

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

|                      |                         |
|----------------------|-------------------------|
| <b>Predmet:</b>      | Mediji in komuniciranje |
| <b>Course title:</b> | Media and Communication |

| Študijski program in stopnja<br>Study programme and level | Študijska smer<br>Study field | Letnik<br>Academic year | Semester<br>Semester |
|---|-------------------------------|-------------------------|----------------------|
| Uporabne družbene študije UN                              | /                             | 2.,3.                   | 2.                   |
| Advanced Social Studies BA                                | /                             | 2.,3.                   | 2.                   |

**Vrsta predmeta / Course type** izbirni/ electoral

**Univerzitetna koda predmeta / University course code:** MiK

| Predavanja<br>Lectures | Seminar<br>Seminar | Vaje<br>Tutorial | Klinične vaje<br>work | Druge oblike študija /<br>Other forms of Study | Samost. delo<br>Individ. work | ECTS |
|------------------------|--------------------|------------------|-----------------------|--|-------------------------------|------|
| 20                     |                    | 40               |                       |  | 120                           | 6    |

**Nosilec predmeta / Lecturer:** Izr. prof. dr. Mateja Rek / Mateja Rek, Ph.D., Associate Professor

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|--------------------------------|-----------------------------------|--|
| <b>Jeziki /<br/>Languages:</b> | <b>Predavanja /<br/>Lectures:</b> | Slovenščina, angleščina / Slovene, English |
|                                | <b>Vaje / Tutorial:</b>           | Slovenščina, angleščina / Slovene, 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:**

- Predstavitev osnovnih pojmov, komunikacijskih prvin in opredelitev komuniciranja;
- Temeljne paradigme, teorije in modeli v komunikoloških študijah;
- Vpliv medijav 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 as radio, popular

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

- Mediji v obdobju globalizacije.

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:

- 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;

### 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

- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela neskrinatornosti in multikulturalnosti.

respecting the principle of indiscrimination and multiculturalism.

### 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;
- v javnih predstavitev 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;
- 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);
- Individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj).

### 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) ;
- Individual and group consultations (discussion, additional explanation, dealing with specific questions).

### Načini ocenjevanja:

Način (pisni izpit, ustno izpraševanje, naloge, projekt)

### Assessment:

Delež (v %) /  
Weight (in %)

Type (examination, oral, coursework, project):

|  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>• Pisni/ustni izpiti – 80% ocene.</li> <li>• Seminarske vaje – 20% ocene</li> </ul>   |  | <ul style="list-style-type: none"> <li>• Written/oral exam 80% of the grade</li> <li>• Seminar work 20 % of the grade</li> </ul> |
| <b>Reference nosilca / Lecturer's references:</b>  |  |  |
| <p>REK, Mateja. Množični mediji in moralna panika. <i>Medijska vzgoja in produkcija</i>, okt. 2010, letn. 3, št. 3, str. 4-8.</p> <p>REK, Mateja. Globalizacija medijske kulture. <i>Medijska vzgoja in produkcija</i>, dec. 2008, letn. 1, št. 4, str. 14-17.</p> <p>JELOVAC, Dejan, REK, Mateja. <i>Komuniciranje v medkulturnem okolju</i>. Ljubljana: Vega, 2010.</p> <p>REK, Mateja. Civic experts : the case of the EU. <i>Research in social change</i>, ISSN 1855-4202, jan. 2012, no. 4, iss. 1, str. 37-61. [COBISS.SI-ID 1024532545]</p> <p>REK, Mateja. Europeanisation of civil society sector in Central and Eastern Europe. <i>Innovative issues and approaches in social sciences</i>, ISSN 1855-0541, jan. 2010, vol. 3, no. 1, str. 60-86. <a href="http://www.iiass.com/pdf/IIASS-Volume3-Number1-2010.pdf">http://www.iiass.com/pdf/IIASS-Volume3-Number1-2010.pdf</a>. [COBISS.SI-ID 1024151105]</p> <p>REK, Mateja. Economic culture in Slovenia : research results from the Dioscuri research project. <i>Research in social change</i>, ISSN 1855-4202, sep. 2009, issue 3, no. 1, str. 3-21. [COBISS.SI-ID 1024151105]</p> <p>REK, Mateja. Civil society organizations as providers of expert knowledge : the case of the European union. V: PANDILOSKA JURAK, Alenka (ur.), PINTERIČ, Uroš (ur.). <i>Contemporary world between freedom and security</i>. Ljubljana: Vega, 2010, str. 219-241, ilustr. [COBISS.SI-ID 1024199233]</p> |  |  |