



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
TV and Audiovisual Production	

Academic staff	Core academic unit(s)
Coordinating: Asst. Prof. Dr. Giedrė Vaičekauskienė	Faculty of Communication Saulėtekio ave. 9, building I, Vilnius

Study cycle	Type of the course unit
First	Optional

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face-to-face	Autumn, 3rd semester	English

Requisites	
Prerequisites: -	Co-requisites (if relevant): -

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	40	90

Purpose of the course unit
The aim of this course is to equip students with the knowledge and practical skills needed to create engaging and authentic audio and video stories by applying the principles of television operations relevant to both traditional and digital media.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Students will understand the principles of regulating modern communication processes, as well as the functioning of hybrid media system.	Information search, literature reading, reflection preparation, discussions, case analysis.	A1. Oral literature reflection, class discussion
Students will demonstrate knowledge of television work by understanding the unique aspects of planning and delivering programs in audiovisual journalism, with a focus on covering public issues related to business and international affairs.	Literature study, brainstorming, audiovisual material review, group discussions, case studies.	A1. Case study analysis
Students will quickly adapt to a changing media environment by applying their audiovisual products on chosen platforms and will demonstrate knowledge of media literacy.	Group discussions, role-playing, situational modeling, case analysis, audiovisual material review, brainstorming, literature study.	A1. Audiovisual content creation. Project presentation, commenting on colleagues' work
Students will be able to plan and create innovative audiovisual content targeted at different audiences, using various expressive technological tools.		A1. Audiovisual content creation. Project presentation, commenting on colleagues' work
They will be able to work individually and in groups, planning and implementing audiovisual presentations for organizations and business activities.	Case analysis, information search, literature reading, individual and group work, audiovisual material review.	A2. Group audiovisual project. Project presentation, commenting on colleagues' work, discussion

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. Digital ecosystem: mobile audiences, hybrid media interaction, engaged audiovisual stories. Television media in a multiplatform world	2						2	5	Reading literature, preparation for discussion Dowling (2019), p. 98-115
2. Competition between internet and traditional media Television production, genres, logics, budget, creative team	1		2				3	10	Reading literature, preparation for discussion Gitner (2022), Chapter 4. The internet and social media
3. Audiovisual production. High-impact scripts for corporate videos. Step by step approach to the creative process	2			2			4	15	Morley (2008), p. 99-113 Creative task: analysis of TV production
4. Imagination, including project proposals, creative treatments, research, interview questions, techniques for using drama and humor	2	2	2	4			10	20	Morley (2008), p. 116-128 Creative task: filmed interview
5. Storytelling as the key link with the audience in digital platforms. Elements of story structure. Digital communicators and the art of creating dialogue.	3	3		4			10	15	Gitner (2022), Chapter 1. Visual Storytelling, Chapter 2. Story structure Creative task: video as audiovisual story review
6. Public speaking. Differences between written and spoken language. Podcasting. Live performance.	2	1	2	1			6	10	Dowling (2019), p. 116-143 Creative task: audio material review
7. Techniques for communicating visuality and writing to the ear. The power of drama. Voice-overs, documentary	2		2	1			5	15	Morley (2008), p. 130-158 Creative task: video material review
Total	14	6	8	12			40	90	

Assessment strategy	Weight %	Deadline	Assessment criteria
A1. Summative assessment for the class tasks: 1) oral literature reflection (10 %), 2) Case study of TV production (10%), 3) filmed interview for social media (20 %), 4) video as audiovisual story review (20 %)	60 %	During the semester	<ul style="list-style-type: none"> - Evidence of understanding of fundamental course knowledge, concepts, and theories presented in lectures and in course content, as well as of their implications for practice (50%) - The ability to prepare an audiovisual story, demonstrating adherence to genre criteria, considering the selected audience (30 %) - The ability to present a topic in a new, relevant, and creative way (20 %)
A2. Exam. Group Project: Analyzing Organizational Communication and Creating a Corporate Video	40%	During the exam session	<ul style="list-style-type: none"> - The ability to creatively articulate an original idea, choose a topic, and solve real communicative problem (40 %) - The ability to prepare an audiovisual story, demonstrating adherence to genre criteria, considering the selected audience (30%)

			- The ability to convey information convincingly while addressing a real problem (30 %)
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Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Dowling, D.	2019	Immersive Longform Storytelling: Media, Technology, Audience		Taylor & Francis Group
Gitner, S.	2022	Multimedia Storytelling for Digital Communicators in a Multiplatform World		Taylor & Francis Group
Owens, J.	2020	Television Production (17th edition.)		New York, NY; London [Abingdon, Oxon]: Routledge. Taylor & Francis Group
Morley, J. Ch.	2008	Scriptwriting for High-Impact Videos		iUniverse, Inc. New York Lincoln Shanghai
Recommended reading				
Creeber, G.	2024	The Television Genre Book		Bloomsbury Publishing Plc
Sidlow, F., & Stephens, K.	2022	Broadcast News in the Digital Age: A Guide to Reporting, Producing and Anchoring Online and on TV		Taylor & Francis Group.
Bignell, Orlebar and Holland	2016	The New Television Handbook		Taylor & Francis Group
Kellison, C., Morrow, D., & Morrow, K.	2015	Producing for TV and New Media: A Real-World Approach for Producers.		Routledge