

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Svetovni mediji
Course title:	Global 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 Other	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:	slovensko, angleško / Slovenian, English
Vaje / Tutorial:	slovensko, angleško / Slovenian, English

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

Potrebni so zgolj splošni pogoji izpolnjeni ob vpisu v študijski program.

Prerequisites:

Only general prerequisites met at the enrolment in the study programme are needed.

Vsebina:

- Pregled vplivnih paradig, teorij, pojmov in modelov o množičnih medijih.
- Pregled medijskih sistemov po svetu, s poudarkom na regulaciji medijev.
- Globalizacija kot politični in kulturni pojav.
- Vplivi medijev na kulturo in družbo.

Content (Syllabus outline):

- Review of influential paradigms, theories, concepts and models on mass media.
- Review of media systems around the world, with an emphasis on the regulation of media.
- Globalization as a political and cultural phenomenon.
- The effects of media on culture and society.

- Slovenski mediji v kontekstu Evropske Unije.
- Tehnike komuniciranja masovnih medijev.
- Širši okvir svetovnih medijev.

- Slovenian media in the context of the European Union.
- Communication techniques used by mass media.
- Global media in a wider context.

Temeljni literatura in viri / Readings:

Kovačič, Andrej. 2019. *Action Formula for Influence, Pro-active Communication Techniques - učno gradivo*.

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

Kovačič, Andrej. 2014. The ACTION model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, 7(3), str. 90-103.

Gackenbach, Jayne (ur.). 2007. *Psychology and the Internet - Intrapersonal, Interpersonal, and Transpersonal Implications*. Academic press.

McKenzie, Robert. 2006. *Comparing Media from around the World*. Boston, New York, San Francisco: Pearson Education.

Collins, Richard. 2002. *Media and Identity in Contemporary Europe: Consequences of Global Convergence*. Portland, Oregon: Intellect Books.

De Beer, Arnold S. in John C. Merrill. 2004. *Global Journalism. Topical issues and media systems*. Pearson.

Fiske, J. 2005. *Uvod v komunikacijske študije*. Ljubljana: Fakulteta za družbene vede.

Green, Andy. 2005. *Effective Communication Skills for Public Relations (PR in Practice)*. Kogan page. London.

Harcup, T. 2004. *Journalism: Principles and Practices*. Sage. London.

Hofstede, Gert Jan; Pedersen, Paul B. in Hofstede Geert. 2006. *Komuniciranje; Raziskovanje kulture; Primeri, vaje in simulacije*: Družba Piano.

MacQuail, D. 2005. *Theory of Mass Communication*. Sage. London.

Cilji in kompetence:

Splošne kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- 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;
- 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:

- poznavanje zgodovine odnosov z javnostmi in njihove umestitve v kontekst politike, gospodarstva;
- sposobnost oblikovanja strategije komuniciranja z javnostmi, primerne specifičnemu problemu;
- 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 (konverzacijske maksime, vljudnost, deiktičnost), ki se pojavljajo v zasebnem in javnem komuniciranju;
- sposobnost kompleksne analize medijskih vsebin in tehnik;
- razumevanje vloge javnih medijskih diskurzov v polju konstitucije identitete.

Objectives and competences:

General competences:

- ability to analyze complex cultural and social processes;
- 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 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:

- knowledge of the history of public relations and their placement in the context of politics, economy;
- ability to design a public communication strategy suitable for specific problem;
- ability to self-express and present one's views and ideas through various media genres;
- 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;
- ability of complex analysis of media content and techniques;
- understanding the role of public media discourses in the field of identity constitution.

Predvideni študijski rezultati:

Študent:

- v povezavi z drugimi predmeti osvoji relevantna znanja s področja medijskih komunikacij v kontekstu globalizacije;
- zna razumeti in ovrednotiti posamezne kulture, s čimer bolj učinkovito komunicira z njimi;
- v kontekstu študija in v povezavi z drugimi predmeti demonstrira zmožnost kritične analize posameznih pojavov medijske komunikacije;
- reflektira in kritično ovrednoti ustreznost določenih teorij in modelov za analizo konkretnega problema.

Intended learning outcomes:

Students:

- In conjunction with other subjects uses relevant knowledge in the field of media communication in the context of globalization;
- Can understand and evaluate individual cultures, thereby communicate with them more effectively;
- In the context of the study and in conjunction with other subjects demonstrates the ability to critically analyze individual phenomena of media communication;
- Expresses and critically evaluates the appropriateness of certain theories and models for the analysis of a concrete problem.

Learning and teaching methods:

- 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);
- 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);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Metode poučevanja in učenja:

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving);
- Tutorial (reflection of experience, project work, team work, critical thinking methods, discussion, feedback);
- Experimental practice based on experiential, cooperative and problem-solving study (autonomous study, discussion, explanation, observing, team work, case study, critical reading and writing methods, cooperation, portfolio, evaluation, self-assessment);
- Use of online classroom or other contemporary ICT tools.

Načini ocenjevanja:**Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Type (written and oral examination, 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 work and 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, MACUH, Bojan, RASPOR, Andrej, SRAKA, Marko. Media exposure and secondary school delinquency. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2019, vol. 12, no. 2, str. 24-44. <http://www.iiass.com/pdf/IIASS-2019-no2-art2.pdf>.

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. The ACTION model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, 2014, 7(3), str. 90-103.

KOVAČIČ, Andrej. *Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja*. 1. izd. Ljubljana: Vega, 2014.

KOVAČIČ, Andrej. Using the method of observation in testing media advertising. *Research in social change*, 2013, 5(2) str. 5-22.

KOVAČIČ, Andrej in PODGORNIK, Nevenka. Testing CASC scale for measuring emotional and rational advertising and media effects. *Innovative issues and approaches in social sciences*, 2013, 6(2), str. 82-9.

KOVAČIČ, Andrej. How to measure the effects of advertising communication : a research methodology overview. *Research in social change*, 2012, 4(2), str. 85-113.

KOVAČIČ, Andrej. Zunanje oglaševanje - enostranska komunikacija in njene posledice. *Raziskave in razprave*, 2011, 4(2), str. 45-74.