

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

**Predmet:** Politično komuniciranje  
**Course title:** Political Communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Medkulturni menedžment, druga	Program nima smeri	prvi ali drugi	drugi ali četrti
Intercultural Management, second	The programme has no field	first or second	second or fourth

**Vrsta predmeta / Course type**

Izbirni / Elective

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

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	0	15	0	0	145	6

**Nosilec predmeta / Lecturer:**

prof. dr. Matevž Tomšič / Prof. Matevž Tomšič, PhD

**Jeziki /  
Languages:**

**Predavanja /  
Lectures:** slovenski, angleški / Slovenian, English  
**Vaje / Tutorial:** slovenski, angleški / Slovenian, English

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

Ni posebnih pogojev.

**Prerequisites:**

No special prerequisites.

**Vsebina:**

- Značilnosti političnega ustroja sodobnih družb
- Ključni procesi političnih sprememb v sodobnem svetu (demokratizacija, globalizacija, evropsko povezovanje)
- Vloga komuniciranja v procesih političnega odločanja
- Vloga medijev v sodobni politični ureditvi; mediji kot 'četrta veja oblasti' in 'pes čuvaj' demokracije
- Politični in medijski pluralizem; medijski prostor kot prostor artikulacije družbenega pluralizma
- Vpliv globalizacijskih procesov na spremembe v političnem komuniciranju
- Vpliv informacijsko-komunikacijskih tehnologij na politično komuniciranje
- Specifike političnega komuniciranja v 'novih demokracijah'

**Content (Syllabus outline):**

- Character of political setting in contemporary societies
- Key processes of political change in contemporary world (democratization, globalization, European integration)
- Role of communication in policy-making process
- The role of the media in contemporary politics; the media as the 'fourth branch of government' and 'watchdog of democracy'
- Political and media pluralism, media space and articulation of social pluralism
- The impact of globalization processes on political communication
- The impact of ICT on political communication
- Specifics of political communication in the new democracies

**Temeljni literatura in viri / Readings:**

Davis, Aeron. (2019): *Political Communication: A New Introduction for Crisis Times*. Cambridge: Polity Press.

Eibl, Otto in Miliš Gregor. (2019): *Thirty Years of Political Campaigning in Central and Eastern Europe*. London: Palgrave Macmillan.

Ferfila, Bogomil in Marta Kos. (2002): *Politično komuniciranje*. Ljubljana: FDV.

Kenski, Kate in Kathleen Hall Jamieson. (2019): *The Oxford Handbook of Political Communication*. Oxford: Oxford University Press.

Perloff, Richard M. (2018): *The Dynamics of Political Communication: Media and Politics in a Digital Age*. London: Routledge.

In ostala literatura po izbiri nosilca/ And other literature, selected by the course coordinator.

**Cilji in kompetence:****Cilji:**

- Razumevanje politične dinamike sodobnih družb
- Razumevanje značilnosti in logike komuniciranja v različnih fazah političnega procesa

**Objectives and competences:****Objectives:**

- Understanding of political dynamics in contemporary societies
- Understanding of character and logics of communication in different phases of political process

- Poznavanje vloge medijev pri političnem komuniciranju
- Sposobnost empirične analize in komparativne obravnave pojavov, povezanih s političnim komuniciranjem

**Kompetence:**

- poznavanje in razumevanje kulturnih in družbenih procesov in sposobnost njihove kompleksne analize;
- sposobnost razumevanja državljske svobode, enakosti, dostojanstva, pravic in odgovornosti;
- spodbujanje razvoja obveščenih in aktivnih državljanov;
- razvoj potrebe po doseganju družbene pravičnosti in podpiranju raznolikosti;
- razumevanje različnih družbenih in kulturnih okolij, razumevanje kulturne pluralnosti;
- razumevanje odnosov med posamezniki in skupinami v različnih kulturnih okoljih.

- Apprehension of the role of media in political communication
- Ability of empirical analysis and comparison of phenomena, related to political communication

**Competences:**

- Knowledge and understanding of cultural and social processes and the ability for their complex analysis;
- The ability to understand citizens' freedom, equality, dignity, rights and responsibilities;
- Promoting the development of informed and active citizens;
- Development of the need to achieve social justice and support the diversity;
- Understanding different social and cultural environments, understanding the cultural pluralism;
- Understanding of relationships between individuals and groups in different cultural environments.

**Predvideni študijski rezultati:**

**Znanje in razumevanje:**

**Študent/ka:**

- pozna in razume logiko in dinamiko funkcioniranja politike v sodobnih družbah;
- pozna in razume temeljne odgovore in dileme, ki so povezane s političnimi spremembami v sodobnem svetu;
- razume specifike in logiko komuniciranja v političnih procesih;
- pozna in razume položaj in vlogo medijev v političnem življenju, predvsem z luči opravljanja njihovega demokratičnega poslanstva;
- je sposoben evalvacije stanja na področju političnega komuniciranja s pomočjo empiričnega gradiva;

**Intended learning outcomes:**

**Knowledge and understanding:**

**The student:**

- knows and understands the logic and dynamics of the functioning of politics in contemporary societies;
- knows and understands the fundamental answers and dilemmas regarding political change in contemporary societies;
- understands the specifics and logic of communication in political processes;
- knows and understands the position and role of the media in a modern democratic society, especially in light of the fulfillment of their democratic mission;
- is able to evaluate the situation in terms of political communication using empirical material;

- je sposoben primerjalne obravnave različnih pojavov, povezanih s političnim komuniciranjem.

- is capable of comparative consideration of different aspects of political communication.

#### Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri);
- seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

#### Learning and teaching methods:

- Lectures with active engagement of students (explanation, discussion, questions, examples);
- Tutorials (reflection of experience, project work, teamwork, critical thinking, discussion, feedback);
- Individual and group consultations (discussions, additional explanation, specific questions);
- Individual study (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation);
- Use of online classroom or other contemporary ICT tools.

Delež (v %) /

#### Načini ocenjevanja:

Weight (in %) **Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Assessment:
Problemski esej	50 %	Type (examination, oral, coursework, project): Open Book Exam
Seminarska naloga	50 %	Essay
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale - in accordance with the Rules of examination and evaluation of knowledge.

#### Reference nosilca / Lecturer's references:

Adam, Frane in Matevž Tomšič (2019): The Future of populism in a comparative European and global context. *Comparative sociology*, 18, 5/6, 687-705.

Chiran, Dadiana in Matevž Tomšič (2020): Populist ideology and speech patterns in e-communication between 2013 and 2016: discerning populism from political popularity. *Romanian Journal of Political Science*, 20, 1, 30-57.

Tomšič, Matevž (2019): Decline of elite consensus and destabilisation of political space in East-Central Europe. *Corvinus journal of sociology and social policy*, 8, 3, 151-170.

Kleindienst, Petra in Matevž Tomšič (2017): Human dignity as the foundation of democratic political culture: legal and philosophical perspective. *Law, culture and the humanities*, 1-20.

Cabada, Ladislav in Matevž Tomšič (2016): The Rise of person-based politics in the new democracies: the Czech Republic and Slovenia. *Politics in Central Europe*, 12, 2, 29-50.

Tomšič, Matevž in Lea Prijon (2012): Person-based politics in Italy and Slovenia: comparing cases of leadership's individualisation. *International social science journal*, 3/214, 237-248.