

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Komunikacijski trening
Course title: Communication Training

| 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, tretji / second, third | drugi / second |
| Visokošolski strokovni / B.A. | | | |

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 | | 40 | | | 120 | 6 |

Nosilec predmeta / Lecturer:

izr. prof. dr. Andrej Kovačič / Assoc. Prof. Andrej Kovačič, Ph.D.

**Jeziki /
Languages:**

**Predavanja /
Lectures:** Slovenski / Slovenian, Angleški / English

Vaje / Tutorial: Slovenski / Slovenian, Angleški / English

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

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Uvod v predmet
- Definicija, vloga in pomen medosebnega komuniciranja; pomen socialne interakcije in odnosov; kontekstualni in razvojni vidik medosebne komunikacije; funkcije medosebnega komuniciranja
- Ključna načela medosebnega komuniciranja: neizogibnost, ireverzibilnost, kompleksnost, kontekstualna odvisnost
- Oblike in sestavni deli komuniciranja: verbalna in neverbalna komunikacija;

Content (Syllabus outline):

- 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
- Key principles of interpersonal communication: unavailability, irreversibility, complexity, dependence on context
- Forms and components of communication:

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| <p>oblike govorov; sestavni deli komunikacijske tehnike</p> <ul style="list-style-type: none"> • Znanje in veščine dobrega govorca, odnos do nastopov in predstavitev • Etika komuniciranja |
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| <p>verbal and non-verbal communication; forms of speeches; components of a communication technique</p> <ul style="list-style-type: none"> • Knowledge and skills of a good speaker, attitude towards performances and presentations • Communication ethics |
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Temeljni literatura in viri / Readings:

Horgie, O. 2010. *Skilled Interpersonal Communication: Research, Theory and Practice*. Routledge.

Hartley, P. 1999. *Interpersonal Communication*. London : Routledge.

Kovačič, A. 2014. *Action Formula for Influence, Pro-active Communication Techniques - učno gradivo*.

O'Connor, Joseph, Lages, Andrea. 2007. *How coaching works*. A & C Black Publishers Ltd.

Sloane, T. O. 2001. *Encyclopedia of Rhetoric*. Oxford: Oxford University Press.

Cilji in kompetence:

- sposobnost fleksibilne uporabe znanja v praksi;
- razvoj sposobnosti in spretnosti za komuniciranje v domačem in mednarodnem okolju;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju z vestnim spoštovanjem načela resnicoljubnosti, svobode, odgovornosti, odprtosti, strpnosti, pluralizma, ustvarjalnosti, izvirnosti, uravnoteženosti, pravičnosti, poštenosti;
- sposobnost timskega dela, zmožnost vzpostavljanja in vzdrževanja kooperativnih odnosov za delo v skupini in z uporabniki;
- sposobnost povezovanja koherentno obvladanega temeljnega znanja, pridobljenega pri obveznih predmetih, ter njegova uporaba v praksi;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij na

Objectives and competences:

- ability to flexibly apply knowledge in practice;
- development of communication skills in the domestic and international environment;
- ethical reflection and commitment to professional ethics in the social environment with conscientious respect for the principle of truthfulness, freedom; responsibility, openness, tolerance, pluralism, creativity, originality, balance, fairness, honesty;
- ability to work in a team, ability to establish and maintain cooperative relationships to work in a group and with users;
- the ability to integrate coherently mastered basic knowledge acquired in compulsory subjects and its application in practice;
- ability to obtain, select, evaluate and place new information in the field of media and the ability to interpret it;
- development of skills in the application of knowledge in the field of media through the

področju medijev in zmožnost njihove interpretacije;

- razvoj veščin in spretnosti pri uporabi znanja na področju medijev s pomočjo reševanja teoretičnih, empiričnih ali praktičnih problemov;
- sposobnost uporabe informacijsko-komunikacijske tehnologije in sistemov na področju medijev in medijske produkcije;
- vzgojitev primernih individualnih vrednot, vrlin in dobrih običajev kot tudi skupinskih vrednotnih sistemov, ki so nujni pogoj uspešnega delovanja sodobnih medijev in medijev v razvitem svetu;
- organizacijske in vodstvene spretnosti potrebne za načrtovanje, usmerjanje, spodbujanje, nadziranje, ocenjevanje in nagrajevanje samostojnega, vestnega in profesionalnega dela in/ali ustvarjanja posameznikov in skupin znotraj medijskih organizacijah;
- plodno komuniciranje z različnimi deležniki na področju medijev.

solution of theoretical, empirical or practical problems;

- ability to use information and communication technology and systems in the field of media and media production;
- education of appropriate individual values, virtues and good customs as well as group value systems, which are a necessary condition for the successful operation of modern media and media in the developed world;
- organizational and leadership skills needed to plan, guide, promote, supervise, evaluate and reward independent, conscientious and professional work and / or the creation of individuals and groups within media organizations;
- fruitful communication with various stakeholders in the field of media.

Predvideni študijski rezultati:

Študent/študentka:

- pozna in razume pomen medosebnega komuniciranja;
- pozna in razume ključne definicije, koncepte in funkcije medosebnega komuniciranja;
- obvladuje osnove učinkovitega medosebnega komuniciranja, verbalnega in neverbalnega;
- razume delovanje dejavnikov, ki vplivajo na uspešnost govorenja in jih zna upoštevati v komunikacijskem procesu, vključujoč (med)kulturno perspektivo;
- reflektira in kritično ovrednoti različne komunikacijske izkušnje.

Intended learning outcomes:

Students will:

- know and understand the significance of interpersonal communication;
- know and understand key definitions, concepts and functions related to interpersonal communication;
- master the basics of efficient interpersonal communication, verbal and non-verbal;
- understand the functioning of factors, which influence successful speaking, and consider them during a communication process, including (inter)cultural perspective;
- reflect upon and critically evaluate different communication experiences.

Metode poučevanja in učenja:

- Predavanje z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov)

Learning and teaching methods:

- Lectures with active student participation (explanation, discussion, questions, cases, problem solving)

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| <ul style="list-style-type: none"> • Sprotne naloge na vajah in doma (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre) • Eksperimentalne vaje, ki temeljijo na izkušenskem, 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) • Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij • Individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj) | <ul style="list-style-type: none"> • Seminars at workshops and home assignments (reflexion about experiences, project work, team work, method of critical thinking, discussion, feed-back, social games) • Experimental exercises based on experience, co-operation, problem learning (individual study, discussion, explanation, observation, team work, case study, method of critical reading and writing, role play, co-operative learning, portfolio, evaluation and self-evaluation) • Use of online classroom or other contemporary ICT tools • Individual consultations (discussion, additional explanation, treatment of specific questions) |
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Načini ocenjevanja:

Delež (v %) /
Weight (in %)

Assessment:

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| <p>Načini:</p> <ul style="list-style-type: none"> • Pisni/ustni izpiti • Seminarske vaje • Eksperimentalne vaje <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p> | <p>50%</p> <p>20%</p> <p>30%</p> | <p>Types:</p> <ul style="list-style-type: none"> • Written/oral exam • Seminar work • Experiment practice <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p> |
|---|----------------------------------|---|

Reference nosilca / Lecturer's references:

KOVAČIČ, Andrej, PODGORNIK, Nevenka. The sociological view of a late-modern individual's identity. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, May 2017, vol. 10, no. 2, str. 21-41, ilustr. <http://www.iiass.com/pdf/IIASS-volume10-number2-2017.pdf>, doi: 10.12959/issn.1855-0541.IIASS-2017-no2-art02.

KOVAČIČ, Andrej, PODGORNIK, Nevenka, PRISTOV, Zorica, RASPOR, Andrej. Mobbing in a non-profit organisation. *Organizacija: revija za management, informatiko in kadre*, ISSN 1318-5454. [Tiskana izd.], maj 2017, vol. 50, no. 2, str. 178-187, tabele. <http://organizacija.fov.uni-mb.si/index.php/organizacija/article/view/761>, doi: 10.1515/orga-2017-0012.

KOVAČIČ, Andrej. An international research on internet media news reporting. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, May 2015, vol. 8, no. 2, str. 112-129. <http://www.iiass.com/pdf/IIASS-2015-no2-art06.pdf>, doi: 10.12959/issn.1855-0541.IIASS-2015-no2-art06

KOVAČIČ, Andrej. The Action Model For Measuring Influence In Advertising. *Innovative Issues and Approaches in Social Sciences*, vol.7, no.3:90-103, DOI:<http://dx.doi.org/10.12959/issn.1855-0541.IIASS-2014-no3-art05>.

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>. [COBISS.SI-ID 1024586049].

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. [COBISS.SI-ID 1024585793].

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. [COBISS.SI-ID 1024532801].

PODGORNIK, Nevenka, KOVAČIČ, Andrej. Conceptualization of mental constructs in clients attending reality orientation therapy. *Raziskave in razprave*, ISSN 1855-6280, 2014, vol. 7, no. 1, str. 3-30.