

UČNI NAČRT PREDMETA / COURSE SYLLABUS

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|----------------------|--------------------|
| Predmet: | Odnosi z javnostmi |
| Course title: | Public Relations |

| Študijski program in stopnja Study programme and level | Študijska smer Study field | Letnik Academic year | Semester Semester |
|--|--------------------------------------|--------------------------------|-----------------------------|
| Strateško komuniciranje, druga stopnja | Program nima smeri | 2. | 1. |
| Strategic Communication, second level | The programme has no field | 2nd | 1st |

Vrsta predmeta / Course type Obvezni / Compulsory

Univerzitetna koda predmeta / University course code:

| Predavanja Lectures | Seminar Seminar | Vaje Tutorial | Klinične vaje work | Druge oblike študija | Samost. delo Individ. work | ECTS |
|-------------------------------|---------------------------|-------------------------|------------------------------|--------------------------------|---|-------------|
| 20 | - | 20 | - | - | 140 | 6 |

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

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| Jeziki / Languages: | Predavanja / Lectures: | slovenski, angleški / Slovenian, English |
| | Vaje / Tutorial: | slovenski, angleški / Slovenian, English |

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

Poznavanje osnov komuniciranja, ki jih študent pridobi v okviru študija na prvi (bolonjski) stopnji.

Prerequisites:

Knowledge of the basics concepts of communication acquired by the student in the course of study at the first (Bologna) level.

Vsebina:

1. Uvod v predmet. Definicija, vloga in pomen odnosov z javnostmi
2. Predstavitev osnovnih pojmov, komunikacijskih prvin in opredelitev komuniciranja
3. Temeljne paradigme, teorije in modeli v komunikoloških študijah
4. Etika odnosov z javnostmi
5. Deležniki, javnosti dostop do njih
6. Propaganda, prepričevanje in zagovorništvo
7. Kampanje in javna diplomacija
8. Konflikt, kriza, pomembne teme

Content (Syllabus outline):

1. Introduction to the subject. Definition, role and importance of public relations
2. Presentation of basic concepts, communication elements and definitions of communication
3. Basic paradigms, theories and models in communication studies
4. Public relations ethics
5. Stakeholders, public access to them
6. Propaganda, persuasion and advocacy
7. Campaigns and Public Diplomacy
8. Conflict, crisis, important topics

Temeljni literatura in viri / Readings:

- Horgie, O. 2010. *Skilled Interpersonal Communication: Research, Theory and Practice*. Routledge.
- Houck, D. W. 2019. *Public Speaking in the 21st Century: Instructor's Annotated Edition*. Flip Learning.
- Kovačič, A. 2014. *Action Formula for Influence, Pro-active Communication Techniques - učno gradivo*.
- Loewenstein, J. 2019. *Public Speaking - Speaking Like A Professional: How To Become A Better Speaker, Present Yourself Convincingly And Increase Your Self-Confidence Through Successful Communication*. Independently Published.
- O'Connor J. and Lages, A. 2007. *How coaching works*. A & C Black Publishers Ltd.
- Sloane, T. O. 2001. *Encyclopedia of Rhetoric*. Oxford: Oxford University Press.

Cilji in kompetence:

Cilji predmeta je, da študenti poglobijo razumevanje osnovnih pojmov odnosov z javnostmi (OZJ) in spoznajo temeljne paradigme, teorije in modeli v komunikoloških študijah. Študenti se pri predmetu seznanijo z etiko odnosov z javnostmi, spoznajo deležnike javnosti in dostop do njih in različne načine OZJ, kot so propaganda, prepričevanje in zagovorništvo.

Objectives and competences:

The objective of the course is to provide students with an understanding of the field of marketing and gain an understanding of media phenomena and their relation to the structure and development of companies. In conjunction with other courses, students learn and understand concepts in the fields of market research and learn how to use basic marketing and sales methods and techniques.

Splošne kompetence:

- sposobnost doseganja strokovne odličnosti na podlagi visoke ravni avtonomnosti (samo)kritičnosti, (samo)refleksivnosti in (samo)evalviranja;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela nediskriminatornosti in multikulturalnosti;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje na različnih ravneh v medkulturnem okolju;
- zmožnost vzpostavljanja in vzdrževanja kooperativnih odnosov za delo v skupini in z drugimi uporabniki in skupinami (lokalna skupnost, organizacije javne uprave, gospodarstvo, nevladne organizacije) ter zmožnost strpnega dialoga.

Predmetno-specifične kompetence:

- poznanje zgodovine odnosov z javnostmi in njihove umestitve v kontekst politike, gospospodarstva;
- sposobnost oblikovanja strategije komuniciranja z javnostmi, primerne specifičnemu problemu;
- sposobnost samoizražanja in prezentacije svojih stališč in idej skozi različne medijske žanre;
- poznavanje interpretativnih pristopov, ki pojasnjujejo komunikacijska dejanja (enosmerni, večsmerni, konstruktivistični model komunikacije);
- razumevanje, analiza in razčlemba vplivajske in prepričevalne razsežnosti, ki jo izvajajo institucije in posamezniki v okviru vsakdanje komunikacije;
- razumevanje vloge javnih medijskih diskurzov v polju konstitucije identitete.

General competences:

- ability to achieve professional excellence on the basis of a high level of autonomy (self)criticism, (self)reflexivity and (self)evaluation;
- ethical reflection and commitment to professional ethics in the social environment by respecting the principles of non-discrimination and multiculturalism;
- development of communication abilities and skills for communicating at different levels in an intercultural environment;
- ability to establish and maintain cooperative relations for work in a group and with other users and groups (local community, public administration organizations, business, non-governmental organizations) and the ability to have a tolerant dialogue

Subject-specific competences:

- knowledge of the history of public relations and their placement in the context of politics, economy;
- ability to design a public communication strategy suitable for specific problem;
- ability to self-express and present one's views and ideas through various media genres;
- knowledge of interpretive approaches that explain communication actions (one-way, multi-way, constructivist model of communication);
- understanding and analyzing the influential and persuasive dimensions carried out by institutions and individuals in the context of everyday communication;
- understanding the role of public media discourses in the field of identity constitution.

Predvideni študijski rezultati:

Študent:

- pozna in razume pomen javnega komuniciranja;
- pozna in razume ključne definicije, koncepte in funkcije odnosov z javnostmi;
- obvladuje osnove učinkovitega sestavljanja medijskih sporočil;
- razume delovanje dejavnikov, ki vplivajo na uspešnost govorjenja in jih zna upoštevati v komunikacijskem procesu;
- reflektira in kritično ovrednoti različne komunikacijske izkušnje;
- razume primere kampanje in javne diplomacije;
- razume konflikt, krizo in druge pomembne teme odnosov z javnostmi.

Intended learning outcomes:

Student:

- Knows and understands the importance of public relations;
- Knows and understands key definitions, concepts and functions of public relations;
- Master the basics of effective media messaging;
- Understands the factors that influence the performance of speaking and can take them into account in the communication process;
- Reflects and critically evaluates different communication experiences;
- Understands examples of campaigning and public diplomacy;
- Understands the conflict, crisis and other important topics of the public relations.

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri);
- vaje, ki temeljijo na izkušenjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, evalvacija, samoocenjevanje);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- možnost oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures with active engagement of students (explanation, discussion, questions, examples);
- Seminars based on experience-based learning, participation in problem learning (independent study, discussion, explanation, observation, team work, case study, methods of critical reading and writing, evaluation, self-evaluation);
- Individual and group consultations (discussions, additional explanation, specific questions);
- possibility of portfolio formation and independent study (motivating, guiding, self-observing, self-tuning, reflection);
- Use of online classroom or other contemporary ICT tools.

Delež (v %) /

Weight (in %)

Načini ocenjevanja:**Assessment:**

| Način (pisni izpit, ustno izpraševanje, naloge, projekt): | Delež (v %) / Weight (in %) | Type (examination, oral, coursework, project): |
|---|--------------------------------|--|
| Pisni/ustni izpit | 50 % | Written/oral examination |
| Obveznosti iz vaj | 50% | Seminar paper |
| 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:

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.iiass.com/pdf/IIASS-volume6-number2-article6.pdf>.

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. 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, MACUH, Bojan, RASPOR, Andrej, SRAKA, Marko, ŠKABAR, Matjaž. Starši kot medijski opismenjevalci osnovnošolskih otrok prve in druge triade. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, 2018, letn. 33, [št.] 2, str. 20-37.

KOVAČIČ, Andrej. How to measure the effects of advertising communication: a research methodology overview. *Research in social change*, ISSN 1855-4202, may 2012, no. 4, iss. 2, str. 85-113.