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Дисциплина: Технологии медиапроизводства, 1 курс

Тип занятий: лабораторные, УСР

Задание № 1. Основные планы видеосъемки

Одним из самых важных изобразительно-выразительных средств ТВ является план (масштаб изображения в кадре). Снимите один и тот же объект разными планами. Требования к видео:

- Вертикальное видео
- Хронометраж – до 1 минуты.
- В видео должны быть разные планы (общий, средний, крупный).

Задание № 2. Короткие обучающие видео

Необходимо записать два коротких вертикальных видео (до 3 минут) по вопросам к экзамену «Творчество».

- Обучающее видео – «говорящая» голова
- Обучающее видео – графика (используйте сервис Canva или другие программы для создания вертикального контента)

Примерные темы для видео:

1. Конституция Республики Беларусь – главный закон страны.
2. Государственные праздники Республики Беларусь.
3. Основные функции журналистики.
4. Старейшие печатные издания Беларуси.
5. Ведущие общественно-политические издания страны.
6. Молодежные СМИ Беларуси.
7. Структура Белтелерадиокомпании.
8. Что такое реклама?
9. Что такое PR?
10. Знаменитые люди Беларуси.

Задание № 3. Создание концепции аккаунта в Instagram

Необходимо сделать визуальный и содержательный редизайн аккаунта в Instagram для белорусского медиаресурса. Или предложить концепцию аккаунта для литературного героя, персонажа фильмов и т.д. Концепцию необходимо оформить в формате презентации, документа (pdf, docx).

Необходимые элементы концепции:

Общее визуальное решение (базовые, акцентные цвета, шрифты)

- Тематический контент-план
- Раскладка ленты на 12-15 постов
- Шаблоны обложек для постов
- Шаблоны сторис

- Обложки хайлайтс

Дисциплина «Special Report and TV Investigative Journalism»

Тип занятий: **практические, УСП**

Задание № 1. Experiment with the news

This activity presents **two different versions of the same news story** so you can discover that the sequence and structure of a crime story may shape their perceptions of the people and events described. Research shows that people's moral judgments about crime can be affected by the order and sequence in which information is presented.

Recent research by Karen Cerulo at Rutgers University shows that the order and sequence in which stories about violence are presented can shape people's judgments of the rightness or wrongness of the violence. She writes, "Storytellers must consider the very real possibility that routine formatting of violent accounts may be constructing social opinion rather than reflecting it." She notes that violent crime can be organized into four general sequences:

- Victim sequences: These stories present violence from the perspective of the injured party.
- Performer sequences: These stories present violence from the perspective of the person who commits the act.
- Contextual sequences: These stories prioritize the circumstances surrounding a violent act.
- Double casting sequences: These stories highlight individuals who play a double role—both as victim and perpetrator of violence.

Please read two versions of the story, divide the sheet into two sides. The first part is the first version, the second part is the second version. Answer these questions based on each version.

1. What are the facts in this case?
2. What explanation is given for why the two arrested teens agreed to smuggle the drugs across the border?
3. What explanation is given for the increase in teens agreeing to smuggle drugs into the country?
4. Who is the victim and who is the villain in this story?

Задание № 2. Crime TV formats

Your task today is to explore **the similarities and differences** between crime stories that we see on "reality TV" and those we see on prime-time drama. This activity also introduces you to the Venn diagram as a graphic organizer for identifying similarities and differences. But you can complete the task without using the diagram, as you prefer. There are various television formats for crime stories. For example popular USA Reality TV shows about crime (such as *Cops*) and prime-time dramas about crime (such as *NYPD Blue*, *Law and Order*, or *Homicide*).

Watch one episode of the reality show «Cops» and one episode of prime-time dramas about crime «Homicide». Using diagram write similarities in the intersection of the two circles and differences on the outer parts of the circles (see Answer scheme).

Some interesting information about crime shows:

- Commercial breaks are woven into the storyline of television crime shows. Cutting away for a commercial doesn't just happen. Writers purposely increase the suspense just prior to the commercial so that viewers will stay tuned throughout the commercial.
- Crime shows are narratives. In addition to characters, setting, and conflict, the plotline includes theme. In other words, the writers weave values and ideologies into their story.
- *Cops* is a reality show. That means it is unscripted and has no cast of characters. Special effects and specially designed sets are also not part of the show's format. As a result, *Cops* is less expensive to produce than fictional TV dramas.
- *Homicide* is a fictional drama. It is based on a book written by David Simon, a reporter who spent a year with the homicide division of the Baltimore police. While the storylines and character conflicts are based on real crime events, *Homicide* is scripted.

Задание № 3. Special report on Chinese TV channel

Watch 1-2 special reports on Chinese TV channels. What were these reports about? What problems do Chinese journalists cover most often? Social? Economic? Environmental? Write a short essay about one of the reports, what methods the journalists used, what sources of information, whether they managed to reveal the topic of the report.

Дисциплина «Actual feedback technologies for TV»

Тип занятий: **практические, УСП**

Задание № 1. TV/Radio channel website: basic elements and functioning features

Your task is to compare the sites of several TV or radio channels. Criteria for comparison: headings, topics, forms, site elements, convenience, aesthetics, relevance, etc.

Задание № 2. TV ratings

You can watch the programs and make your own rating of each of the watched programs according to a certain scheme.

Rating scheme:

- Timing
- Genre
- Age

- D Suggestive Dialogue
- L Coarse Language
- S Sexual Situations
- V Violence
- FV Fantasy Violence

The table with the assessment results must be published on the educational portal

Задание № 3. TV news digest

One of the important PR tools for any business, including the media business, is the generation of interesting news feeds. Today you need to do a TV news digest. It can be news about the launch of a new TV channel or a new program. It can be news about some innovative project or the personal story of a TV presenter that has made it into the media.