svet entertainment medijev.
- Družabni dogodki.
- Novinarski bonton in javna podoba novinarja entertainment medijev.
- Najpogostejše napake novinarjev entertainment medijev.

- Camera recording and entertainment content
- Importance of framing in entertainment video
- Production process of entertainment content
- Principles of directing entertainment video content
- Video image composition for entertainment content
- Lighting and sound for entertainment content
- Stereotypes related to entertainment media
- Sources for entertainment journalism
- The importance of exclusive stories
- Entertainment content in Slovenia and abroad
- Public and professional views on entertainment media
- How to design content for entertainment media
- Analysis of entertainment media production
- Reality shows
- Knowledge and analysis of the personalities that make up the world of entertainment media
- Social events
- Journalistic etiquette and public image of an entertainment media journalist
- The most common mistakes of entertainment media journalists

### Temeljni literatura in viri / Readings:

Ryu, Sunghan. 2024. *Media and Entertainment Industry Management: How to Integrate Business and Management with Creativity and Imagination*. New York: Routledge.

Connock, Alex. 2024. *Media Management and Live Experience: Sports, Culture, Entertainment and Events*, London: Routledge.

### Cilji in kompetence:

- sposobnost oblikovanja kompleksnih in izvirnih idej, konceptov in rešitev določenih problemov;

### Objectives and competences:

- The ability to design complex and original ideas, concepts and solutions of certain problems

- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;
- sposobnost vodenja in koordinacije delovnih timov;
- poznavanje ustroja medijskega področja in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb;
- razvoj kompleksnih veščin in spretnosti pri uporabi znanja na področju medijev in medijske produkcije s pomočjo reševanja konkretnih problemov;
- obvladovanje zahtevnih znanj in tehnik za produkcijo različnih tipov medijskih vsebin;
- organizacijske in vodstvene spretnosti za usmerjanje dela v medijski produkciji;
- fleksibilnost in prilagodljivost, tj. sposobnost poklicnega delovanja v različnih okoljih.

- Strategic orientation, i.e. the ability to anticipate events, the ability to provide solutions to remedy the situation
- The ability to lead and coordinate work teams
- Knowledge of the structure of media and understanding media phenomena and their relationship to the structure and development of the society
- Development of complex skills and abilities in the application of knowledge in the field of media and media production through solving concrete problems
- Mastering intricate knowledge and techniques for the production of various types of media content
- Organizational and managerial skills for directing work in media production
- Flexibility and adaptability, i.e. ability to work professionally in different environments

#### **Predvideni študijski rezultati:**

Študenti in študentke:

- poznajo definicijo entertainment medijev in njihov pomen;
- obvladajo produkcijo entertainment medijskih vsebin za različne vrste medijev (splet, tv, tisk in radio);
- znajo načrtovati proces produkcije entertainment medijskih vsebin;
- poznajo metode in tehnike snemanja in obdelave zvoka za produkcijo entertainment vsebin;
- poznajo metode in tehnike snemanja in obdelave slike za produkcijo entertainment vsebin;
- poznajo metode in tehnike kadriranja v entertainment videu;
- poznajo metode in tehnike režije entertainment video vsebin;
- poznajo metode in tehnike formuliranja kompozicija video slike pri entertainment vsebinah;
- poznajo metode in tehnike obdelave svetlobe in zvoka pri entertainment vsebinah;

#### **Intended learning outcomes:**

Students:

- Know the definition of entertainment media and its meaning
- Master the production of entertainment media content for various types of media (web, TV, print and radio)
- Know how to plan the production process of entertainment media content
- Know the methods and techniques of sound recording and processing for the production of entertainment content
- Know the methods and techniques of recording and image processing for the production of entertainment content
- Know the methods and techniques of framing in entertainment video
- Know the methods and techniques of directing entertainment video content
- Know the methods and techniques of formulating the composition of video images for entertainment content
- Know the methods and techniques of processing light and sound in entertainment content

- znajo iskati vire za entertainment zgodbe;
- prepoznajo razliko med entertainment mediji v Sloveniji in v tujini ter obvladujejo razlike v produkciji;
- so sposobni analize produkcije entertainment medijev;
- obvladajo novinarski bonton in se zavedajo pomena javne podobe novinarja entertainment medijev.

- Know how to find sources for entertainment stories
- Recognize the difference between entertainment media in Slovenia and abroad and manage the differences in production
- Are able to analyse the production of entertainment media
- Are able to use journalistic etiquette and are aware of the importance of the public image of an entertainment media journalist

#### Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- individualno delo študentov (samostojen študij literature);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

#### Learning and teaching methods:

- Lectures with active participation of students (explanation, discussion, questions, examples)
- Individual and group consultations (discussions, additional explanation, specific questions)
- Individual work (independent literature study)
- Use of online classrooms or other contemporary ICT tools

#### Načini ocenjevanja:

Načini:	Delež (v %) / Weight (in %)	Assessment: Types:
<ul style="list-style-type: none"> <li>• Pisni/ustni izpit</li> </ul> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	100%	<ul style="list-style-type: none"> <li>• Written/oral exam</li> </ul> <p>Grading scale – in accordance with the Faculty's Rules on Assessment and Evaluation of Knowledge.</p>

#### Reference nosilca / Lecturer's references:

##### ***Izobrazba / Education:***

Univerzitetni diplomirani zgodovinar (1997), univerzitetni diplomirani sociolog (1997), magister socioloških znanosti (2003), doktor znanosti s področja javnega managementa celovite kakovosti (2015), docent (2024 - ) / Bachelor of History (1997), Bachelor of Sociology (1997), Master of Sociological Science (2003), Doctor of Science in the field of Public Total Quality Management (2015), Associate Professor (2024 - ).

##### ***Praktične izkušnje / Practical experience:***

BRITANSKA TELEVIZIJA SKY NEWS / BRITISH TELEVISION - SKY NEWS

1993 Tematski producent za ekipo vojnega dopisnika Dan Damona (Sky News) v Mostarju, BiH. / Field producer for war correspondent Dan Damon's team (Sky News) in Mostar, Bosnia and Herzegovina.

AMERIŠKA KOMERCIJALNA TELEVIZIJA CNN (1998-1999) / AMERICAN COMMERCIAL TELEVISION - CNN (1998-1999)

1998-1999 reportažni novinar za CNN World Report iz vojne v Čečeniji in na Kosovu. / Reporter for CNN World Report covering the wars in Chechnya and Kosovo.

DISCOVERY CHANNEL (2001)

2001 produkcija posnetkov iz vojne v Afganistanu. / Produced coverage of the war in Afghanistan.

ABC NEWS (2001)

2001 produkcija posnetkov iz vojne v Afganistanu. / Produced coverage of the war in Afghanistan.

AGENCIJA ASSOCIATED PRESS TELEVISION NEWS (1999-2001)

1999 produkcija posnetkov iz vojne na Kosovu. / Produced coverage of the war in Kosovo.

2000 produkcija posnetkov iz vojne v Čečeniji. / Produced coverage of the war in Chechnya.

2001 Tematski producent in snemalec v Afganistanu v času vojne. / Field producer and cameraman in Afghanistan during the war.

***Dodatna izobraževanja / Additional Education:***

1996 Washington: CBS News D.C.

Leta 1996 obisk medijske produkcije v Washingtonu, DC. / Visit to media production facilities in Washington, DC.

2001 Frankfurt: Associated Press Television News (APTN)

Obisk delavnice AP / Attended an AP workshop: Training for journalist working in hostile environment.

2004 Berlin: DART Center, Columbia Journalism School, BBC World News

V Berlinu se je v okviru Dart Centre izpopolnjeval na predavanjih profesorjev Columbia Journalism School in urednikov BBC World News. / Attended Dart Centre lectures in Berlin, led by professors from Columbia Journalism School and editors from BBC World News.

Tema / Topic: To aid journalists challenged by covering violence, crisis, and tragedy. The DART Centre is an innovative training program preparing psychologists to work effectively with news professionals.

2010 London: BBC Academy

Izpopolnjevanje na BBC Academy na temo / Advanced training at the BBC Academy on the topic: TV News Ratings Strategy for Targeting Available Viewers.

2011 London: ITN

Izpopolnjevanje na televiziji ITN. / Advanced training at ITN.

Tema / Topic: ITN News Production, news management, media management, Quantel production.

2011 London: BBC ONE

Izpopolnjevanje na televiziji BBC ONE. / Advanced training at BBC ONE.

Tema / Topic: BBC News Production, news management, media management.

2011 Cardiff: BBC Wales

Izpopolnjevanje na televiziji BBC Wales. / Advanced training at BBC Wales.

Tema / Topic: BBC Wales News Production, news management, media management, Quantel production.

***Izbrane publikacije / Selected publications:***

AREH, Valentin. Nemške interpretacije o vzrokih razkola med Nemci in Slovenci. *Revija Dileme*. Jul. 2024, let. 8, št. 1, str. 9-42.

AREH, Valentin. Strategic military news management policy: personal experiences from different wars = Vojaška strateška politika upravljanja medijev: osebne izkušnje iz različnih vojn. *Sodobni vojaški izzivi / Contemporary military challenges*. Nov 2013, let. 15, št. 3, str. 99–116.

AREH, Valentin. *Afganistan: zgodbe vojnega dopisnika*. Ljubljana: Educy, 2002.

AREH, Valentin. Kritična analiza uporabe orodij TQM za merjenje in ocenjevanje celovite kakovosti v izbranih državnih upravah. *Uprava*. Maj 2007, let. 5, št. 1, str. 97–116.

AREH, Valentin. Management celovite kakovosti v izbranih organizacijah slovenske javne uprave. *Dignitas: revija za človekove pravice = the Slovenian journal of human rights*. 2017, št. 73/74, str. 63-86.

AREH, Valentin. Evalvacija uporabe managementa celovite kakovosti v izbranih organizacijah slovenske javne uprave. *Dignitas*. 2007, št. 73/74, str. 63-86.

AREH, Valentin. *Sadam Husein al Tikriti*. Ljubljana: Pro Plus, 2004.

AREH, Valentin. *Kri v puščavskem pesku: vojna v Iraku*. Ljubljana: Pro Plus, 2004.

AREH, Valentin. *Strukturalna analiza elektorskih volitev v ZDA: analitičen vpogled v najtesnejše predsedniške volitve v ameriški zgodovini*. Ljubljana: Pro Plus, 2004.