

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Kreativnost
Course title:	Creativity

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Socialni menedžment (UN), prva stopnja / Social management (BSc), first level	/	2.,3.	4.,6.

Vrsta predmeta / Course type Izbirni/Optional

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	0	40	0	0	120	6

Nosilec predmeta / Lecturer: izr. prof. dr. Andrej Kovačič / Associate Professor Andrej Kovačič, Ph.D

Jeziki / Languages:

Predavanja / Lectures:	Slovensko / Slovenian, Angleško / English
Vaje / Tutorial:	Slovensko / Slovenian, Angleško / English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti: **Prerequisites:**

Pogoj za vključitev v delo je vpis v 2. ali 3. letnik študija.

The precondition is the entry in the 2. or 3. year of the study.

Vsebina:

- Psihološki vidiki kreativnosti
- Razvoj kreativnosti v sodobni družbi
- Kreativnost kot individualni in družbeni fenomen
- (Ne)naklonjenost okolja kreativnosti
- Vrste in načini kreativnega ustvarjanja, mišljenja, delovanja, itd.
- Kreativnost kot način komunikacije od visoke literature do reklamnega sporočila
- Kreativnost v praksi
- Kreativnost v podjetniškem okolju
- Kreativnost v praksi: literarna dela, filmi in gledališke predstave, reklamna in marketinška sporočila z vidika estetskih in etičnih implikacij itd.

Content (Syllabus outline):

- Psychological aspects of creativity
- Development of creativity in contemporary society
- Creativity as an individual and social phenomenon
- Favoreness of environment towards creativity
- Types and methods of creativeness, thinking, action, etc.
- Creativity as a means of communication from high literature to advertising messages
- Creativity in practice
- Creativity in business environment
- Creativity in practice: literature, films and theater, advertising and marketing messages in terms of aesthetic and ethical implications, etc.

Temeljni literatura in viri / Readings:

- Blažič, Milena (2003): *Kreativno pisanje. Metode in tehnike za razvijanje pisnih strategij*. Ljubljana: GV izobraževanje.
- Lule, J. (2012): *Mass Communication, Media, and Culture* (V. 1.0). <http://2012books.lardbucket.org/books/mass-communication-media-and-culture/>.
- Makarovič, Jan (2003): *Antropologija ustvarjalnosti*. Ljubljana: Nova revija.
- McLellan, Ros et al. (2012): *The impact of creative initiatives on wellbeing: a literature review*. CCE.
- Simonton, Dean Keith (2002): Creativity: Cognitive, personal, developmental, and social aspects. *American Psychologist*, 55(1), str. 151-158.
- Group creativity (2003): *Innovation through collaboration*. Paulus, Paul B.; Nijstad, Bernard A. (ur.). New York, NY, US: Oxford University Press.

Cilji in kompetence:

- poglobljeno razumevanje družbenega okolja s pomočjo povezovanja različnih družboslovnih disciplin;
- široko družboslovno znanje s pripravljenostjo in sposobnostjo za njegovo nadaljnje nadgrajevanje z novimi spoznanji v okviru družbenih ved;
- odprtost za široko interdisciplinarno in transdisciplinarno dožemanje družbenega sveta;
- razvoj kritične in samokritične presoje;

Objectives and competences:

- in-depth understanding of social environment supported by connecting various social science disciplines;
- broad knowledge in social sciences while being prepared and able for its further upgrading with new findings within social sciences;
- the openness for broad interdisciplinary and transdisciplinary perception of the social world;

- občutljivost za ljudi in socialno okolje ter razvoj komunikacijskih sposobnosti in spretnosti;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo);
- sposobnost razvijanja alternativnih rešitev v procesu strateškega načrtovanja;
- sposobnost divergentnega mišljenja, kritičnega presojanja, ustvarjalnosti in premagovanja problemov.

- development of critical and self-critical judgement;
- sensitivity to people and social environment and the development of communication abilities and skills;
- ability to recognise and exploit opportunities provided in the working and social environment and manifest themselves as entrepreneurial spirit and active citizenship;
- the ability to develop alternative solutions in the process of strategic planning;
- the ability of divergent thinking, critical judgement, creativity and overcoming problems.

Predvideni študijski rezultati:

Znanje in razumevanje:

- bistva kreativnosti kot individualnega in družbenega fenomena;
- ključnimi vidiki in komponentami kreativnosti na različnih področjih človekovega delovanja;
- kreativne strategije v okviru različnih dejavnosti;
- sposobnosti vključevanja v timsko delo in razvijanja lastnih idej znotraj skupinske komunikacije;
- kritična distanca do medijskih in reklamnih sporočil.

Intended learning outcomes:

Knowledge and understanding:

- the essence of creativity as an individual and social phenomenon;
- key aspects and components of creativity in various fields of human activity;
- creative strategies in the different activities;
- integration capacity in teamwork and developing own ideas within the group communication;
- critical distance towards the media and advertising messages.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov
- Praktične vaje (izražanje kreativnosti); kritične diskusije na temo kreativnosti, itd.;
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures with an active participation of students;
- Practical exercises (expression of creativity), critical discussions on the topic of creativity, etc.;
- Use of online classroom or other contemporary ICT tools.

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Načini: <ul style="list-style-type: none"> • Sodelovanje na predavanjih in vajah • Seminarska naloga • Pisni/ustni izpit Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.	20 % 30 % 50 %	Types: <ul style="list-style-type: none"> • Participation in lectures and exercises • A seminar paper • Written/oral examination Grading is in accordance with the Faculty's evaluation Ordinance.

Reference nosilca / Lecturer's references:

KOVAČIČ, Andrej, PODGORNIK, Nevenka. The sociological view of a late-modern individual's identity. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, May 2017, vol. 10, no. 2, str. 21-41, ilustr. <http://www.iiass.com/pdf/IIASS-volume10-number2-2017.pdf>, doi: 10.12959/issn.1855-0541.IIASS-2017-no2-art02.

KOVAČIČ, Andrej, REK, Mateja. Online Exposure and Critical Thinking. V: MILEVA-BOSHKOSKA, Biljana (ur.). *Book of Abstracts, 7th International Conference on Information Technologies and Information Society, ITIS 2015*, Otočec, Slovenia, 4-6 November 2015. Novo mesto: Faculty of Information Studies. 2015, str. 12.

KOVAČIČ, Andrej, PODGORNIK, Nevenka. The sociological view of a late-modern individual's identity. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, May 2017, vol. 10, no. 2, str. 21-41, ilustr. <http://www.iiass.com/pdf/IIASS-volume10-number2-2017.pdf>, doi: 10.12959/issn.1855-0541.IIASS-2017-no2-art02. [COBISS.SI-ID 4784891].

KOVAČIČ, Andrej, ZAKRAJŠEK, Srečo. Uporaba zaslonov in medijska pismenost predšolskih otrok v vrtcih. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, 2017, letn. 32, št. 2, str. 18-32.

KOVAČIČ, Andrej, REK, Mateja. Factors increasing media exposure of preschool children. *The new educational review*, ISSN 1732-6729, 2016, vol. 45, str. 249-257, tabele. <http://www.educationalrev.us.edu.pl/e45/a20.pdf>, doi: 10.15804/tner.2016.45.3.20.

KOVAČIČ, Andrej, MAVRI, Barbara, REK, Mateja. Predšolski otroci in vpliv medijev. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, 2016, letn. 31, [št.] 2, str. 20-35, graf. prikaz, tabele.

PODGORNIK, Nevenka, KOVAČIČ, Andrej. Can mental health be viewed as a public social problem?. *The International journal of mental health*, ISSN 0020-7411, 2014, vol. 43, no. 2, str. 52-69.

PODGORNIK, Nevenka, KOVAČIČ, Andrej. Conceptualization of mental constructs in clients attending reality orientation therapy. *Raziskave in razprave*, ISSN 1855-6280, 2014, vol. 7, no. 1, str. 3-30.

PODGORNIK, Nevenka, KOVAČIČ, Andrej. The Influence of gambling on criminal activities in the region of Goriška. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2013, vol. 6, no. 1, str. 135-154, ilustr. <http://www.iiass.com/pdf/IIASS-Volume6-Number1-2013.pdf>.