

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Retorika
Course title:	Rhetorics

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

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

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

Temeljna znanja javnega nastopanja, ki jih študent pridobi v okviru študija na prvi (bolonjski) stopnji.

Prerequisites:

Knowledge of the public speaking acquired by the student in the course of study at the first (Bologna) level.

Vsebina:

- 1. Uvod v predmet. Definicija, vloga in pomen medosebnega komuniciranja**
 - pomen socialne interakcije in odnosov
 - kontekstualni in razvojni vidik medosebne komunikacije
 - funkcije medosebnega komuniciranja
- 2. Ključna načela javnega nastopanja**
 - neizogibnost
 - ireverzibilnost
 - kompleksnost
 - kontekstualna odvisnost
- 3. Oblike in sestavni deli komuniciranja**
 - verbalna in neverbalna komunikacija
 - oblike govorov
 - sestavni deli komunikacijske tehnike
- 4. Znanje in veščine dobrega govorca, odnos do nastopov in predstavitev**
- 5. Etika komuniciranja**

Content (Syllabus outline):

- 1. Introduction to the course. Definition, role and significance of interpersonal communication**
 - significance of social interaction and relationships
 - contextual and developmental aspects of interpersonal communication
 - functions of interpersonal communication
- 2. Key principles of public speaking**
 - unavailability
 - irreversibility
 - complexity
 - dependence on context
- 3. Forms and components of communication**
 - verbal and non-verbal communication
 - forms of speeches
 - components of a communication technique
- 4. Knowledge and skills of a good speaker, attitude towards performances and presentations**
- 5. Communication ethics**

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:

Cilj predmeta je, da študenti poglobijo razumevanje in ključne definicije, koncepte ter funkcije medosebnega komuniciranja. Študenti pri predmetu spoznajo osnove učinkovitega medosebnega (verbalnega in neverbalnega) komuniciranja in različne dejavnike, ki vplivajo na uspešnost govorjenja.

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;
- sposobnost uporabe kompleksnejših oblik znanj v praksi;
- 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:

- razumevanje vloge in funkcij komunikacije za ohranjanje in razvoj medsebojnih odnosov, še posebno za razvoj kulture dialoga;
- razvoj veščin in spretnosti v uporabi znanja na raziskovalnem področju strateškega komuniciranja;
- sposobnost oblikovanja strategije komuniciranja z javnostmi, primerne specifičnemu problemu;
- sposobnost komuniciranja v različnih kulturnih okoljih;

Objectives and competences:

The purpose of the course is to deepen the understanding and key definitions, concepts and functions of interpersonal communication. Students learn about the basics of effective interpersonal (verbal and non-verbal) communication and various factors that influence speech performance.

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 use complex forms of knowledge in practice;
- 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:

- understanding the role and functions of communication for maintaining and developing interpersonal relationships, especially for developing a culture of dialogue;
- development of skills in the use of knowledge in the research field of strategic communication;
- ability to design a public communication strategy suitable for specific problem;
- ability to communicate in different cultural environments;
- ability to self-express and present one's views and ideas through various media genres;

- sposobnost samoizražanja in prezentacije svojih stališč in idej skozi različne medijske žanre;
- poznavanje interpretativnih pristopov, ki pojasnjujejo komunikacijska dejanja (enosmerni, večsmerni, konstruktivistični model komunikacije);
- sposobnost samostojnega prepoznavanja in smiselne aplikacije različnih pragmalingvističnih konceptov (konverzijske maksime, vpljudnost, deiktčnost), ki se pojavljajo v zasebnem in javnem komuniciranju;
- razumevanje, analiza in razčlemba vplivajske in prepričevalne razsežnosti, ki jo izvajajo institucije in posamezniki v okviru vsakdanje komunikacije.

- knowledge of interpretive approaches that explain communication actions (one-way, multi-way, constructivist model of communication);
- ability to independently recognize and meaningfully apply various pragmalinguistic concepts (conversational maxims, politeness, deicticity) that appear in private and public communication;
- understanding and analyzing the influential and persuasive dimensions carried out by institutions and individuals in the context of everyday communication.

Predvideni študijski rezultati:

Študent bo:

- pridobil sposobnost fleksibilne uporabe znanja v praksi;
- osvojil veščine retorike;
- sposoben komuniciranja s strokovnjaki iz različnih področij gospodarskega in družbenega življenja ter z različnimi interesnimi skupinami;
- reflektiral in kritično ovrednotil različne komunikacijske izkušnje.

Intended learning outcomes:

Student will:

- Acquire the ability to flexibly apply knowledge in practice;
- Master the skills of rhetoric;
- Be able to communicate with experts in various fields of economic and social life and with different interest groups;
- Reflect and critically evaluate different communication experiences.

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,

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,

<p>metode kritičnega branja in pisanja, evalvacija, samoocenjevanje);</p> <ul style="list-style-type: none"> • 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. 	<p>observation, team work, case study, methods of critical reading and writing, evaluation, self-evaluation);</p> <ul style="list-style-type: none"> • 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.
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Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

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