

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Mediji in komuniciranje
<b>Course title:</b>	Media and Communication

Izobraževalni program in stopnja Educational programme and level	Študijska smer Study field	Semester Semester
<b>Neformalno izobraževanje:</b> FUDŽ AKADEMIJA: Mediji in novinarstvo v praksi / <b>Non-formal education:</b> SASS ACADEMY: Media and Journalism in Practice	Media and Journalism	Drugi / Second
<i>Nivo: visokošolski strokovni študijski program (VS) / Level: higher professional study programme (BA)</i>		

**Vrsta predmeta / Course type** obvezni / obligatory

**Univerzitetna koda predmeta / University course code:**

Pre davanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
20		30			130	6

**Nosilec predmeta / Lecturer:** prof. dr. Mateja Rek / Prof. Mateja Rek, Ph.D

<b>Jeziki / Languages:</b>	<b>Predavanja / Lectures:</b>	slovenščina, angleščina / Slovene, English
	<b>Vaje / Tutorial:</b>	slovenščina, angleščina / Slovene, English

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

Ni posebnih pogojev.

**Prerequisites:**

No special prerequisites.

**Vsebina:**

- Uvod v tematiko: razumevanje stanja, trendov in značilnosti sodobne medijske krajine ter uvod v koncept medijske pismenosti
- Izzivi komuniciranja v digitalnem okolju
- Uvod v komunikologijo
- Mediji, kultura in družba – predstavitev in razprave o zgodovinskem razvoju, osnovnih karakteristikah, sočasnem pomenu in družbenem vplivu medijev kot so radio,

**Content (Syllabus outline):**

- Introduction to the topics: understanding the state, trends and characteristic of contemporary media landscape and introduction to the concept of media literacy
- Challenges of communicating in digital environment
- Introduction to communication studies
- Media, culture and society – presentation and discussions about the historical development, basic characteristics, the

popularna glasba, televizija, film, knjige, časopisi, revije in internet

- Medijska pismenost in aktivno državljanstvo v EU
- Izzivi soočanja z dezinformacijami in lažnimi novicami v EU

importance and influence of the media such as radio, popular music, television, movies, books, newspapers, magazines and internet

- Media literacy and active EU citizenship
- Challenges of tackling disinformation and fake news in the EU

### Temeljni literatura in viri / Readings:

Rek, Mateja. 2019. *Umetnost komuniciranja v kontekstu pozne moderne - The art of communication in the context of late modernity*. Ljubljana: Vega Press.

Online resources on EUs' policies and activities on media literacy. Available at (6.2.20): <https://ec.europa.eu/digital-single-market/en/media-literacy>

Online resources on EUs' policies and activities on Tackling disinformation in the EU. Available at (6.2.20): <https://ec.europa.eu/digital-single-market/en/tackling-online-disinformation>

Hodkinson, Paul. 2016. *Media, Culture and Society: An Introduction*. SAGE Publications Ltd; Second edition

Alan B. Albarran. 2013. *The Social Media Industries*. Routledge.

Branston, Gill & Stafford, Roy. 2010. *The Media Students Book*. Routledge.

Potter, W. James. 2015. *Media Literacy*. SAGE Publication.

Wiesinger, S., & Beliveau, R. 2016. *Digital literacy: a primer on media, identity, and the evolution of technology*. Peter Lang.

### Cilji in kompetence:

- sposobnost reševanja konkretnih problemov v poklicnem okolju;
- sposobnost fleksibilne uporabe znanja v praksi;
- poznavanje koncepta kakovosti in vztrajno prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- 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,

### Objectives and competences:

- ability to solve concrete problems in the professional environment;
- ability to flexibly apply knowledge in practice;
- knowledge of the concept of quality and persistent efforts for the quality of professional work through autonomy, (self)criticality, (self)reflexivity and (self)evaluation in professional work;
- 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,

odprtosti, strpnosti, pluralizma, ustvarjalnosti, izvirnosti, uravnoveženosti, pravičnosti, poštenosti;

- sposobnost za reševanje konkretnih problemov s področja medijev in medijske produkcije z uporabo ustreznih metod, tehnik in postopkov;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij na področju medijev in zmožnost njihove interpretacije;
- razvoj veščin in spretnosti pri uporabi znanja na področju medijev s pomočjo reševanja teoretičnih, empiričnih ali praktičnih problemov;
- plodno komuniciranje z različnimi deležniki na področju medijev.

pluralism, creativity, originality, balance, fairness, honesty;

- ability to solve concrete problems in the field of media and media production using appropriate methods, techniques and procedures;
- 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 solution of theoretical, empirical or practical problems;
- fruitful communication with various stakeholders in the field of media.

#### **Predvideni študijski rezultati:**

Študent/študentka:

- osvoji osnovna komunikološka znanja in kompetence, potrebna za razumevanje množičnega komuniciranja
- pozna osnovne koncepte teorij komuniciranja in medijskih študij
- razume osnovne karakteristike in vplivanje komuniciranja preko različnih medijev na delovanje družbe in posameznikov
- v kontekstu studija 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
- kritično razmišljanje in druge veščine, povezane z medijsko pismenostjo
- poglobljeno znanje o politikah in dejavnostih EU na področju boja proti spletnim dezinformacijam in krepitevi medijske pismenosti
- znanje na področju EU, pomembno za akademsko in poklicno življenje študentov, in izboljšanje njihovih državljskih spretnosti

#### **Intended learning outcomes:**

Students:

- acquire basic communication knowledge and competences needed to understand mass media communication
- know about media effects theories
- learn about the key theories of communication and media studies
- understand the basic characteristics and influence of communication on the society and individuals through different media
- in the context of the study of communication and in relation with other subjects demonstrate the ability to critically analyse cases of media communication
- reflect and critically evaluate the suitability of theories and models for analysing specific problems
- critical thinking and other media literacy related skills
- in-depth knowledge on EUs policies and activities on tackling online disinformation and strengthening media literacy
- knowledge of EU subjects relevant for students academic and professional lives and enhancement of their civic skills

- povečana zaposljivost in boljše možnosti za poklicno pot z vključitvijo evropske razsežnosti v študij
- večje zanimanje za razumevanje in sodelovanje v Evropski uniji, kar vodi k aktivnejšemu državljanstvu
- večji dostop do mednarodnih akademskih dogodkov in okroglih miz
- z vključevanjem zunanjih deležnikov študijski proces bodo študenti vzpostavili stik za nadaljnje zaposlitvene možnosti.

- increased employability and improved career prospects by including European dimension in their studies
- increased interest in understanding and participating in the European Union, leading to a more active citizenship
- increased access to international academic events and roundtables
- through stakeholders' involvement in the project, they will establish contact for further employment opportunities.

### 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)
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij
- konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj)
- stik z zunanjimi relevantnimi deležniki na področji vsebine predmeta.

### 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)
- Use of online classroom or other contemporary ICT tools
- Consultations (discussion, additional explanation, dealing with specific questions)
- Engaging in communication and knowledge transfers with stakeholders from civil society, media, educational system and policy makers at roundtables.

### Načini ocenjevanja:

Delež (v %) /  
Weight (in %)

### Assessment:

<p>Načini:</p> <ul style="list-style-type: none"> <li>• Pisni/ustni izpiti</li> <li>• Obveznosti vaj</li> </ul>	<p>80%</p> <p>20%</p>	<p>Types:</p> <ul style="list-style-type: none"> <li>• Written/oral exam</li> <li>• Assignments</li> </ul>
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Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading is in accordance with the Faculty's evaluation Ordinance.
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**Reference nosilca / Lecturer's references:**

REK, Mateja. *Umetnost komuniciranja v kontekstu pozne moderne*. Ljubljana: Vega Press, 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*, ISSN 1855-0541, 2019, vol. 12, no. 1, str. 6-25.

GORJUP, Nina, REK, Mateja. *Mala in mikro podjetja v vrtincu promocijskih naporov*. 1. izd. Ljubljana: Vega, 2016.

GORJUP, Nina, REK, Mateja. *Odnos do promocije v poslovno uspešnih malih in mikro podjetjih*. 1. izd. Ljubljana: Vega, 2016.

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, OZVATIC, Tanja. Using the specific affect coding system to observe affective behaviour in public speaking. *Research in social change*, ISSN 2463-8226, Jan. 2017, vol. 9, iss. 1, str. 28-48.

MAKAROVIC, Matej, PRIJON, Lea, REK, Mateja, TOMŠIČ, Matevž. The Strength of Pro-European consensus among Slovenian political elites. *Historical social research*, ISSN 0172-6404, 2016, vol. 41, no. 4, str. 195-213.

REK, Mateja. Unwanted behaviour among youth: influence of digital media consumption. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2016, vol. 9, no. 3, str. 122-135, ilustr. <http://www.iass.com/pdf/IIASS-2016-no3-art7.pdf>, doi: [10.12959/issn.1855-0541.IIASS-2016-no3-art7](https://doi.org/10.12959/issn.1855-0541.IIASS-2016-no3-art7).

KOVAČIČ, Andrej, REK, Mateja. Factors increasing media exposure of preschool children. *The new educational review*, ISSN 1732-6729, 2016, vol. 45, str. 249-257.