

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

<b>Predmet:</b>	Komunikacijski trening
<b>Course title:</b>	Communication training

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Socialni menedžment, prva	Program nima smeri.	Drugi	Četrta
Social management, prva	The programme has no field.	Second	Fourth

**Vrsta predmeta / Course type**

**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
30	/	45	/	/	105	6

**Nosilec predmeta / Lecturer:**

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

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

**Prerequisites:**

**Vsebina:**

- Uvod v predmet. Definicija, vloga in pomen medosebnega komuniciranja; pomen socialne interakcije in odnosov; kontekstualni in razvojni vidik medosebne komunikacije; funkcije medosebnega komuniciranja.
- Ključna načela medosebnega komuniciranja: neizogibnost, ireverzibilnost, kompleksnost, kontekstualna odvisnost.

**Content (Syllabus outline):**

- Introduction to the course. Definition, role and significance of interpersonal communication; significance of social interaction and relationships; contextual and developmental aspects of interpersonal communication; functions of interpersonal communication.
- Key principles of interpersonal communication: unavoidability, irreversibility, complexity, dependence

- Oblike in sestavni deli komuniciranja: verbalna in neverbalna komunikacija; oblike govorov; sestavni deli komunikacijske tehnike
- Znanje in veščine dobrega govorca, odnos do nastopov in predstavitev.
- Etika komuniciranja.

- on context.
- Forms and components of communication: verbal and non-verbal communication; forms of speeches; components of a communication technique.
- Knowledge and skills of a good speaker, attitude towards performances and presentations.
- Communication ethics.

### **Temeljni literature in viri / Readings:**

Kovačič, A. (2014): Action Formula for Influence, Pro-active Communication Techniques - učno gradivo.

O'Connor, Joseph, Lages, Andrea (2007), How coaching works, A & C Black Publishers Ltd.

Horgie, O. (2010): Skilled Interpersonal Communication: Research, Theory and Practice. Routledge.

Hartley, P. (1999). Interpersonal Communication. London : Routledge.

Sloane, T. O. (2001). Encyclopedia of Rhetoric. Oxford : Oxford University Press.

### **Cilji in kompetence:**

- sposobnost fleksibilne uporabe znanja v praksi;
- 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 načela nediskriminatornosti in multikulturalnosti;
- zmožnost vzpostavljanja in vzdrževanja kooperativnih odnosov za delo v skupini in z drugimi uporabniki in skupinami (lokalna skupnost, organizacije javne uprave,

### **Objectives and competences:**

- ability of a flexible use of knowledge in practice;
- sensitivity to people and social environment and the development of communication skills, especially communication in an international environment;
- ethical reflection and commitment to professional ethics in the social environment with respect for the principle of non-discrimination and multiculturalism;
- Ability to establish and maintain cooperative relations to work in a group and with other groups and users (local government, public administration organizations, industry, non-

gospodarstvo, nevladne organizacije) ter zmožnost strpnega dialoga;

- organizacijske in vodstvene spretnosti v organizacijah, ob razumevanju individualnih vrednot in skupinskih vrednotnih sistemov, z obvladovanjem profesionalno –etičnih vprašanj;
- komuniciranje s strokovnjaki iz različnih področij gospodarskega in družbenega življenja ter z različnimi interesnimi skupinami.

governmental organizations) and the ability of tolerant dialogue;

- organizational and management skills in organizations, understanding the value of individual and collective value systems, the management of professional -etic issues;
- communicate with experts from different fields of economic and social life as well as with different stakeholders.

#### **Predvideni študijski rezultati:**

Študent/študentka:

- pozna in razume pomen medosebnega komuniciranja;
- pozna in razume ključne definicije, koncepte in funkcije medosebnega komuniciranja;
- obvladuje osnove učinkovitega medosebnega komuniciranja, verbalnega in neverbalnega;
- razume delovanje dejavnikov, ki vplivajo na uspešnost govorenja in jih zna upoštevati v komunikacijskem procesu;
- reflektira in kritično ovrednoti različne komunikacijske izkušnje.

#### **Intended learning outcomes:**

Students will:

- know and understand the significance of interpersonal communication;
- know and understand key definitions, concepts and functions related to interpersonal communication;
- master the basics of efficient interpersonal communication, verbal and non-verbal;
- understand the functioning of factors, which influence successful speaking, and consider them during a communication process;
- reflect upon and critically evaluate different communication experiences.

#### **Metode poučevanja in učenja:**

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- Sprotne naloge na vajah in doma (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje

#### **Learning and teaching methods:**

- Lectures with active student participation (explanation, discussion, questions, cases, problem solving);
- Seminars at workshops and home assignments (reflexion about experiences, project work, team work, method of critical thinking, discussion, feed-back, social

<p>povratne informacije, socialne igre);</p> <ul style="list-style-type: none"> <li>• 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);</li> <li>• Individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj).</li> </ul>	<p>games);</p> <ul style="list-style-type: none"> <li>• Experimental exercises based on experience, co-operation, problem learning (individual study, discussion, explanation, observation, team work, case study, method of critical reading and writing, role play, co-operative learning, portfolio, evaluation and self-evaluation);</li> <li>• Individual consultations (discussion, additional explanation, treatment of specific questions).</li> </ul>
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**Načini ocenjevanja:**

**Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt)	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
<ul style="list-style-type: none"> <li>• Pisni/ustni izpit</li> <li>• Aktivno sodelovanje na vajah in poročila eksperimentalnih vaj ter predstavitev naloge</li> </ul>	<p>50%</p> <p>50%</p>	<ul style="list-style-type: none"> <li>• Written / oral examination</li> <li>• Active participation, reports on laboratory work and the paper presentation - 50% of the grade.</li> </ul>
<p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>		<p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>
<p><b>Reference nosilca / Lecturer's references:</b></p>		

Kovačič, Andrej. The Action Model For Measuring Influence In Advertising. Innovative Issues and Approaches in Social Sciences, vol.7, no.3:90-103.

Kovačič, Andrej, Podgornik, Nevenka. Testing CASC scale for measuring emotional and rational advertising and media effects. Innovative issues and approaches in social sciences, 2013, vol. 6, no. 2, str. 82-97.

Kovačič, Andrej. Using the method of observation in testing media advertising. Research in social change, may 2013, no. 5, iss. 2, str. 5-22.

Kovačič, Andrej. How to measure the effects of advertising communication : a research

methodology overview. Research in social change, ISSN 1855-4202, may 2012, no. 4, iss. 2, str. 85-113.

Kovačič, Andrej. Zunanje oglaševanje - enostranska komunikacija in njene posledice. Raziskave in razprave, 2011, letn. 4, št. 2, str. 45-74.