

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Komuniciranje v medkulturnem okolju
Course title: Communication in the Intercultural Environment

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	prvi, drugi	prvi, drugi
Druga stopnja / Second Level		first, second	first, second

Vrsta predmeta / Course type

Izbirni / Optional

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:

prof. dr. Mateja Rek / Prof. Mateja Rek, 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:

Poznavanje osnov komunikacije, 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:

- kultura in komuniciranje;
- razumevanje fenomena kulture (kulturne dimenzije, vrednote, norm in vedenja);
- medkulturna komunikacija: implicitni in eksplicitni vidiki komuniciranja, verbalno in neverbalno komuniciranje, pomen ustreznih načinov komuniciranja;
- izzivi medkulturnega komuniciranja: najpogostejše napake v komuniciranju z akterji

Content (Syllabus outline):

- Culture and communication;
- Understanding culture (cultural dimensions, values, norms and behaviour);
- Intercultural communication: implicit and explicit communication aspects, verbal and nonverbal communication, the importance of appropriate communication methods;
- Challenges in intercultural communication: the most frequent errors in communication

iz drugih kulturnih okolij, razlogi zanje in načini njihovega preprečevanja;

- ključne veščine, ki omogočajo uspešno in ustrezno medkulturno komunikacijo, različni tipi komunikacijskih strategij (kognitivni, afektivni, vedenjski);
- primeri uporabnosti veščin medkulturnega komuniciranja: pogajanja med akterji iz različnih okolij, trženje v medkulturnem okolju etc.

with other cultures, the reasons and possibilities for preventing them;

- Key skills that enable successful and suitable intercultural communication, different types of communication strategies (cognitive, affective, behavioral);
- Examples of skills in intercultural communication: negotiation and marketing in the intercultural environment etc.

Temeljni literatura in viri / Readings:

Rek, Mateja. 2019. *Umetnost komuniciranja v kontekstu pozne moderne*. Ljubljana: Vega.

Jelovac, Dejan in Rek, Mateja. 2010. *Komuniciranje v medkulturnem okolju*. Ljubljana: Vega.

Neuliep, W. James. 2021. *Intercultural Communication: A Contextual Approach*, 3th edition. London: SAGE Publications.

Jackson, Jane. 2020. *The Routledge Handbook of Language and Intercultural Communication*. Routledge.

Cilji in kompetence:

Cilj predmeta je, da študenti osvojijo znanja in kompetence povezane s komuniciranjem v različnih medkulturnih kontekstih. Študenti pri predmetu spoznajo in razumejo ključne vidike medkulturnega komuniciranja, razvijejo sposobnost identifikacije, analize in evalvacije komunikacijskih procesov v medkulturnem okolju. Študenti se pričnejo zavedati pomena in posledic medkulturnega komuniciranja za uspešnost organizacije, institucije ali družbe kot celote in pridobijo poglobljeno razumevanje kulturnih in družbenih procesov ter sposobnost njihove kompleksne analize.

Kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- sposobnost oblikovanja kompleksnih in izvirnih idej, konceptov in rešitev določenih problemov;

Objectives and competences:

The objective of the course is for students to acquire knowledge and competences related to communication in different intercultural contexts. Students learn and understand the key aspects of intercultural communication, develop the ability to identify, analyze and evaluate communication processes in an intercultural environment. Students become aware of the importance and implications of intercultural communication for the success of an organization, institution or society as a whole and gain in-depth knowledge understanding of cultural and social processes and the ability to analyze them complexly.

Competences:

- The ability of complex analysis of cultural and social processes;
- The ability to design complex and original ideas, concepts and solutions of certain problems;

- 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;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje na različnih ravneh v medkulturnem okolju;
- sposobnost nadgradnje temeljnega znanja z namenom oblikovanja kvalitetnih medijskih vsebin;
- sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij;
- obvladovanje evropskih standardov kulture javnega dialoga;
- sposobnost medijskega komuniciranja v različnih kulturnih okoljih.

- 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;
- Development of communication skills and communication skills at different levels in an intercultural environment;
- The ability to upgrade the basic knowledge in order to create quality media content;
- The ability to understand, master and link complex media information;
- Management of European standards of public dialogue culture;
- The ability of media communication in different cultural environments;

Predvideni študijski rezultati:

Študent:

- osvoji znanja in kompetence povezane s komuniciranjem v različnih medkulturnih kontekstih;
- razume ključne vidike medkulturnega komuniciranja;
- razvije sposobnost identifikacije, analize in evalvacije komunikacijskih procesov v medkulturnem okolju;
- se zaveda pomena in posledice medkulturnega komuniciranja za uspešnost organizacije, institucije ali drube kot celote;
- obvlada tehnike in veščine, potrebne za uspešno komuniciranje v medkulturnem okolju;
- je sposoben uporabe metod in tehnik učinkovitega komuniciranja v specifičnih družbenih kontekstih.

Intended learning outcomes:

Students:

- Acquire basic communication knowledge and competences in different intercultural contexts;
- Understand the key aspects of intercultural communication;
- Develop the ability to identify, analyze and evaluate communication processes in intercultural environment;
- Understand the importance and consequences of intercultural communication for the success of an organisation, institution or society as a whole;
- Master the techniques and skills needed for successful communication in intercultural environment;
- Are able to use the methods and techniques of effective communication in specific social contexts.

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, socialne igre);
- eksperimentalne vaje, ki temeljijo na izkušnjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, igra vlog, sodelovalno učenje, portfolijo, evalvacija, samoocenjevanje);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);

Learning and teaching methods:

- Lectures with students' active participation (lecture, discussion, questions, examples, problem solving exercises);
- Tutorials with assignment (self-reflection, project work, team work, methods of critical thinking, discussion, feedback, practice);
- Experimental exercises based on experiential, cooperative and problem-oriented learning (independent studying, discussion, explanation, observation, role plays, case studies, critical reading and writing methods, portfolio, evaluation and self-evaluation);
- Individual and group consultations (discussion, additional explanation, dealing with specific questions);

<ul style="list-style-type: none"> • oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje); • uporaba spletne učilnice oziroma drugih sodobnih IKT orodij. 	<ul style="list-style-type: none"> • Portfolio design and study (motivating, directing, self-observation, self-managing, reflection, self-evaluation); • Use of online classroom or other contemporary ICT tools. 	
<p>Načini ocenjevanja:</p>	<p>Assessment:</p>	
<p>Način (pisni izpit, ustno izpraševanje, naloge, projekt):</p> <p>Pisni/ustni izpit</p> <p>Obveznosti vaj</p> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>Delež (v %) / Weight (in %)</p> <p>80%</p> <p>20%</p>	<p>Type (examination, oral, coursework, project):</p> <p>Written/oral exam</p> <p>Individual assignment with written reports</p> <p>Grading scale - in accordance with the Rules of examination and evaluation of knowledge.</p>

Reference nosilca / Lecturer's references:

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

REK, Mateja, GORJUP, Nina. Planning and implementing promotion in small and micro enterprises: bridging the gap between intentions and actual behaviour. *Innovative issues and approaches in social sciences*. 2019, vol. 12, no. 1, str. 6-25.

REK, Mateja, MAKAROVIC, Matej, ŠKABAR, Matjaž. Identifying complex cultural conditions of globalization in late modernity: a fuzzy set analysis of 30 countries. *European Journal of Science and Theology*, ISSN 1841-0464, feb. 2017, vol. 13, no. 1, str. 173-188.

REK, Mateja, MAKAROVIC, Matej, ŠKABAR, Matjaž. (Un)certainty in the knowledge society. *Comparative sociology*, 2015, ISSN 1569-1322, vol. 14, iss. 5, str. 613-634

JELOVAC, Dejan, REK, Mateja. *Komuniciranje v medkulturnem okolju*. Ljubljana: Vega, 2010.

REK, Mateja. Economic culture in Slovenia: research results from the Dioscuri research project. *Research in social change*, 2009, issue 3, no. 1, str. 3-21.

ADAM, Frane, JELOVAC, Dejan, REK, Mateja. Economic cultural (in)compatibility: old and new EU members in comparison. V: Podmenik, Darka (ur.). *Sociokulturni in organizacijski vidiki prenosa znanja*. Ljubljana: Inštitut za razvojne in strateške analize, 2008.

TOMŠIČ, Matevž, REK, Mateja. Kulturni vidiki ekonomskega in političnega razvoja: stare in nove članice EU v primerjalni perspektivi. *Organizacija: revija za management, informatiko in kadre*, 2006, letn. 36, št. 1, str. 28-34.