

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Novi mediji
Course title:	New Media

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	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: 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:

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

1. Identitete v virtualnem prostoru interneta
2. Poglavitne distinkcije med posameznimi tipi računalniško posredovane komunikacije (rpk) (komunikacijska dinamika: sinhroni/asinhroni tipi rpk; družbeni kontekst komunikacije v posameznih tipih; moderirani/nemoderirani tipi rpk)
3. Socialni (ritualni) vidik v rpk (fatična komunikacija, angl. Phatic communion)
4. Socialno-psihološke teorije pri razlagi računalniško posredovane komunikacije
5. Vloga tehnologije računalniško posredovane komunikacije v kontekstu vsakdanjega življenja, medsebojno delovanje in vplivanje novih komunikacijskih tehnologij na vsakdanje življenje in obratno
6. Interpretacije statusa identitete v rpk in vprašanje (kako sami uporabniki razumejo lastno identiteto v pogosto anonimnih okoljih rpk?)
7. Razlike med neposredno (angl. Face-to-face) komunikacijo in različnimi tipi posredovane komunikacije
8. Značilnosti računalniško posredovanega diskurza (odsotnost neverbalnih znakov)
9. Tehnološke omejitve, ki vplivajo na jezikovno rabo v rpk (sinhroni/asinhroni tipi rpk)
10. Žaljivke v RPK kot posledica medija ali kot posledica neuskkljenosti komunikacijskih norm pošiljatelja in prejemnika sporočila
11. Seksizem in komunikacijski kontekst, primeri on-line seksizma)

Content (Syllabus outline):

1. Identity in the virtual space of the internet
2. The main distinction between different types of computer-mediated communication (cmc) (communication dynamics: a synchronous / asynchronous types of cmc; social context of communication in different types; moderated / unmoderated cmc types)
3. Social (ritual) aspect of the cmc (phatic communion)
4. Socio-psychological theory to explain computer-mediated communication
5. The role of technology in computer-mediated communication in the context of everyday life, interaction and influence of new communication technologies on everyday life and vice versa.
6. Interpretation of the status of the identity of the cmc and the question (how users themselves understand their own identity in the often anonymous environments cmc?)
7. The difference between direct (face-to-face) communication and various types of mediated communication
8. Characteristics of computer-mediated discourse (absence of non-verbal signs)
9. Technological limitations that affect language use in cmc (synchronous / asynchronous types cmc)
10. Insults in cmc as a result of media or as a consequence of discrepancy of communication norms of the sender and the recipient of the message
11. Sexism and communicative context, examples of on-line sexism

Temeljni literatura in viri / Readings:

Obvezna / Compulsory:

Burnett, R.; Marshall, P.D. 2003. *Web Theory: An Introduction*. London: Routledge (izbrana poglavja/selected chapters).

Crystal, D. 2001. *Language and the Internet*. Cambridge: Cambridge University Press (izbrana poglavja/selected chapters).

Herring, S. C. 2001. *Gender and Power in Online Communication*. Center for Social Informatics working Papers. [URL:http://www.slis.indiana.edu/csi/WP/WP01-05B.html](http://www.slis.indiana.edu/csi/WP/WP01-05B.html)).

Priporočena / Recommended:

Herring, S. C. 2001. Computer-mediated discourse. V: *The Handbook of Discourse Analysis*, (ur. D. Tannen, D. Schiffrin in H. Hamilton). Oxford: Blackwell, 612-634. (URL: <http://www.slis.indiana.edu/faculty/herring>).

Jones, S. G. 1997. *Virtual Culture; Identity & Communication in Cybersociety*. London, Thousand Oaks, New Delhi: SAGE Publications.

Jones, S. G. 1998. *Cybersociety 2.0.; Revisiting Computer-Mediated Communication and Community*. Thousand Oaks, London, New Delhi: SAGE Publications.

Journal Of Computer-Mediated Communication, <http://jcmc.indiana.edu/issues.html>

Manovich, L. 2001. *The Language of the New Media*. MIT Press.

Manovich, L. 2008. *Software takes command*. Softbook, dostopno na http://softwarestudies.com/softbook/manovich_softbook_11_20_2008.pdf

Marshall, D., P. 2004. *New Media Cultures*. Hodder Headline Group, London.

Oblak, T. in Petrič, G. 2005. *Splet kot medij in mediji na spletu*. Ljubljana: Fakulteta za družbene vede.

Praprotnik, T. 2003. *Skupnost, identiteta in komunikacija v virtualnih skupnostih*. Zbirka Documenta. Ljubljana: ISH Fakulteta za podiplomski humanistični študij.

Cilji in kompetence:**Cilji:**

Cilj predmeta je, da študenti spoznajo ustroj medijskega področja in razumejo medijske fenomene in njihovo povezanosti s strukturo in razvojem družb. Pri predmetu se študenti naučijo uporabe in kombiniranja znanj in veščin z različnih disciplinarnih področij z namenom doseganja integralnega pristopa v medijski produkciji. V povezavi z drugimi predmeti študentje spoznajo in razumejo pojme in koncepte iz novih medijev, naučijo se uporabe osnovne metode in tehnike preučevanja novih medijev.

Splošne kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- sposobnost uporabe kompleksnejših oblik znanj v praksi;
- sposobnost oblikovanja kompleksnih in izvirnih idej, konceptov in rešitev določenih problemov;
- sposobnost kompleksnega systemskega pogleda na družbo in interdisciplinarnega pristopa.

Predmetno-specifične kompetence:

- sposobnost obvladanja standardnih metod, postopkov in procesov raziskovalnega dela na področju strateškega komuniciranja;
- uporaba in kombiniranje znanj in veščin z različnih disciplinarnih področij z namenom doseganja integralnega pristopa v medijski produkciji;
- sposobnost kompleksne analize medijskih vsebin in tehnik;
- sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij;
- razumevanje vloge javnih medijskih diskurzov v polju konstitucije identitete.

Objectives and competences:**Objectives:**

The objective of the course is to get students acquainted with the structure of the media field and to understand media phenomena and their connections with the structure and development of societies. In the course, students learn how to use and combine knowledge and skills from different disciplinary fields in order to achieve an integrated approach in media production. In conjunction with other subjects, students learn and understand concepts and concepts from new media, learn how to use the basic method and techniques of studying new media.

General competences:

- ability to analyze complex cultural and social processes;
- ability of a complex systemic view of society and an interdisciplinary approach;
- ability to formulate complex and original ideas, concepts and solutions to certain problems;
- ability of a complex systemic view of society and an interdisciplinary approach.

Subject-specific competences:

- ability to master standard methods, procedures and processes of research work in the field of strategic communication;
- use and combination of knowledge and skills from different disciplinary fields in order to achieve an integrated approach in media production;
- ability of complex analysis of media content and techniques;
- ability to understand, master and connect complex media information;
- understanding the role of public media discourses in the field of identity constitution.

Predvideni študijski rezultati:

Študent bo:

- izvedel študijo primera in primerjalno študijo primera;
- sposoben uporabiti svoje teoretsko in metodološko znanje za reševanje praktičnih problemov s področja novih medijev;
- zavzel stališče do ključnih etičnih vprašanj v raziskovalnem procesu in kritično ovrednotil konkreten primer;
- reflektiral in kritično ovrednotil primernost določenega pristopa za rešitev konkretnega problema;
- razvil kompleksnih veščine in spretnosti pri uporabi znanja na področju medijev in medijske produkcije s pomočjo reševanja konkretnih problemov;
- pridobil sposobnost kompleksne analize medijskih vsebin in tehnik;
- pridobil sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij.

Intended learning outcomes:

Students:

- Conduct a case study and a comparative case study;
- Are able to use his theoretical and methodological knowledge to solve practical problems in the field of new media;
- Take a stand on key ethical issues in the research process and critically evaluate a specific case;
- Reflect and critically evaluate the appropriateness of a particular approach to solve a specific problem;
- Develop complex skills in applying knowledge in the field of media and media production by solving concrete problems;
- Acquire the ability to analyze complex media content and techniques;
- Acquire the ability to understand, master and relate complex media information.

Metode poučevanja in učenja:

- 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.

Learning and teaching methods:

- Lectures with active engagement of students (explanation, discussion, questions, examples);
- Tutorials (reflection of 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):	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
• Pisni/ustni izpit	50 %	• Written / oral examination
• Aktivno sodelovanje na vajah in poročila eksperimentalnih vaj ter predstavitev naloge	50 %	• Active participation, reports on laboratory work and the paper presentation
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. *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. The action model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2014, vol. 7, no. 3, str. 90-103.
<http://www.iiass.com/pdf/IIASS-2014-no3-art05.pdf>.

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. 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. How much attention does outdoor advertising attract and who profits?. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2012, vol. 5, no. 3, str. 134-151, ilustr. <http://www.iiass.com/pdf/IIASS-Volume5-Number3-2012.pdf>.