

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Komunikacijski procesi
Course title: Communication Processes

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Strateško komuniciranje in menedžment, tretja stopnja	Strateško komuniciranje	Prvi	Prvi
Strategic Communication and Management, 3rd level	Strategic Communication	First	First

Vrsta predmeta / Course type

Obvezni / Mandatory

Univerzitetna koda predmeta / University course code:

KP / CP

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
10	30	0	0	0	410	15

Nosilec predmeta / Lecturer:

Prof. dr. Mateja Rek / Prof. Mateja Rek, Ph.D
 (nosilka je v vlogi koordinatorice, ker pri izvajanju predmeta sodeluje več visokošolskih učiteljev) / (the lecturer plays the role of coordinator since several lecturers participate in the course)

**Jeziki /
Languages:**

**Predavanja /
Lectures:** slovenski, angleški (tudi za seminar) /
Slovenian, English (also for the seminars)
Vaje / Tutorials: /

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

Vpis v 1. letnik doktorskega študija.

Prerequisites:

Enrolment in the first year of doctoral study.

Vsebina:

- Karakteristike komunikacijskih procesov v pogojih pozne moderne
- Modeli komunikacijskih procesov
- Semiotika
- Pomen strateške usmerjenosti komunikacijskih procesov v pogojih pozne moderne
- Strateško komuniciranje: teoretične osnove in napredek raziskovalnega področja
- Strateško komuniciranje in javna sfera
- Organizacijsko komuniciranje
- Tržno komuniciranje
- Kontekst in komunikacija; vpliv konteksta na izbor jezikovnih rab/strategij
- Komunikacijske kompetence

Content (Syllabus outline):

- Characteristics of communication processes in the conditions of late modernity
- Models of communication processes
- Semiotics
- The importance of the strategic orientation of communication processes in the conditions of late modernity
- Strategic communication: theoretical foundations and progress of the research field
- Strategic communication and public sphere
- Organizational communication
- Marketing communications
- Context and communication; the influence of context on the choice of language uses/strategies
- Communication competencies

Temeljna literatura in viri / Foundational literature and sources:

Betteke van Ruler (2018): Communication Theory: An Underrated Pillar on Which Strategic Communication Rests. *International Journal of Strategic Communication* 12(4): 367-381. DOI: 10.1080/1553118X.2018.1452240

Eagle, L., Czarnecka, B., Dahl, S., & Lloyd, J. (2020): *Marketing communications*. Routledge.

Holtzhausen, D., & Zerfass, A. (Eds.). (2014): *The Routledge handbook of strategic communication*. New York: Routledge.

Zerfass, A., Verčič, D., Nothhaft, H., & Werder, K. P. (2018): Strategic communication: Defining the field and its contribution to research and practice. *International Journal of Strategic Communication* 12(4): 487-505.

Rek, Mateja (2019): *Umetnost komuniciranja v kontekstu pozne moderne*. 1. izd. Ljubljana: Vega.

Cobley, P. and Schulz P. J. (Eds.) (2013): *Theories and Models of Communication*. Berlin/Boston: De Gruyter.

Cilji in kompetence:**Objectives and competences:**

Pridobitev splošnih kompetenc:

- sposobnost identificiranja danega raziskovalnega problema, njegove analize ter možnih rešitev;
- ustvarjanje novega znanja, ki pomeni relevanten prispevek k razvoju znanosti;
- sposobnost obvladanja standardnih metod, postopkov in procesov raziskovalnega dela na področju strateškega komuniciranja oziroma menedžmenta;
- sposobnost za reševanje konkretnih raziskovalnih problemov na področju strateškega komuniciranja oziroma menedžmenta;
- sposobnost kompleksnega systemskega pogleda na družbo in interdisciplinarnega pristopa, ki se kaže kot razumevanje splošne strukture družbenih ved ter povezanosti med njenimi posameznimi disciplinami in poddisciplinami,
- zavezanost profesionalni etiki;
- sposobnost predstavitve pridobljenih znanstvenih izsledkov v obliki publikacij v znanstveni periodiki.

Pridobitev predmetno specifičnih kompetenc:

- sposobnost samostojnega raziskovalno-razvojnega dela in vodenje raziskovalne skupine;
- poznavanje pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- razumevanje vloge in funkcije komunikacije za ohranjanje in razvoj medsebojnih odnosov;
- poznavanje različnih interpretativnih pristopov, ki pojasnjujejo komunikacijska dejanja;
- razumevanje vloge javnih diskurzov v polju konstitucije identitete;
- razumevanje vloge konteksta pri oblikovanju komunikacijskih/jezikovnih praks v polju komuniciranja;

Acquisition of general competences:

- ability to identify a given research problem, its analysis and possible solutions;
- creation of new knowledge, which represents a relevant contribution to the development of science;
- ability to master standard methods, procedures and processes of research work in the field of strategic communication or management;
- ability to solve concrete research problems in the field of strategic communication or management;
- the ability of a complex systemic view of society and an interdisciplinary approach, which manifests itself as an understanding of the general structure of the social sciences and the connections between their individual disciplines and subdisciplines;
- commitment to professional ethics;
- ability to present the obtained scientific results in the form of publications in scientific periodicals.

Acquisition of course-specific competences:

- ability of independent research and development work and leading a research group;
- knowledge of the importance of quality and striving for the quality of professional work through autonomy, (self)criticality, (self)reflexivity and (self)evaluation in professional work;
- understanding the role and functions of communication for maintaining and developing interpersonal relationships;
- knowledge of different interpretive approaches that explain communication actions;
- understanding the role of public discourses in the field of identity constitution;
- understanding the role of context in shaping communication / language practices in the field communication;

- poznavanje bistvenih elementov in strukture dialoga;
- razumevanje komuniciranja kot procesa sprejemanja strateških odločitev.

- knowledge of the essential elements and structure of the dialogue;
- understanding communication as a strategic decision-making process.

Predvideni študijski rezultati:

Znanje in razumevanje:

- Študenti se bodo seznanili z osnovnimi idejami in koncepti komunikologije, še posebej pa strateškega, organizacijskega in tržnega komuniciranja.
- Seznanili se bodo z raziskovalnimi metodami, tehnikami in postopki, ki jih uporabljajo te discipline, in to znanje aplicirali tudi na primeru konkretnih analiz.
- Poglobili bodo znanja o tistih spoznavnih izhodiščih, s katerimi se te raziskovalne discipline razlikujejo od drugih vrst raziskovanja komunikacije.
- Študenti bodo postali sposobni artikulacije ključnih vprašanj in problemov strateškega komuniciranja v kontekstu dinamičnih družb pozne moderne.
- Osvojili bodo sposobnost za reševanje konkretnih družbenih in delovnih problemov z uporabo družboslovnih znanstvenih metod in postopkov.
- Razvili bodo sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije v kontekstu komunikologije.

Intended learning outcomes:

Knowledge and understanding:

- Students will get acquainted with the basic ideas and concepts of communication, especially strategic, organizational and marketing communication.
- They will get acquainted with the research methods, techniques and procedures used by these disciplines, and they will also apply this knowledge in the case of concrete analyses.
- They will deepen their knowledge of the cognitive starting points that differentiate these research disciplines from other types of communication research.
- The students will become able to articulate key issues and problems of strategic communication in the context of dynamic societies of late modernity.
- They will gain the ability to solve concrete social and work problems using social science scientific methods and procedures.
- They will develop the ability to acquire, select, evaluate and place new information and the ability to interpret in the context of the communication sciences.

Metode poučevanja in učenja:

Learning and teaching methods:

<ul style="list-style-type: none"> - <i>predavanja</i> z aktivno udeležbo doktorandov (razlaga, diskusija, vprašanja, primeri, reševanje problemov); - <i>seminarsko delo</i> (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, dodatna razlaga); - <i>uporaba spletne učilnice</i> oziroma drugih sodobnih IKT orodij; - <i>individualno delo študentov</i> (samostojen študij literature, priprava razširjene raziskovalne naloge). 	<ul style="list-style-type: none"> - <i>lectures</i> with active participation of doctoral students (explanations, discussion, cases, problem-solving); - <i>seminar work</i> (reflecting experience, project work, team work, methods of critical thinking, discussions, reporting feedback information, additional explanations); - <i>use of online classroom</i> or other contemporary ICT tools; - <i>individual students' research work</i> (independent study of literature, preparing the extended research paper).
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<p>Način (pisni izpit, ustno izpraševanje, naloge, projekt):</p> <p>Razširjena raziskovalna naloga (cca. 5000 besed), ki se lahko poteguje za objavo v mednarodni recenzirani reviji/ monografiji ali za prezentacijo na mednarodni znanstveni konferenci/ delavnici.</p> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	100 %	<p>Type (examination, oral, coursework, project):</p> <p>Extended research paper (cca. 5000 words) able to compete for publication in an international peer reviewed journal/monograph or for the presentation at the international scientific conference/workshop.</p> <p>The grading scale is harmonized with the Rules for verification and evaluation of knowledge.</p>

Reference nosilca / Lecturer's references:

<ul style="list-style-type: none"> • GOLOB, Tea, MAKAROVIC, Matej, REK, Mateja. Meta-reflexivity for resilience against disinformation = Meta-reflexividad para la resiliencia contra la desinformación. <i>Comunicar</i>, ISSN 1134-3478, 2021, str. 1-10. • REK, Mateja. <i>Umetnost komuniciranja v kontekstu pozne moderne</i>. 1. izd. Ljubljana: Vega, 2019. • REK, Mateja. Media education in Slovene preschools: a review of four studies. <i>CEPS journal: Center for Educational Policy Studies Journal</i>, 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. <i>Medijske studije</i>, ISSN 1847-9758, 2018, vol. 9, no. 18, str. 27-43.
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- 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, 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.
- KOVAČIČ, Andrej, REK, Mateja. Factors increasing media exposure of preschool children. *The new educational review*, ISSN 1732-6729, 2016, vol. 45, str. 249-257.