

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Novi mediji
Course title:	New Media

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	drugi / second	prvi / first
Druga stopnja / Second Level			

Vrsta predmeta / Course type Obvezni / Compulsory

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	-	15	-	-	145	6

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

Pogoj za opravljanje obveznosti je vpis v drugi letnik.

Prerequisites:

Enrolment in the second year of study.

Vsebina:

1. Identitete v virtualnem prostoru interneta
2. Poglavitne distinkcije med posameznimi tipi računalniško posredovane komunikacije (rpk) (komunikacijska dinamika: sinhroni/asinhroni tipi rpk; družbeni kontekst komunikacije v posameznih tipih; moderirani/nemoderirani tipi rpk)

Content (Syllabus outline):

1. Identity in the virtual space of the internet
2. The main distinction between different types of computer-mediated communication (cmc) (communication dynamics: a synchronous / asynchronous types of cmc; social context of communication in different types; moderated / unmoderated cmc types)

3. Socialni (ritualni) vidik v rpk (fatična komunikacija, angl. Phatic communion)
4. Socialno-psihološke teorije pri razlagi računalniško posredovane komunikacije
5. Vloga tehnologije računalniško posredovane komunikacije v kontekstu vsakdanjega življenja, medsebojno delovanje in vplivanje novih komunikacijskih tehnologij na vsakdanje življenje in obratno
6. Interpretacije statusa identitete v rpk in vprašanje (kako sami uporabniki razumejo lastno identiteto v pogosto anonimnih okoljih rpk?)
7. Razlike med neposredno (angl. Face-to-face) komunikacijo in različnimi tipi posredovane komunikacije
8. Značilnosti računalniško posredovanega diskurza (odsotnost neverbalnih znakov)
9. Tehnološke omejitve, ki vplivajo na jezikovno rabo v rpk (sinhroni/asinhroni tipi rpk)
10. Žaljivke v RPK kot posledica medija ali kot posledica neusklajenosti komunikacijskih norm pošiljatelja in prejemnika sporočila
11. Seksizem in komunikacijski kontekst, primeri on-line seksizma)

3. Social (ritual) aspect of the cmc (phatic communion)
4. Socio-psychological theory to explain computer-mediated communication
5. The role of technology in computer-mediated communication in the context of everyday life, interaction and influence of new communication technologies on everyday life and vice versa.
6. Interpretation of the status of the identity of the cmc and the question (how users themselves understand their own identity in the often anonymous environments cmc?)
7. The difference between direct (face-to-face) communication and various types of mediated communication
8. Characteristics of computer-mediated discourse (absence of non-verbal signs)
9. Technological limitations that affect language use in cmc (synchronous / asynchronous types cmc)
10. Insults in cmc as a result of media or as a consequence of discrepancy of communication norms of the sender and the recipient of the message
11. Sexism and communicative context, examples of on-line sexism

Temeljni literatura in viri / Readings:

Obvezna / Compulsory:

Burnett, R.; Marshall, P.D. 2003. *Web Theory: An Introduction*. London: Routledge (izbrana poglavja/selected chapters).

Crystal, D. 2001. *Language and the Internet*. Cambridge: Cambridge University Press (izbrana poglavja/selected chapters).

Herring, S. C. 2001. *Gender and Power in Online Communication*. Center for Social Informatics working Papers. [URL:http://www.slis.indiana.edu/csi/WP/WP01-05B.html](http://www.slis.indiana.edu/csi/WP/WP01-05B.html)).

Priporočena / Recommended:

Herring, S. C. 2001. Computer-mediated discourse. V: *The Handbook of Discourse Analysis*, (ur. D. Tannen, D. Schiffrin in H. Hamilton). Oxford: Blackwell, 612-634. (URL: <http://www.slis.indiana.edu/faculty/herring>).

Jones, S. G. 1997. *Virtual Culture; Identity & Communication in Cybersociety*. London, Thousand Oaks, New Delhi: SAGE Publications.

Jones, S. G. 1998. *Cybersociety 2.0.; Revisiting Computer-Mediated Communication and Community*. Thousand Oaks, London, New Delhi: SAGE Publications.

Journal Of Computer-Mediated Communication, <http://jcmc.indiana.edu/issues.html>

Manovich, L. 2001. *The Language of the New Media*. MIT Press.

Manovich, L. 2008. *Software takes command*. Softbook, dostopno na http://softwarestudies.com/softbook/manovich_softbook_11_20_2008.pdf

Marshall, D., P. 2004. *New Media Cultures*. Hodder Headline Group, London.

Oblak, T. in Petrič, G. 2005. *Splet kot medij in mediji na spletu*. Ljubljana: Fakulteta za družbene vede.

Praprotnik, T. 2003. *Skupnost, identiteta in komunikacija v virtualnih skupnostih*. Zbirka Documenta. Ljubljana: ISH Fakulteta za podiplomski humanistični študij.

Cilji in kompetence:

- sposobnost oblikovanja kompleksnih in izvirnih idej, konceptov in rešitev določenih problemov;
- sposobnost doseganja strokovne odličnosti na podlagi visoke ravni avtonomnosti, (samo)kritičnosti, (samo)refleksivnosti in (samo)evalviranja;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;
- zavezanost najvišjim standardom profesionalne etike;
- poznavanje ustroja medijskega področja in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb;
- uporaba in kombiniranje znanj in veščin z različnih disciplinarnih področij z namenom doseganja integralnega pristopa v medijski produkciji;
- razvoj kompleksnih veščin in spretnosti pri uporabi znanja na področju medijev in

Objectives and competences:

- The ability to design complex and original ideas, concepts and solutions of certain problems;
- The ability to achieve professional excellence on the basis of a high level of autonomy, (self-) criticism, (self-) reflexivity and (self-) evaluation;
- Strategic orientation, i.e. the ability to anticipate events, the ability to provide solutions to remedy the situation;
- Commitment to the highest standards of professional ethics;
- Knowledge of the structure of media and understanding media phenomena and their relationship to the structure and development of the society;
- Using and combining skills from different disciplines in order to achieve an integrated approach to media production;
- Development of complex skills and abilities in the application of knowledge in the field of

medijske produkcije s pomočjo reševanja konkretnih problemov;

- sposobnost nadgradnje temeljnega znanja z namenom oblikovanja kvalitetnih medijskih vsebin;
- obvladovanje zahtevnih znanj in tehnik za produkcijo različnih tipov medijskih vsebin;
- sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij.

media and media production through solving concrete problems;

- The ability to upgrade the basic knowledge in order to create quality media content;
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- The ability to understand, mastering and link complex media information.

Predvideni študijski rezultati:

Študent/študentka:

- v povezavi z drugimi predmeti pozna in razume pojme in koncepte iz novih medijev;
- pozna in uporablja osnovne metode in tehnike preučevanja novih medijev;
- izvede študijo primera in primerjalno študijo primera;
- je sposoben uporabiti svoje teoretsko in metodološko znanje za reševanje praktičnih problemov s področij novih medijev;
- zavzame stališče do ključnih etičnih vprašanj v raziskovalnem procesu in kritično vrednosti konkreten primer;
- reflektira in kritično ovrednoti primernost določenega pristopa za rešitev konkretnega problema.

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);

Intended learning outcomes:

Students:

- in relation to other subjects know and understand notions and concepts of new media;
- know and apply the basic methods and techniques of studying new media;
- carry out a case study and comparative case study;
- are able to use their theoretical and methodological knowledge to tackle practical problems from the field of new media;
- take a position on key ethical issues in the research process and the judge critically a concrete example;
- reflect on and critically evaluate the suitability of a particular approach to solve a specific problem.

Learning and teaching methods:

- 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);

<ul style="list-style-type: none"> • individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj); • oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje); • individualno delo študentov (samostojen študij literature, priprava seminarske naloge); • uporaba spletne učilnice oziroma drugih sodobnih IKT orodij. 	<ul style="list-style-type: none"> • individual and group consultations (discussion, further explanation, considering specific issues); • creation of portfolio and independent study (motivation, guidance, self-observation, self-regulation, reflection, self-assessment); • individual students' work (independent study of literature, seminar paper); • use of online classroom or other contemporary ICT tools.
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Načini ocenjevanja:

Assessment:

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

KOVAČIČ, Andrej. *Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja*. 1. izd. Ljubljana: Vega, 2014. 135 str., ilustr. ISBN 978-961-93392-2-0.

KOVAČIČ, Andrej. The action model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2014, vol. 7, no. 3, str. 90-103.
<http://www.iias.com/pdf/IIASS-2014-no3-art05.pdf>.

KOVAČIČ, Andrej, PODGORNIK, Nevenka. Testing CASC scale for measuring emotional and rational advertising and media effects. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2013, vol. 6, no. 2, str. 82-97, ilustr.
<http://www.iias.com/pdf/IIASS-volume6-number2-article6.pdf>

KOVAČIČ, Andrej. Using the method of observation in testing media advertising. *Research in social change*, ISSN 1855-4202, may 2013, no. 5, iss. 2, str. 5-22.

KOVAČIČ, Andrej. How much attention does outdoor advertising attract and who profits?
Innovative issues and approaches in social sciences, ISSN 1855-0541, 2012, vol. 5, no. 3, str. 134-151, ilustr. <http://www.iiass.com/pdf/IIASS-Volume5-Number3-2012.pdf>.