



VIDEO PRODUCTION FOR PUBLIC RELATIONS DEPARTMENT OF MASS COMMUNICATION, FACULTY OF LETTERS, NATIONAL UNIVERSITY OF LAOS

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ABSTRACT

This is a study of media production for The Department of Mass Communication public relations within 10-15 minutes. The purpose of this study was to create knowledge and understanding in the role of mass media for current and prospective students in The Department of Mass Communication and Faculty of Letters National University of Laos. There were 3 steps for this video production. First, it is a pre-production; seeking for ideas, defining objectives and targeting audiences to write scripts with storyboard, and creating a narrative script. Second, it is a production; using original videos and recording interviews with a Canon DSLR 100D camera with two types of lens which are 18-55mm lens, and 18-200mm telephoto lens-type of shot was used in The Medium Shot and Close Up was used as a shooting technique. Third, it is a post-production; using video editing in Non-Linear editing software, Adobe Premiere Pro CC, and Adobe After Effect CS6. Considering the limitation of working space and equipment, this production took longer to complete than expected.

Keywords: video production, public relations.

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INTRODUCTION

The History of the Organization

Department of Mass Communication, the previous is Department of Lao Literature. These was 1 of 10 departments in Faculty of Letters, National University Dongdok Campus, many graduated students go on careers in both government and private sectors, most of them career in the mass media such as, journalist, writer, presenter, photographer.

The graduation students became benefit for social, then Department of Mass Communication had officially opened teaching-learning program since 2004-2005 to present.

In the beginning, mass media was new for teaching and learning subjects, and social didn't recognize. When the time pass, society recognizes more and lot of people interested to study for increase their knowledge. The graduated students could work in variety of social and media outlets of mass communication.

Business Characteristics

National University of Laos was business development network for engineering education in Southeast Asia.

Project Objectives

1. To study video production for public relations in The Department of Mass Communication, Faculty of Letters, National University of Laos.
2. To learn about problems and obstacles of Department of Mass Communication, Faculty of Letters, National University of Laos.

Pursuit of Ideas

Concepts of video production were to provide useful information to target audiences and media for outside people to know what department wants to offer. The objectives were to awareness target audiences and understanding role of Mass Communication Department.

Scope of Project

Project Name: "Video Production for Public Relations, Department of Mass Communication, Faculty of Letters, National University of Laos"



Month	January	February	march	April	May
Operation planning	←→	←→			
Pre-Production		←→	←→		
Production			←→	←→	
Post-Production			←→	←→	←→

Table 1. Scope of Project

Expected Results from Project Implementation.

1. To learn about the process of producing and editing video for Department of Mass Communication, Faculty of Letters, National University of Laos.
2. To learn about the problems, obstacles, and solutions in production and editing video for Department of Mass Communication, Faculty of Letters, National University of Laos.

CONCEPTS AND RELATED THEORIES

To studied video production for public relations, Department of Mass Communication, Faculty of Letters, National University of Laos, related concepts as follow:

1. Video production theory
2. Editing theory
3. Used programs theory

Video Production Theory

Mention about video production and working as teamwork, must had responsible leader, ability to plan and well decisions as director will be responsible for developing the guidelines, production technical and creative until production (Piyadanai Wikein, Online, 2018).



Therefore, to produced video producer must understand factors as following:

1. Producer must studied and well understand scope of produce story.
2. Producer must understood basics of target audience such as: experience base, gender, age and interests, etc.

3. Production must plan to cover all need and easy to understand for audiences.

The processes for video production had 3 steps (3P) (Phunsak Thanaphanphanich, 2017, pp. 10-16)

This step was very important, to prepared before actual production and consists of several tasks, defining the concept of work, script writing, casting, choose shooting locations, prepared the device, prepared teamwork such as photographer, light technician, director, storyboard design was final draft of the task these was details of work to be different size of the job like as shooting film must had description of works. If prepared details well in this step, the result to production will be easier and faster.

This processed was shooting from story lines or script according to production team, as mention at the beginning that shooting were short scenes then keep several shots and editing to be story later, this reason to made work more flexible. Which scenes were able to shoot first or mistake scenes can fix later and details such as camera angle, light or Actor's mood could be easier to manage when compared with long shooting.

In addition, it may be necessary to shooting general scenery and sound, especially particular angle for used to insert more details to audience, by used equipment to shoot such as DSLR cameras and variety lengths lenses.

Post-Production

Editing process or video sequence and sound editing form script or story. This step inserted graphics and special technique, coloring video, scene connection, used Premiere Pro CC program as tool of work, sound may record in studio, inserted dialog, sound of around area, or inserted background music, most of this step will be in editing room, but these were many limited, for example adding special technique must use modern and complex equipment were required, with only technicians and director this step depended on duration in script and shooting, included difficulty in details additional of job in each theme like as 3 days 7 days or more 15 days this section



also included the process of converting finished work to variety media format like as Mpeg-4 clips, DVDs, films or other.

HOW TO DO THE PROJECT

Study of: “Video Production for Public Relations, Department of Mass Communication, Faculty of Letters, National University of Laos” This project included: video media production, editing video for outsider to recognition role of Department of Mass Communication, Faculty of Letters, National University of Laos.

Audiences of this video were students and those interested in Mass Media. These were 3 steps of operation:

1. Pre-Production Process

1.1 Getting Job Brief

Producer got assignment by Department of Mass Communication, Faculty of Letters, National University of Laos to create video for public relations and coordinated with senior student staffs, which help in production process and divided in 3 groups as follows: 1) Script Writer, 2) Camera Operator, and 3) Editing.

1.2 Pursuit of ideas

Concepts of video production were to provide useful information to target audience and be media for outside people to know what would department want to offer.

The objectives were to awareness target audiences and understood role of Mass Communication Department.

1.3 Data search

In this project, producer had studied in language and culture of Laos along with Department detail and subjects that can applied in daily life, based on curriculum and basic subjects from academic affair.

Audiences were students and those interested in Mass Media or those who want to improved their communication skills. Producer had meeting with production team for script writing and video format, by divided duties for team members according to their aptitude, then began to write script from details, and draw storyboard for present to department, these proceed for checking before go to next step.



2. Production Process

In this production, not only used original video but production team had also shooting some scenes, and equipment as DSLR camera was used to shoot interview scenes. The equipment used for production video as follows:



Figure 1. Camera DSLR Cannon 100D



Figure 2. Lens Kit Cannon term 18-55 mm.



Figure 3. Lens Telephoto Tamron term 55-200 mm.



By started shooting from prepare script, began shooting from general scenery around the building of Faculty of Letters, after that team members prepared videos from previous student works, and used for project editing, size of video shooting were Medium Shot and Close Up for interview scenes and inserted video effect with Adobe After Effects CS6 then checked before next step.

3. Post-Production Process

After shooting and search for original videos, editors brought all files and used it for editing process then editing in Non-Linear Editing format by used non-linear editing program, we converted all source video data into digital files and stored in computer before editing with computer program like as Adobe Premiere Pro CC, Adobe After Effects CS6, and publish.

Project apply and use

Producer can used project “Video Production for Public Relations Department of Mass Communication Faculty of Letters, National University of Laos” to apply for public relations in department and outsiders to understand role or story of Mass Media and meet the need of mass media to became specialist and develop for future.

PROJECT SUMMARY

Conclusion of operation

To study of “Video Production for Public Relations Department of Mass Communication, Faculty of Letters, National University of Laos”

The objectives were to study problems and obstacles that occur from video production for public relations, of Department of Mass Communication, Faculty of Letters, National University of Laos summarized as follows.

Project summary and Performance

Video Production for public relations Department of Mass Communication and presentation as video duration 15 minutes, concept of video production were to present useful information to the target group and became media to outsider to know department responsibility in the past and social role as mass communication. Target groups were students and those interested in mass communication.

The process of video production had 3 steps:



1. Pre-Production

Producer was assigned by Department of Mass Communication, Faculty of Letters, National University of Laos to produce video for public relations, then made implementation plan and divided team members duties accordance to aptitude. These were 3 divisions: 1.Script writer 2.Camera operator 3.Editor and continue for video format concept by studied in language and culture of Laos along with Department details and subjects that can applied in daily life, based on curriculum and basic subjects from academic affair for consistent with concept, that to present useful information to target group next step were meeting for script writing together with storyboard and write voice narration.

2. Production

After Pre-Production, production team used original video search with shooting scenes equipment used include: 1. Camera DSLR Canon 100D 2. Lens kit Canon 18-55mm 3. Lens Tele Tamron 18-200mm, shooting started form interviewed the founder for understand of purpose to establishing department most of video size for interview scenes were Medium Shot switching with Close Up such as interviewed of Dr. BuaLee Prapapan former head of Department in Medium Shot.

3. Post-Production

After shooting and searching for original videos, editor used all files to sequence and editing in “Non-Linear format “ with computer programs. “Non Linear format editing will convert all video data into digital format and stored in computer” then editing with Adobe Premiere Pro CC program by these videos will be arrange as scenes on Timeline and added effect as appropriate. Adobe After Effects CS6 had been used to create intro of video and inserted at opening scene, when files from both programs finished to sequence next step will send to sound editor for complete video.

DISCUSSION AND SUGGESTIONS

This section provides the discussion about video production for public relations department. The results from this study revealed that there are many factors for creating the effective video production for public relations, such as main concept of work, background information about faculty and university, script writing, storyboard



design, prepared the equipment, production techniques, and video editing process. Importantly, if producer and video production team members are able to control these significant factors well, the result to effective video production for public relations will be occurred. Consequently, the public relations practitioner can build knowledge, understanding, and awareness about faculty or university to target audiences through this video media.

Prior theoretical and empirical research about public relations media support this idea as Amnad Hungsa (2017) identified that public relations media as a video presentation can be used to promote the tourism in Phra Nakhon Si Ayutthaya province. Additionally, video presentation is able to establish audiences' satisfaction at the high level in the aspect of content, design, and video production techniques.

Furthermore, this finding is congruent with the previous research. Somsak Klaysung (2017), who studied about the development of video media to promote participatory marketing and tourism in Taling Chan, Bangkok, indicated that main concept of video and background information are absolutely important for creating recognized video presentation.

Definitely, the public relations department ought to develop the special skills and techniques for video production and to truly understand about problems and obstacles of video production. These lead to achievement of video production for public relations department.

Problems were used language and importance of words, as well as composition of video. Therefore made frequent changes and result to delayed submit; also problems with ease of work due to the limited work space, so team members can't work every day.

Suggestions are Equipment should be provided to suit the assignment these can make media more effective.



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