

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Medijska kultura
Course title:	Media Culture

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
Visokošolski strokovni / B.A.			

Vrsta predmeta / Course type obvezni / obligatory

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
20		40			120	6

Nosilec predmeta / Lecturer: red. prof. dr. Mateja Rek / Prof. Mateja Rek, Ph.D.

Jeziki / Predavanja / Lectures: slovenščina, angleščina / Slovene, English
Languages: 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:

• uvod v medijske študije - razlaga ključnih konceptov v medijskih študijah; predstavitev in razprave o zgodovinskem razvoju, osnovnih karakteristikah, sočasnem pomenu in družbenem vplivu medijev kot so radio, popularna glasba, televizija, film, knjige, časopisi, revije in internet;

• mediji in posameznik – vpliv medijev na konstrukcijo identitete posameznika, odnos med (vizualnimi in verbalnimi) podobami različnih kategorij identitet, ki so videne v medijih in načinov na katere ljudje dojemajo (in živijo) lastno identiteto in identiteto drugih;

• mediji, kultura in družba - pregled raziskovanja in teorij o medijskem vplivu oziroma moči medijev, analiza odnosa med medijsko produkcijo in

Content (Syllabus outline):

• Introduction to media studies - the key concepts in media studies; historical development, basic characteristics, the importance and impact of social media such as radio, popular music, television, film, books, newspapers, magazines and the internet;

• Media and an individual - the impact of the media on the construction of individual identity, the relationship between (visual and verbal) images of various identities from the media and the ways in which people perceive (and live) their own identity and the identity of others;

• Media, Culture and Society - an overview of research and theories of media the influence and power of the media, analysis of the relationship between media production and audience and the discussion of potential media construction of reality;

občinstvom ter razprava o potencialih medijske konstrukcije realnosti;

- globalizacija in kultura informacijske družbe.

- globalization and culture of information society.

Temeljni literatura in viri / Readings:

Branston, Gill & Stafford, Roy. 2007. *The Media Students Book*. Routledge.

Bennett, Tony in Frow, John (ur.). 2008. *The SAGE Handbook of Cultural Analysis*. Sage Publications.

Bourdieu, Pierre. 2001. *Na televiziji*. Knjižna zbirka Krt. Ljubljana.

Cilji in kompetence:

- 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;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju z vestnim spoštovanjem načela resnicoljubnosti, svobode, odgovornosti, odprtosti, strpnosti, pluralizma, ustvarjalnosti, izvirnosti, uravnoveženosti, pravičnosti, poštenosti;
- sposobnost za reševanje konkretnih problemov s področja medijev in medijske produkcije z uporabo ustreznih metod, tehnik in postopkov;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij na področju medijev in zmožnost njihove interpretacije;
- vzgoja in razvoj potrebe po samostojnem ustvarjanju na podlagi pridobljenih ustreznih strokovnih znanj in praktičnih veščin brez katerih je delovanje posameznikov in skupin v sodobnih medijskih organizacijah preprosto nemogoče;
- vzgojitev primernih individualnih vrednot, vrlin in dobrih običajev kot tudi skupinskih vrednotnih sistemov, ki so nujni pogoj uspešnega delovanja sodobnih medijcev in medijev v razvitem svetu.

Objectives and competences:

- Ability to flexibly apply knowledge in practice;
- Knowledge of the concept of quality and persistent efforts for the quality of professional work through autonomy, (self)criticality, (self)reflexivity and (self)evaluation in professional work;
- Ethical reflection and commitment to professional ethics in the social environment with conscientious respect for the principle of truthfulness, freedom; responsibility, openness, tolerance, pluralism, creativity, originality, balance, fairness, honesty;
- Ability to solve concrete problems in the field of media and media production using appropriate methods, techniques and procedures;
- Ability to obtain, select, evaluate and place new information in the field of media and the ability to interpret it;
- Education and development of the need for independent creation on the basis of acquired relevant professional knowledge and practical skills without which the operation of individuals and groups in modern media organizations is simply impossible;
- Education of appropriate individual values, virtues and good customs as well as group value systems, which are a necessary condition for the successful operation of modern media and media in the developed world.

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;
- je sposoben/na identifikacije, analize in evalvacije in vzpostavitev kritične drže do vsebin in načinov medijskega komuniciranja.

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);
- samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Načini ocenjevanja:

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

- Pisni/ustni izpit
- Seminarska naloga s poročili seminarskega dela in ter predstavitev naloge

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

Intended learning outcomes:

Students:

- Master basic communication skills and competences necessary for understanding mass communication;
- Know the basic concepts of communication theory and media studies;
- Understand the basic characteristics and the influence of communication through various media on the society and individuals;
- Identify, analyse and evaluate and take a critical approach to the content and methods of media communication.

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);
- Independent study (motivating, directing, self-reflecting, self-balancing, reflection, self-assessment);
- Use of online classroom or other contemporary ICT tools.

Assessment:

Delež (v %) / Weight (in %)

50%

50%

Type (examination, oral, coursework, project):

- Written / oral examination
- Seminar paper with reports on the seminar work and the paper presentation

Grading is in accordance with the Faculty's evaluation Ordinance.

Reference nosilca / Lecturer's references:		
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REK, Mateja. *Umetnost komuniciranja v kontekstu pozne moderne*. 1. izd. Ljubljana: Vega, 2019.

REK, Mateja. Media education in Slovene preschools: a review of four studies. *CEPS journal: Center for Educational Policy Studies Journal*, ISSN 1855-9719, 2019, vol. 9, no. 1, str. 45-60.

REK, Mateja, KOVAČIČ, Andrej. Media and preschool children : the role of parents as role models and educators. *Medijske studije*, ISSN 1847-9758. [Tiskana izd.], 2018, vol. 9, no. 18, str. 27-43.

REK, Mateja, OZVATIČ, Tanja. Using the specific affect coding system to observe affective behaviour in public speaking. *Research in social change*, ISSN 1855-4202, Jan. 2017, vol. 9, iss. 1, str. 28-48.

REK, Mateja. Unwanted behaviour among youth: influence of digital media consumption. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2016, vol. 9, no. 3, str. 122-135.

KOVAČIČ, Andrej, REK, Mateja. Factors increasing media exposure of preschool children. *The new educational review*, ISSN 1732-6729, 2016, vol. 45, str. 249-257.

KOVAČIČ, Andrej, MAVRI, Barbara, REK, Mateja. Predšolski otroci in vpliv medijev. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, 2016, letn. 31, [št.] 2, str. 20-35.

REK, Mateja. Researching the role of civil society and media in curbing corruption: a need for a more indepth interdisciplinary approach. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, Jan. 2015, vol. 8, no. 1, str. 60-76.

REK, Mateja, MAKAROVIČ, Matej, ŠKABAR, Matjaž. Identifying complex cultural conditions of globalization in late modernity: a fuzzy set analysis of 30 countries. *European Journal of Science and Theology*, ISSN 1841-0464, feb. 2017, vol. 13, no. 1, str. 173-188.

JELOVAC, Dejan, REK, Mateja. *Komuniciranje v medkulturnem okolju*. Ljubljana: Vega, 2010.

REK, Mateja. Economic culture in Slovenia: research results from the Dioscuri research project. *Research in social change*, 2009, issue 3, no. 1, str. 3-21.

ADAM, Frane, JELOVAC, Dejan, REK, Mateja. Economic cultural (in)compatibility: old and new EU members in comparison. V: Podmenik, Darka (ur.). *Sociokulturni in organizacijski vidiki prenosa znanja*, 2008. Ljubljana: Inštitut za razvojne in strateške analize.

TOMŠIČ, Matevž, REK, Mateja. Kulturni vidiki ekonomskega in političnega razvoja: stare in nove članice EU v primerjalni perspektivi. *Organizacija: revija za management, informatiko in kadre*, 2006, letn. 36, št. 1, str. 28-34.

