

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Mediji in komuniciranje
Course title:	Media and Communication

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 / Other forms of Study	Samost. delo Individ. work	ECTS
20	0	40	0	0	120	6

Nosilec predmeta / Lecturer: prof. dr. Mateja Rek / Professor Mateja Rek, 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:

Pogoj za opravljanje obveznosti je vpis v drugi/tretji letnik.

Prerequisites:

Enrolment in the second/third year of study.

Vsebina:

- Temeljne paradigme, teorije in modeli v komunikoloških študijah;
- Medijska konstrukcija realnosti;
- Odnos mediji in občinstvo;
- Vpliv medijav na posameznika in skupnost;
- Etika komuniciranja;
- Mediji, kultura in družba – predstavitev in razprave o zgodovinskem razvoju, osnovnih karakteristikah, sočasnem pomenu in družbenem vplivu medijev kot so radio, popularna glasba, televizija, film, knjige, časopisi, revije in internet;

Content (Syllabus outline):

- Basic theories and models in communication studies;
- The influence of media on individuals and community;
- Media construction of reality;
- Media-audience relationship;
- Communication ethics;
- Media, culture and society – presentation and discussions about the historical development, basic characteristics, the importance and influence of the media such

- Mediji v obdobju globalizacije.

- as radio, popular music, television, movies, books, newspapers, magazines and internet;
- Media in the time of globalization.

Temeljni literatura in viri / Readings:

- Rek, Mateja (2019): *Umetnost komuniciranja v kontekstu pozne moderne*. Ljubljana: Vega Press.
- Hodgkinson, Paul (2016): *Media, Culture and Society: An Introduction*. SAGE Publications Ltd; Second edition.
- Alan B. Albarran (2013): *The Social Media Industries*. Routledge.
- Fiske, John (2005): *Uvod v komunikacijske študije*. FDV, Ljubljana.
- Branston, Gill & Stafford, Roy (2007): *The Media Students Book*. Routledge.
- Košir, Manca (2003): *Surovi čas medijev*. Fakulteta za družbene vede, Ljubljana.

Cilji in kompetence:

- sposobnost za reševanje konkretnih družbenih in delovnih problemov z uporabo družboslovnih znanstvenih metod in postopkov;
- sposobnost povezovanja koherentno obvladanega temeljnega znanja, pridobljenega pri obveznih predmetih, ter njegova uporaba v praksi;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije v kontekstu družboslovja;
- sposobnost fleksibilne uporabe znanja v praksi;
- poznavanje pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- občutljivost za ljudi in socialno okolje ter razvoj komunikacijskih sposobnosti in spretnosti, posebej komunikacije v mednarodnem okolju;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem

Objectives and competences:

- ability to solve social and work problems using appropriate scientific methods and procedures;
- ability to link coherent fundamental knowledge acquired at compulsory subjects and its application in practice;
- ability to find, select, evaluate and position the new information as well as appropriate, social context-aware interpretation;
- ability to flexibly use the acquired knowledge in practice;
- familiarity with the importance of quality, striving to maintain the quality of professional work through practicing autonomy, showing initiative, as well as through (self-)criticism, (self-)reflection and (self-) evaluation;
- sensitivity for people and social environment; the development of communication capabilities and skills especially in the international environment;
- ethical self-reflection and commitment to professional ethics in a social environment respecting the principle of indiscrimination and multiculturalism.

načela neskriminatornosti in multikulturalnosti.

Predvideni študijski rezultati:

Študent/študentka:

- osvoji osnovna komunikološka znanja in kompetence, potrebna za razumevanje množičnega komuniciranja;
- poznavanje teorij medijskih učinkov;
- pozna osnovne koncepte teorij komuniciranja in medijskih študij;
- razume osnovne karakteristike in vplivanje komuniciranja preko različnih medijev na delovanje družbe in posameznikov;
- v kontekstu studija in v povezavi z drugimi predmeti demonstrira zmožnost kritične analize posameznih pojavov medijske komunikacije;
- reflektira in kritično ovrednoti ustreznost določenih teorij in modelov za analizo konkretnega problema.

Intended learning outcomes:

Students:

- acquire basic communication knowledge and competences needed to understand mass media communication;
- know about media effects theories;
- learn about the key theories of communication and media studies;
- understand the basic characteristics and influence of communication on the society and individuals through different media;
- in the context of the study of communication and in relation with other subjects demonstrate the ability to critically analyse cases of media communication;
- reflect and critically evaluate the suitability of theories and models for analysing specific problems.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- Seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- Eksperimentalne vaje, ki temeljijo na izkušenskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, igra vlog, sodelovalno učenje, portfolijo, evalvacija, samoocenjevanje);

Learning and teaching methods:

- Lectures with students' active participation (lecture, discussion, questions, examples, problem solving exercises);
- Tutorials with assignment (self-reflection, project work, team work, methods of critical thinking, discussion, feedback, practice);
- Experimental exercises based on experiential, cooperative and problem-oriented learning (independent studying, discussion, explanation, observation, role plays, case studies, critical reading and writing methods, portfolio, evaluation and self-evaluation);

- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij;
- Individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj).

- Use of online classroom or other contemporary ICT tools;
- Individual and group consultations (discussion, additional explanation, dealing with specific questions).

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<p>Načini:</p> <ul style="list-style-type: none"> • Pisni/ustni izpiti • Seminarske vaje <p>Ocenska lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>80%</p> <p>20%</p>	<p>Types:</p> <ul style="list-style-type: none"> • Written/oral exam • Seminar work <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>

Reference nosilca / Lecturer's references:

REK, Mateja. *Umetnost komuniciranja v kontekstu pozne moderne*. Ljubljana: Vega Press, 2019.

REK, Mateja, GORJUP, Nina. Planning and implementing promotion in small and micro enterprises: bridging the gap between intentions and actual behaviour. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2019, vol. 12, no. 1, str. 6-25.

REK, Mateja. *Umetnost komuniciranja v kontekstu pozne moderne*. 1. izd. Ljubljana: Vega, 2019.

GORJUP, Nina, REK, Mateja. *Mala in mikro podjetja v vrtincu promocijskih naporov*. 1. izd. Ljubljana: Vega, 2016.

GORJUP, Nina, REK, Mateja. *Odnos do promocije v poslovno uspešnih malih in mikro podjetjih*. 1. izd. Ljubljana: Vega, 2016.

REK, Mateja, MAKAROVIC, Matej, ŠKABAR, Matjaž. Identifying complex cultural conditions of globalization in late modernity: a fuzzy set analysis of 30 countries. *European Journal of Science and Theology*, ISSN 1841-0464, feb. 2017, vol. 13, no. 1, str. 173-188.

REK, Mateja, OZVATIC, Tanja. Using the specific affect coding system to observe affective behaviour in public speaking. *Research in social change*, ISSN 2463-8226, Jan. 2017, vol. 9, iss. 1, str. 28-48.

MAKAROVIC, Matej, PRIJON, Lea, REK, Mateja, TOMŠIČ, Matevž. The Strength of Pro-European consensus among Slovenian political elites. *Historical social research*, ISSN 0172-6404, 2016, vol. 41, no. 4, str. 195-213.

REK, Mateja. Unwanted behaviour among youth: influence of digital media consumption. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2016, vol. 9,

no. 3, str. 122-135, ilustr. <http://www.iass.com/pdf/IIASS-2016-no3-art7.pdf>,
doi: [10.12959/issn.1855-0541.IIASS-2016-no3-art7](https://doi.org/10.12959/issn.1855-0541.IIASS-2016-no3-art7).

KOVAČIČ, Andrej, REK, Mateja. Factors increasing media exposure of preschool children. *The new educational review*, ISSN 1732-6729, 2016, vol. 45, str. 249-257.