

Danish School of Media and Journalism
Media Production and Management
Course description
Spring semester 2024
Media Production
4th semester

Number of ECTS Credits: 10 ECTS

Aims:

Media Production aims to give the student a deeper understanding of a specific media production through electives covering distinct aspects of a given media type.

Two electives are offered, one of which can be chosen by the students:

Elective 1) Online Video Marketing

This elective offers a set of practical and theoretical tools to produce video meant for online marketing. The first part of the course covers video production in general, covering pre-production, production and post-production. After having developed the students core competencies in the first couple of weeks, the course shifts its focus towards online video marketing. Here the students will be introduced to the relevant concepts regarding online video content, storytelling and creativity.

The elective will end with one assignment that consists of two parts: 1) A set of online marketing videos targeted towards specific online platforms and 2) A written assignment that analyses and reflects on the video production process, from ideation to final cut.

05.12.2023

Page 1 / 4

Elective 2) Podcast Production

This elective offers both a theoretical and practical approach to the production of podcasts. Each phase in a podcast production will be covered: Pre-production (creative thinking, pitching, production planning, business strategy), production (recording), post-production (editing), and distribution.

The elective will end with one assignment that consists of two parts: 1) An original podcast production and 2) A written assignment that analyses and reflects on the podcast production.

Pedagogical and didactic approaches:

Both electives will provide lectures and technical/practical workshops. There will be compulsory assignments and subsequent guidance while the students are working on their group projects.

The groups will be partly formed by the students and based on, for instance, professional ambitions and competences.

Tools:

Elective 1) Online Video Production

Adobe Premiere Pro or a resembling editing software (provided by DMJX)
Camera & sound kit (provided by DMJX)

An external hard drive with at least 500GB storage must be provided by students themselves

Elective 2) Podcast Production

Hindenburg Pro or a resembling editing software (provided by DMJX)

Access to recording studio (provided by DMJX)

External recording equipment must be provided by students themselves

Learning outcomes:

The students will obtain the following during the course:

Knowledge and understanding:

- Theory, history, and aesthetics in audio or audiovisual production
- Narration and style in audio or audiovisual production
- The business context of the online video or podcast industry

Skills:

- Practical production of online videos or podcasts – including development, recording, and editing

Competences:

- The ability to explain, analyze and reflect on narrative and aesthetic choices made in an online video or podcast production
- The ability to discuss strengths and weaknesses in your business model or marketing strategy

05.12.2023

Page 2 / 4

Literature

Elective 1) Online Video Marketing

Literature (to be purchased before the course begins):

Mowat, J. (2021). *Video Marketing*. 2nd Edition. Kogan Page Limited.

Literature (hand out):

Abbott, H. P. (2008). *The Cambridge introduction to narrative*, 2nd Edition. Cambridge University Press. (pp. 13-27)

Yorke, J. (2013). *Into the Woods: How stories work and why we tell them*. Penguin UK. (pp. 3-31)

Zettl, H. (2011). *Sight, Sound, Motion: Applied Aesthetics*, 6th edition. Boston, MA. Wadsworth. (pp. 1-17)

Literature (available online):

Elective 2) Podcast Production

Literature (to be purchased before the course begins):

Weldon, G. (2021). *NPR's Podcast Start Up Guide*. Ten Speed Press.

Abel, J. (2015). *Out on the Wire. The Storytelling Secrets of the New Masters of Radio*. Broadway Books.

Literature for the elective in Podcast Production (hand out):

Adler Berg, F.S. (2021). *Independent Podcasts on Apple Podcasts in the Streaming Era*. *MedieKultur*, 70, p. 110-131.

Berry, R. (2015). A Golden Age of Podcasting? Evaluating Serial in the context of podcast histories. *Journal of Radio and Audio Media*, 22:2, 170-178.

https://sure.sunderland.ac.uk/id/eprint/6524/3/jram_podcasting_berry-%20final.pdf

Bonini, T. (2015). The 'Second Age' of Podcasting: Reframing Podcasting as a New Digital Mass Medium. *Quaderns del cac*, 41 (xviii), 21-30.

Kammer, A. & Sejersen, T.S. (2024). The Economics of podcasting. *De Gruyter Handbook on Media Economics*.

Kammer, A. & Sejersen, T.S. (2024) The history of podcasting. In: Kammer & Sejersen. (2023). *The Institutional Development of Podcasting*. Routledge.

Sejersen, T.S. & Lai, S.S. (2024). Podcast Data Donation. In: Kammer, A & Berg, F.S.A. *Researching Podcasting and Podcasts*. Palgrave MacMillian.

Sullivan, J. (2019). *The Platforms of Podcasting: Past and Present*. Social Media + Society.

Podcasts:

The Giant Pool of Money #355 (This American Life, 2008) <https://www.thisamerican-life.org/355/the-giant-pool-of-money>

How To Start A Podcast, Season 1 (Buzzsprout, 2020)

Reply All: The Case Of The Missing Hit, #158 (Gimlet Media, 2020).

Serial, Season 1 (This American Life & Wbez, 2014)

Soundtrack of Our Lives (Third Ear, 2013, #24)

Startup: Season 1, Ep. 1-2 (Gimlet Media, 2014)

Videos:

Hindenburg.com. <https://hindenburg.com/support/tutorials>

The Infinite Dial-Presentation 2021.

<https://www.youtube.com/watch?v=C-flKV4xr84> 37:50-51:53

05.12.2023

Page 3 / 4

Preconditions for the exam:

Fulfilment of attendance requirements and/or submission of assignments and projects etc. are required for being allowed to take an examination. In this course the preconditions are:

Participation: Participation in group work is required as part of the group exam.

Exam:

Graded using the ECTS scale with an internal examiner.

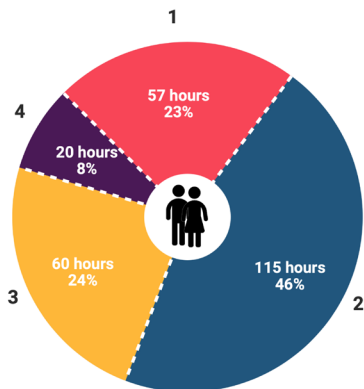
Media Production ends with a final assignment carried out in groups of two to four students.

The final assignment consists of two equally important parts: An original media production and a written assignment that explains, analyses, and reflects on the original media production. To ensure individual grading, the contribution of each group member must be noted, as there is no oral examination. The students' writing and spelling skills will influence the grading.

Study Activity Model:

The Study Activity Model

Media Production
252 hours in total
10 ECTS points



DMJX
Danish School of
Media and Journalism

Category 1

The lecturer has primary responsibility for the study activities, and the students have co-responsibility through their preparation and participation. Participation by students and one or more lecturers.

Lectures and workshops

Category 2

The lecturer has primary responsibility for defining the learning activities, and the students have primary responsibility for taking an active part in the planned study activities. Participation by students only.

Group work

Category 3

Students have primary responsibility for the study activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students only.

Individual work - read,

Category 4

Students have primary responsibility for the learning activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students and one or more lecturers.

Evaluation, guidance, feedback

Approved by BBS, 2023-12-05

05.12.2023

Page 4 / 4