

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	prvi ali drugi	drugi ali četrti
Intercultural Management, second	The programme has no fields	first of 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 Other	Samost. delo Individ. work	ECTS
20	0	15	0	0	145	6

Nosilec predmeta / Lecturer: izr. prof. dr. Andrej Kovačič / Assoc. Prof. Andrej Kovačič, PhD

Jeziki / Languages:

Predavanja / Lectures:	slovensko, angleško / Slovenian, English
Vaje / Tutorial:	slovensko, angleško / Slovenian, English

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

Potrebni so zgolj splošni pogoji izpolnjeni ob vpisu v študijski program.

Prerequisites:

Only general prerequisites met at the enrolment in the study programme are needed.

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.

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.

- Slovenski mediji v kontekstu Evropske Unije.
- Tehnike komuniciranja masovnih medijev.
- Širši okvir svetovnih medijev.

- Slovenian media in the context of the European Union.
- Communication techniques used by mass media.
- Global media in a wider context.

Temeljni literatura in viri / Readings:

Kovačič, Andrej (2019): *Action Formula for Influence, Pro-active Communication Techniques - učno gradivo*.

Rek, Mateja (2019): *Umetnost komuniciranja v kontekstu pozne moderne*. Ljubljana: Vega.

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

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

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

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

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

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.

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

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; 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 državljske 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;

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;
- 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;

- spodbujanje vključevanja napredne tehnologije pri učenju in proučevanju družbenih in poslovnih študij;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje z različnimi okolji;
- 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.

- Promoting the integration of advanced technologies for learning and studying the social and the business studies;
- Development of communication skills for 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;
- Understanding 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;

Intended learning outcomes:

- In conjunction with other subjects uses 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 demonstrates the ability to critically analyze individual phenomena of media communication;

- reflektira in kritično ovrednoti ustreznost določenih teorij in modelov za analizo konkretnega problema.

- Expresses and critically evaluates the appropriateness of certain theories and models for the analysis of a concrete problem.

Learning and teaching methods:

- 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);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Metode poučevanja in učenja:

- 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);
- Use of online classroom or other contemporary ICT tools.

Načini ocenjevanja:

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

Pisni/ustni izpit

Aktivno sodelovanje na vajah in poročila eksperimentalnih vaj ter predstavitev naloge

Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.

Delež (v %) / Weight (in %)

50%

50%

Assessment:

Type (written and oral examination, coursework, project):

Written / oral examination

Active participation, reports on work and paper presentation

Grading scale - in accordance with the Rules of examination and evaluation of knowledge.

Reference nosilca / Lecturer's references:

Kovačič, Andrej, Macuh, Bojan, Raspor, Andrej, Sraka, Marko (2019): Media exposure and secondary school delinquency. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, vol. 12, no. 2, str. 24-44. <http://www.iiass.com/pdf/IIASS-2019-no2-art2.pdf>.

Kovačič, Andrej, Macuh, Bojan, Raspor, Andrej, Sraka, Marko, Škabar, Matjaž (2018): Starši kot medijski opismenjevalci osnovnošolskih otrok prve in druge triade. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, letn. 33, [št.] 2, str. 20-37.

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

Kovačič, Andrej (2014): *Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja*. 1. izd. Ljubljana: Vega.

Kovačič, Andrej (2013): Using the method of observation in testing media advertising. *Research in social change*, 5(2) str. 5-22.

Kovačič, Andrej in Podgornik, Nevenka (2013): Testing CASC scale for measuring emotional and rational advertising and media effects. *Innovative issues and approaches in social sciences*, 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.