

SUMMARY

The core of the video essay is derived from the written essay, but in its essence, the video essay is a film. More elements of a film than a written essay need to be considered when making it. In 1940, the concept of the essay film was first introduced by the German experimental film producer Hans Richter. Over the years, this concept changed and became an increasingly famous film form through Chris Marker's film "Sans Soleil".

With the rapid growth in popularity of social media and video equipment that became more and more available to users, the essay film became more and more popular. As the film scene developed, it evolved into a video essay. People were able to voice their opinions to an ever-growing audience on social media channels at home. The film world was developing, and many felt the desire to talk about the film landscape through video essays. In addition to the materials of the private collection, clips from films also began to be used. At the moment, media consumption and content creation are on a strong path constantly growing, and new video essays are released more and more. New ways to present your thoughts in increasingly innovative ways are constantly being invented.

The video essay has a long history, but there is still a lot of potential for development. Currently, it is not possible to definitively categorize the video essay. There have been attempts to classify the video essay as a documentary or something similar, but it has still become a video form of its own. One way to define a video essay is as an essay. The essay itself is a creative form of expression that relies on the thoughts and opinions of the writer, being an educational and creative approach to people's worlds of thought and different opinions. Thereby also providing an opportunity to express oneself in a broader way than a written essay. The development of the video essay and the accompanying new definitions can be followed in the actively developing digital landscape.

As a practical part of the thesis, the video essay "Today's Circle of Social Media Addiction" was completed. Although the idea of the essay topic changed, with further thoughts and developments, an effective approach was found towards a new topic choice. As a result, the nature of media environments and people's ever-increasing use of social media were discussed.

When creating the video essay, there were several challenges in creating the written text and the visible image. Recording the sound was also an exciting challenge: the conversation had to sound intelligible and fluent. I was able to experiment with how to create the essence of a video essay without it becoming an educational video or too superficial. As an exciting task, I was also able to solve the creation of the rhythm of the video, so that the montage was sufficiently fast paced, but left time for the viewer to comfortably follow.

In the future, I want to continue creating videos and video essays. For me, the process of creating videos changed a lot, where the focus is on more than just the moving image and keeping in mind all elements of video making. My understanding of the complexity of video essays leads to a deeper understanding of how much work goes into creating entertainment that is also enjoyed daily.