

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Svetovni mediji
Course title:	Global Media

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Medkulturni menedžment, druga	Program nima smeri	-	Drugi ali četrti
Intercultural management, second	The programme has no fields	-	Summer

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	Samost. delo Individ. work	ECTS
20		15	0	0	145	6

Nosilec predmeta / Lecturer: doc. dr. Andrej Kovačič/Assist. prof. Andrej Kovačič

Jeziki / Languages:

Predavanja / Lectures:	Slovenščina, angleščina / Slovene, English
Vaje / Tutorial:	Slovenščina, angleščina / Slovene, English

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

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Vsebina:

- Pregled vplivnih paradig, teorij, pojmov in modelov o množičnih medijih;
- Pregled medijskih sistemov po svetu, s poudarkom na regulaciji medijev;
- Globalizacija kot politični in kulturni pojav;
- Vplivi medijev na kulturo in družbo;
- Slovenski mediji v kontekstu Evropske Unije;
- Tehnike komuniciranja masovnih medijev;

Content (Syllabus outline):

- Review of influential paradigms, theories, concepts and models on mass media;
- Review of media systems around the world, with an emphasis on the regulation of media;
- Globalization as a political and cultural phenomenon;
- The effects of media on culture and society;
- Slovenian media in the context of the European Union;

- Širši okvir svetovnih medijev.

- Communication techniques used by mass media;
- Global media in a wider context.

Temeljni literatura in viri / Readings:

Collins, Richard (2002): *Media and Identity in Contemporary Europe: Consequences of Global Convergence*. Portland, Oregon: Intellect Books.

De Beer, Arnold S. in John C. Merrill (2004): *Global Journalism. Topical issues and media systems*. Pearson.

Fiske, J. (2001): *Understanding Popular Culture*. London in New York: Routledge.

Fiske, J. (2005): *Uvod v komunikacijske študije*. Ljubljana: Fakulteta za družbene vede.

Fairclough, N. (1995): *Media Discourse*. Arnold: London.

Green, Andy (2005): *Effective Communication Skills for Public Relations (PR in Practice)*. Kogan page. London.

Gackenbach, Jayne (ur.) (2007): *Psychology and the Internet - Intrapersonal, Interpersonal, and Transpersonal Implications*. Academic press.

Harcup, T. (2004) *Journalism: Principles and Practices*. Sage. London.

Hofstede, Gert Jan; Pedersen, Paul B. in Hofstede Geert (2006): *Komuniciranje; Raziskovanje kulture; Primeri, vaje in simulacije*: Družba Piano.

Kovačič, Andrej (2014): The ACTION model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, 7(3), str. 90-103.

MacQuail, D. (2005): *Theory of Mass Communication*. Sage. London.

McKenzie, Robert (2006): *Comparing Media from around the World*. Boston, New York, San Francisco: Pearson Education.

Cilji in kompetence:

- sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, izhajajočih iz kulturne dinamike, sposobnost ponujanja rešitev za preprečevanje njihovih negativnih konsekvenc;

Objectives and competences:

- The ability to formulate original ideas, concepts and solutions for specific problems;
- The strategic orientation, i.e. the ability to anticipate events resulting from cultural dynamics, the ability to offer solutions to prevent their negative consequences;

razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje z različnimi okolji;

- sposobnost timskega dela, tj. pripravljenost na sodelovanje, kooperativnost, upoštevanje mnenj drugih in izpolnjevanje dogovorjene vloge v okviru tima in skupine;
- sposobnost zagona strategij oziroma pretvorbe strategij v projekte;
- sposobnost vodenja, koordiniranja in načrtovanja poslovnega procesa;
- sposobnost uporabe relevantnih domačih in mednarodnih virov, uporabe elektronskih virov in kritične analize relevantne literature;
- sposobnost razumevanja državljanske svobode, enakosti, dostojanstva, pravic in odgovornosti;
- razvoj refleksije ob upoštevanju lokalne, nacionalne in globalne ravni;
- razvoj znanja, veščin in stališč za vseživljenjsko učenje;
- spodbujanje razvoja obveščenih in aktivnih državljanov;
- razvoj potrebe po doseganju družbene pravičnosti in podpiranju raznolikosti;
- sposobnost učenja na osnovi relevantnih virov z različnih področij teorije in prakse;
- spodbujanje vključevanja napredne tehnologije pri učenju in proučevanju družbenih in poslovnih študij.

Predmetnospecifične kompetence:

- Razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje z različnimi okolji;

• The development of communication skills and skills for communicating with different environments;

- The ability for teamwork, i.e. willingness for cooperation, collaboration, taking into account the opinions of others and fulfilment of the defined roles within the team and the group;
- The ability to launch strategies or transform strategies into projects;
- The ability to manage, coordinate and plan the business process;
- The ability to apply relevant national and international sources, to apply electronic sources and critical analysis of relevant literature;
- The ability to understand citizens' freedom, equality, dignity, rights and responsibilities;
- Development of reflection taking into account local, national and global level;
- The development of knowledge, skills and positions for lifelong learning;
- Promoting the development of informed and active citizens;
- Development of the need to achieve social justice and support the diversity;
- Ability to learn on the basis of relevant sources from different areas of theory and practice;
- Promoting the integration of advanced technologies for learning and studying the social and the business studies.

Subject-specific competences:

- Development of communication skills for

- Sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- Sposobnost uporabe informacijsko-komunikacijskih tehnologij in sistemov na področju kulture;
- Razumevanje različnih družbenih in kulturnih okolij, razumevanje kulturne pluralnosti;
- Sposobnost anticipacije in reševanje problemov, ki izhajajo iz medkulturnih razlik;
- Sposobnost razumevanja in obvladovanja medkulturnih informacij;
- Razumevanje odnosov med posamezniki in skupinami v različnih kulturnih okoljih;

- communicating with different environments;
- The ability to formulate original ideas, concepts and solutions of certain problems;
 - The ability to use information and communication technologies and systems in the field of culture;
 - Understand different social and cultural backgrounds, understanding of cultural pluralism;
 - The ability to anticipate and solve problems arising from cultural differences;
 - Ability to understand and manage cross-cultural information;
 - Understanding relationships between individuals and groups in different cultural environments.

Predvideni študijski rezultati:

- V povezavi z drugimi predmeti osvoji relevantna znanja s področja medijskih komunikacij v kontekstu globalizacije;
- Zna razumeti in ovrednotiti posamezne kulture, s čimer bolj učinkovito komunicira z njimi;
- V kontekstu študija 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:

- In conjunction with other subjects use relevant knowledge in the field of media communication in the context of globalization;
- Can understand and evaluate individual cultures, thereby communicate with them more effectively;
- In the context of the study and in conjunction with other subjects demonstrate the ability to critically analyze individual phenomena of media communication;
- Express and critically evaluate the appropriateness of certain theories and models for the analysis of a concrete problem.

Learning and teaching methods:**Metode poučevanja in učenja:**

<ul style="list-style-type: none"> • 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); • Eksperimentalne vaje, ki temeljijo na izkušnjskem, 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). 	<ul style="list-style-type: none"> • Lectures with active participation of students (explanation, discussion, questions, examples, problem solving); • Tutorial (reflection of experience, project work, team work, critical thinking methods, discussion, feedback); • Experimental practice based on experiential, cooperative and problem-solving study (autonomous study, discussion, explanation, observing, team work, case study, critical reading and writing methods, cooperation, portfolio, evaluation, self-assessment).
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Načini ocenjevanja:**Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt)	Delež (v %) / Weight (in %)	Type (written and oral examination, coursework, project):
Pisni/ustni izpit	50%	Written / oral examination
Aktivno sodelovanje na vajah in poročila eksperimentalnih vaj ter predstavitev naloge	50%	Active participation, reports on work and paper presentation
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading is in accordance with the Faculty's evaluation Ordinance.

Reference nosilca / Lecturer's references:

Kovačič, Andrej (2014): The ACTION model for measuring influence in advertising. <i>Innovative issues and approaches in social sciences</i> , 7(3), str. 90-103.
Kovačič, Andrej. <i>Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja</i> . 1. izd. Ljubljana: Vega.
Kovačič, Andrej (2013): Using the method of observation in testing media advertising. <i>Research in social change</i> , 5(2) str. 5-22.
Kovačič, Andrej in Podgornik, Nevenka. (2013): Testing CASC scale for measuring emotional and rational advertising and media effects. <i>Innovative issues and approaches in social sciences</i> , 6(2),

str. 82-9.

Kovačič, Andrej (2012): How to measure the effects of advertising communication : a research methodology overview. *Research in social change*, 4(2), str. 85-113.

Kovačič, Andrej (2011): Zunanje oglaševanje - enostranska komunikacija in njene posledice. *Raziskave in razprave*, 4(2), str. 45-74.

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Praktična filozofija
Course title:	Practical Philosophy

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mediji in novinarstvo / Media and Journalism	Program nima smeri / Program has a single course	prvi / first	drugi / second
Druga stopnja/ Second level			

Vrsta predmeta / Course type obvezni / obligatory

Univerzitetna koda predmeta / University course code: MAG17

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
30		15	0		135	6

Nosilec predmeta / Lecturer: Red. prof. dr. Dejan Jelovac /Dejan Jelovac, Ph.D., Professor

Jeziki / Languages:	Predavanja / Lectures:	Slovenščina, angleščina / Slovene, English
	Vaje / Tutorial:	Slovenščina, angleščina / Slovene, English

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

Pogoj za opravljanje obveznosti je vpis v prvi letnik.

Prerequisites:

Enrolment in the first year of study.

Vsebina:

- Pojem filozofije kot sistema znanja: poreklo in zgodovinski razvoj; pojmovno-metodološki pristop, kategorialni aparat in problemski diskurz/horizont vodilnih filozofskih šol, smeri in problemov; temeljne filozofske vede; teoretska («prva») vs. praktična filozofija;
- Mesto in vloga praktične filozofije v sistemu znanja;
- Aristotlova phronesis (praktična modrost)

Content (Syllabus outline):

- The notion of philosophy as a system of knowledge: the origins and historical development; conceptual-methodological approach, categorical apparatus and problem-solving discourse / the leading schools of philosophy, trends and problems; fundamental philosophical sciences; theoretical ("first") vs. practical philosophy;
- The place and role of practical philosophy in

kot temelj praktične filozofije;

- Kantova utemeljitev praktične filozofije na praktičnem umu;
- Utilitarizem kot utemeljevanje praktične filozofije na dejanjih ali pravilih od katerih se obetajo največje možne koristi (sreča, ugodje) za največje možno število ljudi (Bentham, Mill); sodobni utilitarizem kot »utilitarizem pravičnosti« (Trapp);
- Praktična filozofija 20. stoletja: filozofija prava, socialna filozofija, teorija delovanja, teorija odločanja, teorija iger, etika, filozofija države, filozofija politike, filozofija ekonomije;
- Praktična etika kot filozofija akcije

the system of knowledge;

- Aristotle's »phronesis« (practical wisdom) as the foundation of practical philosophy;
- Kant's justification of practical philosophy based on the practical mind;
- utilitarianism as a practical philosophy to justify acts or rules of which promise maximum benefit (happiness, pleasure) for the greatest number of people (Bentham, Mill); modern utilitarianism as "utilitarianism righteousness" (Trapp);
- Practical philosophy of the 20th century: philosophy of law, social philosophy, theory of operation, decision theory, game theory, ethics, philosophy of law, philosophy policy, philosophy of economics;
- Practical ethics as a philosophy of action

Temeljni literatura in viri / Readings:

- Jelovac, Dejan: Principi postmoderne praktične filozofije, FUDŠ, Nova Gorica (v pripravi)
- Aristotle, Politics, Dover Publications, Mineola, New York, (2000)
- Kant, Imanuel (2003): Kritika praktičnega uma, 2. natis, Zbirka Analecta, Društvo za teoretsko psihoanalizo, Ljubljana.
- Mill, John Stuart (1968): Principles of Political Economy: With Some of Their Applications to Social Philosophy, Books III-V, University of Toronto Press, Toronto, Routledge&Kegan Paul, London.
- Mill, John Stuart in Bentham, Jeremy (1987): Utilitarianism and Other Essays, Penguin Books Ltd., London.
- Singer, Peter (2004): Razmislimo znova o življenju in smrti – sesutje naše tradicionalne etike; Studia Humanitatis, Ljubljana.

Cilji in kompetence:

- Sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela nediskriminatornosti in multikulturalnosti;
- uporaba in kombiniranje znanj z različnih

Objectives and competences:

- Ability to formulate original ideas, concepts and solutions of certain problems;
- ethical reflection and commitment to professional ethics in the social environment by respecting the principle of non-discrimination and multiculturalism;
- using and combining knowledge from

disciplinarnih področij;
razumevanje različnih teoretskih pristopov in njihova uporaba pri reševanju konkretnih problemov.

different disciplines;
• understanding different theoretical approaches and their application in solving concrete problems.

Predvideni študijski rezultati:

Študent/študentka:

- v povezavi z drugimi predmeti pozna in razume relevantna poglavja ter pojmovno-kategorialni aparat na polju praktične filozofije;
- pridobi vpogled v bistvo ključnih fenomenov postmodernega sveta na področjih človekovega praktičnega delovanja;
- razume in razsoja temelj in horizont družbeno-kulturnega, socio-političnega, zgodovinsko-teoretskega in vrednostno-moralnega sklopa dogajanja kot pomembnih notranjih okoljih oz. dimenzijah sistema sodobnih razvitih družb;
- pozna in uporablja osnovne metode in tehnike razreševanja filozofskih problemov, sporov in odprtih vprašanj;
- zavzame stališče do ključnih filozofskih vprašanj, problemov, šol oz. smeri v sodobnem svetu;
- sprejme in kritično ovrednoti strokovnost in etičnost uporabljenih metod;
- preizkusi in kritično ovrednoti primernost določene metode za analizo konkretnega problema;
- pridobi vpogled v bistvo dobrih praks, njihovo vlogo, mesto in pomen za sodobno družbeno življenje;
- pridobi čut za moralno odgovornost do notranjega in zunanjega okolja organizacije;
- usposobi se za implementacijo poslovnega ravnanja v slogu dobrega gospodarja;
- izvede študijo primera in primerjalno študijo primera.

Intended learning outcomes:

Students:

- in relation to other objects know and understand the relevant chapter and conceptual-categorical apparatus in the field of practical philosophy;
- gain an insight into the essence of the key phenomena of the postmodern world in the fields of human practical action;
- understand and evaluate the foundation and the horizon of socio-cultural, socio-political, historical and theoretical value and moral set of events as important internal environments or dimensional system of modern developed societies;
- know and apply the basic methods and techniques of solving philosophical problems, disputes and outstanding issues;
- take a position on key philosophical questions, problems, or schools or directions in the modern world;
- adopt and critically evaluate the professionalism and ethics of the methods used;
- examine and critically evaluate the appropriateness of a particular method for the analysis of a concrete problem;
- gain an insight into the essence of good practices, their role, position and importance for modern social life;
- gain a sense of moral responsibility to the internal and external environment of the organization;
- gain the ability to implement business practices in the style of a good manager;
- carry out a case study and a comparative case study.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri);
- Seminarske vaje (študija primerov, 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);
- Oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje).

Načini ocenjevanja:

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

- Pisni/ustni izpit - 60% ocene.
 - Seminarska naloga in zagovor - 40% ocene.
- Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.

Delež (v %) / Weight (in %)

Type (examination, oral, coursework, project):

- Written / oral examination - 60% of the grade.
 - Seminar and its argumentation - 40% of the grade.
- Grading is in accordance with the Faculty's evaluation Ordinance

Reference nosilca / Lecturer's references:

JELOVAC, Dejan, RIHTARŠIČ, Tanja. Social entrepreneurship and fair trade. Innovative issues and approaches in social sciences, ISSN 1855-0541, 2014, vol. 7, no. 1, str. 82-98.

<http://www.iias.com/pdf/IIASS-volume7-number1-2014.pdf>. [COBISS.SI-ID 513243010]

JELOVAC, Dejan, RIHTARŠIČ, Tanja. A model of Slovenian ethical consumerism. Raziskave in razprave, ISSN 1855-4148, 2013, vol. 6, no. 3, str. 115-146.

http://www.fuds.si/media/pdf/zaloznistvo/R-R/R_R_oktober_2013_elektronska.pdf. [COBISS.SI-ID 513256834]

JELOVAC, Dejan. The impact of corporate social responsibility in the context of small and medium

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);
- Portfolio design and study (motivating, directing, self-observation, self-managing, reflection, self-evaluation).

Assessment:

enterprise. Innovative issues and approaches in social sciences, ISSN 1855-0541, May 2012, vol. 5, no. 2, str. 21-35. <http://www.iiass.com/pdf/IIASS-Volume5-Number2-2012.pdf>. [COBISS.SI-ID 513041794]

JELOVAC, Dejan, REK, Mateja. Komuniciranje v medkulturnem okolju. Ljubljana: Vega, 2010. 183 str., ilustr. ISBN 978-961-92951-2-0. [COBISS.SI-ID 253319168]

Bibliografija: <http://www.sicris.si/search/rsr.aspx?lang=slv&id=17620>