UČNI NAČRT PREDMETA / COURSE SYLLABUS	
Predmet:	Družbeni trendi
Course title:	Social Trends

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

Vrsta predmeta / Course type   Izbirni / Optional

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. Work	ECTS
20	-	15	-	-	145	6

Nosilec predmeta / Lecturer: prof. dr. Matej Makarovič / Prof. Matej Makarovič, PhD

Jeziki / **Languages:**	**Predavanja /** **Lectures:**	slovensko, angleško / Slovenian, English
	Vaje / Tutorial:	slovensko, angleško / Slovenian, English

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

Vpis v prvi letnik študija.

Prerequisits:

Enrolment in the first year of the study.

Vsebina:

• Vsebina predmeta je vezana na obravnavo izbranih ključnih družbenih trendov moderne družbe, ki jih prepoznava sociološka teorija in raziskovanje. Predmet je v širšem smislu razdeljen na naslednje tematske sklope:
- Uvod v razumevanje modernizacije, različnih vidikov koncepta modernosti in postmodernosti ter pregled nad ključnimi trendi
- Racionalizacija in njene izpeljave
- Odtujitev, anomija, kriza smisla
- Večdimenzionalnost družbenih neenakosti
- Individualizacija in skupnost
- Zasebnost in nadzor
- Funkcionalna diferenciacija in družbena kompleksnost
- Refleksivnost in družbena morfogeneza
- Digitalizacija, avtomatizacija in posthumanizem

Content (Syllabus outline):

• The course addresses a selection of key social trends of the modern society identified by sociological theory and research. The course is in a broad sense divided into the following thematic areas:
- Introduction to modernisation, various aspects of modernity and postmodernity as well as an overview of the key trends
- Rationalisation and its further aspects
- Alienation, anomie, crisis of meaning
- Multi-dimensionality of social inequalities
- Individualisation and community
- Privacy and control
- Functional differentiation and social complexity
- Reflexivity and social morphogenesis
- Digitalisation, automation and posthumanism

Temeljni literatura in viri / Readings:

Genov, Nikolai. 2018. *Challenges of Individualization.* Palgrave Macmillan.

Rodriguez-Ramos, Jaime. 2017. *Beyond Digital: Six Exponential Revolutions that will change our world*. Samozaložba.

Archer, Margaret (ur.). 2017. *Morphogenesis and Human Fluorishing,* Springer International Publishing.

Adam, Frane; Tomšič, Matevž (ur.). 2004. *Kompendij socioloških teorij*. Ljubljana: Študentska organizacija Univerze.

Ritzer, George; Stepnisky, Jeff (ur.). 2013. *Sociological Theory*, 9th Edition, McGraw-Hill Education.

Odlomki aktualnih relevantnih tekstov po izbiri nosilca predmeta

Cilji in kompetence:

Splošne kompetence:
• sposobnost kompleksne analize kulturnih in družbenih procesov;
• ustvarjanje novega znanja, ki pomeni relevanten prispevek k razvoju znanosti;
• sposobnost inovativne uporabe in kombiniranja raziskovalnih empiričnih metod;
• sposobnost kompleksnega sistemskega pogleda na družbo in interdisciplinarnega pristopa;
• sposobnost predstavitve pridobljenih znanstvenih izsledkov v obliki publikacij v mednarodni znanstveni periodiki.

Predmetno-specifične kompetence:
• sposobnost za reševanje raziskovalnih problemov na področju strateškega komuniciranja;
• razvoj veščin in spretnosti v uporabi znanja na raziskovalnem področju strateškega komuniciranja;
• sposobnost komuniciranja v različnih kulturnih okoljih;
• razumevanje, zakaj identiteta posameznikov – podobno kot sam kontekst – ni vnaprej dana, ampak je aktivno formirana skozi govor oziroma skozi sam proces komuniciranja;
• poznavanje in razumevanje mehanizmov ideološke interpelacije in subjektivacije; sposobnost analizirati procese, v katerih pride do posameznikovega umeščanja v tej ali oni identiteti;
• razumevanje poslanstva medijev v sodobni demokratični družbi.

Objectives and competences:

General competences:
• ability to analyze complex cultural and social processes;
• creation of new knowledge which represents a relevant contribution to the development of science;
• ability to use innovatively and combine research empirical methods;
• ability of a complex systemic view of society and an interdisciplinary approach;
• ability to present the obtained scientific results in the form of publications in international scientific periodicals.

Subject-specific competences:
• ability to solve research problems in the field of strategic communication;
• development of skills in the use of knowledge in the research field of strategic communication;
• ability to communicate in different cultural environments;
• understanding why the identity of individuals - similar to the context itself - is not given in advance, but is actively formed through speech or through the very process of communication;
• knowledge and understanding of the mechanisms of ideological interpellation and subjectivation; ability to analyze the processes in which the individual is placed in this or that identity;
• understanding the mission of the media in a contemporary democratic society.

Predvideni študijski rezultati:

Študent(ka):

• razume ključne družbene trende, vezane na moderno družbo;

Intended learning outcomes:

The student:

• understands the key social trends referring to modern society;

• razlikuje med tradicionalno družbo, moderno družbo in različnimi vidiki moderosti in postmodernosti • kritično presoja odnose med ključnimi družbenimi trendi • kritično presoja in primerja različne teoretske razlage in raziskave, ki se nanašajo na ključne družbene trende • razume paradigmatsko razdeljenost, prepletenosti in povezanost v sodobnem družboslovju; • razume in kritično reflektira različne domneve glede prihodnjih družbenih sprememb; • samostojno bere, razume in kritično reflektira znanstvena besedila na področju družboslovja.	• distinguishes between traditional society, modern society and various aspects of modernity and postmodernity; • critically evaluates the relations between different social trends; • critically evaluates and compares different theoretical explanations and research referring to the key social trends; • understands the paradigmatic division, complexity and integration in the modern social sciences; • understands and critically reflects different assumptions regarding the future social changes; • is capable to individually read, understand and critically reflect scientific texts in the field of social sciences.

Metode poučevanja in učenja:

Learning and teaching methods:

• predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri); • seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije); • individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj); • samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje); • uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.	• Lectures with active engagement of students (explanation, discussion, questions, examples); • Tutorials (reflection on experience, project work, teamwork, critical thinking, discussion, feedback); • Individual and group consultations (discussions, additional explanation, specific questions); • Individual study (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation); • Use of online classroom or other contemporary ICT tools.

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
Pisni/ustni izpit	60%	Open book exam
Refleksije na izbrano gradivo	40%	Reflexions on the proposed reading material
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:

GOLOB, Tea, MAKAROVIČ, Matej in REK, Mateja. Meta-reflexivity for resilience against disinformation = Meta-reflexividad para la resiliencia contra la desinformación. *Comunicar*, ISSN 1134-3478, 2021, str. 1-10.

GOLOB, Tea, MAKAROVIČ, Matej. 2019. Reflexivity and structural positions: the effects of generation, gender and education. *Social sciences*, ISSN 2076-0760, 2019, vol. 8, no. 9, str. 1-23.

MAKAROVIČ, Matej, TOMŠIČ, Matevž. Resilience of pro-European consensus among political elites in crisis : ˝old" and "new" EU member states compared. V: Conti, Nicolò (ur.), Göncz, Borbála (ur.), Real-Dato, José (ur.). *National political elites, European integration and the Eurozone crisis*, (Routledge research on social and political elites). Abingdon (Oxon); New York: Routledge, 2018, str. 136-160.

MAKAROVIČ, Matej, MIKULAN KILDI, Janja. Towards a model explaining the political (in)stability and variety of regimes in the post-Soviet region. *Comparative sociology*, 2017, ISSN 1569-1322, vol. 16, iss. 1, str. 66-101.

GOLOB, Tea, MAKAROVIČ, Matej. Self-organisation and development: a comparative approach to post-communist transformations from the perspective of social systems theory. *Europe-Asia studies*, ISSN 0966-8136, 2017, vol. 69, iss. 10, str. 1499-1525.