

UČNI NAČRT PREDMETA / COURSE SYLLABUS

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| 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 (VS) / Social management (BA) | Program nima smeri / Program has a single course | Drugi / Second | Četrty / Fourth |
| Prva stopnja / First level | | Tretji / Third | Šesti / Sixth |

Vrsta predmeta / Course type Izbirni / Elective

Univerzitetna koda predmeta / University course code: MK / MC

| 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 / Prof. Mateja Rek, Ph.D.

Jeziki / Languages:

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| Predavanja / Lectures: | Slovenski / Slovenian, Angleški / English |
| Vaje / Tutorial: | Slovenski / Slovenian, Angleški / English |

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

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Predstavitev osnovnih pojmov, komunikacijskih prvin in opredelitev komuniciranja
- Temeljne paradigme, teorije in modeli v komunikoloških študijah
- Vpliv medijev na posameznika in skupnost
- Javno nastopanje: posredno in neposredno
- Etika komuniciranja
- Mediji, kultura in družba – predstavitev in razprave o zgodovinskem razvoju, osnovnih karakteristikah, sočasnem pomenu in družbenem vplivu medijev kot so radio,

Content (Syllabus outline):

- Introduction to the basic definitions and communication basics
- Basic theories and models in communication studies
- The influence of media on individuals and community
- Public speaking: direct and indirect
- Communication ethics
- Media, culture and society – presentation and discussions about the historical development, basic characteristics, the importance and influence of the media such

popularna glasba, televizija, film, knjige, časopisi, revije in internet

- 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:

Fiske, John (2004): *Uvod v komunikacijske študije*. Ljubljana: FDV.

McQuail, Denis (2002): *McQuail's reader in mass communication theory*. SAGE.

Day, Louis Alvin (2006): *Ethics in media communication. Cases and controversies*. Thomson-Wadsworth.

Habermas, Jurgen (1989): *Strukturne spremembe javnosti*. ŠKUS, Znanstveni inštitut Filozofske fakultete, Ljubljana.

Smith, Kenneth Louis (2005): *Handbook of Visual Communication: Theory, Methods and Media*, Lawrence Erlbaum Associates. London, New York.

Cilji in kompetence:

Pridobitev splošnih kompetenc:

- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela nediskriminatornosti in multikulturalnosti;
- razvoj kritične in samokritične presoje;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje z različnimi okolji.

Pridobitev predmetno-specifičnih kompetenc:

- poznavanje in razumevanje utemeljitev in zgodovine razvoja temeljnih družboslovnih disciplin (stroke) in sicer s področja sociologije, političnih ved, komunikologije, ekonomije in menedžmenta, družboslovne informatike, pravožnanstva, družboslovne statistike in kvalitativnih metod;

Objectives and competences:

Acquisition of general competences:

- ethical reflection and commitment to professional ethics in the social environment, respecting the principle of non-discrimination and multiculturalism;
- developing critical and self-critical judgment;
- developing communication skills in different communication settings and environments.

Acquisition of course-specific competences:

- knowledge and understanding of the rationale and history of the development of basic social sciences (professions) in the fields of sociology, political science, communication science, economics and management, social science informatics, jurisprudence, social science statistics and qualitative methods;

- sposobnost povezovanja koherentno obvladanega temeljnega znanja, ter njegova uporaba v praksi;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije v kontekstu družboslovja;
- sposobnost interdisciplinarnega pristopa, ki se kaže kot razumevanje splošne strukture družbenih ved ter povezanosti med njenimi posameznimi disciplinami in poddisciplinami;
- razumevanje odnosov med posamezniki, organizacijami in družbenim okoljem, zmožnost za kompleksno sistemsko gledanje in delovanje.

- ability to integrate coherently mastered basic knowledge and put it into practice;
- the ability to obtain, select, evaluate and position new information and the ability to interpret it in the context of the social sciences;
- the ability of an interdisciplinary approach, manifested as an understanding of the general structure of social sciences and of the connection between its individual disciplines and sub-disciplines;
- understanding of relationships between individuals, organizations and the social environment, ability to complex systematic understanding and functioning.

Predvideni študijski rezultati:

Študent/študentka:

- osvoji osnovna komunikološka znanja in kompetence, potrebna za razumevanje množičnega komuniciranja;
- 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 na lokalni, nacionalni ali globalni ravni;
- v javnih predstavitvah demonstrira aplikacijo osvojenih znanj.

Intended learning outcomes:

Students:

- acquire basic communication knowledge and competences needed to understand mass media communication;
- 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 on local, national and global level;
- demonstrate application of the acquired knowledge in their presentations.

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)

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)

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| <ul style="list-style-type: none"> • Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij • Individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj) | <ul style="list-style-type: none"> • 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: |
| Načini: <ul style="list-style-type: none"> • Pisni/ustni izpiti • Obveznosti vaj | 80% 20% | Types: <ul style="list-style-type: none"> • Written/oral exam • Tutorial |
| Ocenjevanje je skladno s Pravilnikom o preverjanju in ocenjevanju znanja. | | Grading is in accordance with the Faculty's Evaluation Ordinance. |

Reference nosilca / Lecturer's references:

REK, Mateja, OZVATIČ, 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.

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.

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

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.

REK, Mateja. Množični mediji in moralna panika. *Medijska vzgoja in produkcija*, okt. 2010, letn. 3, št. 3, str. 4-8.

REK, Mateja. *Globalizacija medijske kulture. Medijska vzgoja in produkcija*, dec. 2008, letn. 1, št. 4, str. 14-17.

JELOVAC, Dejan, REK, Mateja. *Komuniciranje v medkulturnem okolju*. Ljubljana: Vega, 2010.

REK, Mateja. Civic experts : the case of the EU. *Research in social change*, ISSN 1855-4202, jan. 2012, no. 4, iss. 1, str. 37-61. [COBISS.SI-ID 1024532545].