

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

**Predmet:** Mediji in komuniciranje  
**Course title:** Media and Communication

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 / first	prvi / first
Visokošolski strokovni / B.A.			

**Vrsta predmeta / Course type**

obvezni / mandatory

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

MK / MC

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	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

**Jeziki /  
Languages:**

**Predavanja /  
Lectures:** slovenščina, angleščina / Slovene, English

**Vaje / Tutorial:** slovenščina, angleščina / Slovene, English

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

Pogoj za opravljanje obveznosti je vpis v prvi letnik.

**Prerequisites:**

Enrolment in the first year of study.

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

**Content (Syllabus outline):**

- Introduction to the topics of: 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 communicology
- Introduction to communication studies media, culture and society – presentation and discussions about the historical development, basic characteristics, the importance and

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

- influence of media such as radio, popular music, television, movies, books, newspapers, magazines and the Internet
- Media literacy and active EU citizenship
  - Challenges of tackling disinformation and fake news in the EU

### Temeljni literatura in viri / Readings:

European Commission. 2024. *Tackling online disinformation*. Available at: <https://digital-strategy.ec.europa.eu/en/policies/online-disinformation>

Turrow, Joseph. 2023. *Media Today: Mass Communication in a Converging World*. Routledge, Taylor & Francis.

Branston, Gill, Stafford, Roy. 2020. *The Media Students Book*. Routledge.

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

Fiske, John. 2005. *Uvod v komunikacijske študije*. Fakulteta za družbene vede.

### 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, odprtosti, strpnosti, pluralizma, ustvarjalnosti, izvirnosti, uravnoteženosti, pravičnosti, poštenosti;
- sposobnost za reševanje konkretnih problemov s področja medijev in medijske produkcije z uporabo ustreznih metod, tehnik in postopkov;

### 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, 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

- 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.

- 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 komuniciranja in medijskih študij;
- razume osnovne karakteristike in vplivanje komuniciranja preko različnih medijev na delovanje družbe in posameznikov;
- 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;
- kritično razmišljanje in druge veščine, povezane z medijsko pismenostjo;
- poglobljeno znanje o politikah in dejavnostih EU na področju boja proti spletnim dezinformacijam in krepitvi medijske pismenosti;
- znanje na področju EU, pomembno za akademsko in poklicno življenje študentov, in izboljšanje njihovih državljskih veščin;
- 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

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

Students:

- Acquire basic communication knowledge and competences needed to understand mass media communication
- 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
- Demonstrate the ability to critically analyse cases of media communication in the context of the study of communication and in relation with other subjects
- 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 EU's 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
- 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

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.

events and roundtables

- Establishing contact for further employment opportunities through stakeholders' involvement in the project

**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);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- samostojno raziskovanje;
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

**Learning and teaching methods:**

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving)
- Seminar exercises (reflexion on experiences, project work, team work, methods of critical thinking, discussion, feedback, social games)
- Individual and group consultations (discussion, additional explanation, addressing specific questions)
- Individual research work
- Use of online classroom or other contemporary ICT tools

**Načini ocenjevanja:**

**Assessment:**

<p>Načini:</p> <ul style="list-style-type: none"> <li>• Pisni izdelki</li> <li>• Pisni izpit</li> </ul> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>Delež (v %) / Weight (in %)</p> <p>30%</p> <p>70%</p>	<p>Types:</p> <ul style="list-style-type: none"> <li>• Assignments</li> <li>• Written examination</li> </ul> <p>Grading scale – in accordance with the Faculty's Rules on Assessment and Evaluation of Knowledge.</p>
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**Reference nosilca / Lecturer's references:**

REK, Mateja. Trends in media education of children in Slovenia. *Research in social change*. May 2024, vol. 16, issue 1, str. 1-11.

GOLOB, Tea, MAKAROVIC, Matej, REK, Mateja. Parents' meta-reflexivity benefits media education of children = La meta-reflexividad de los padres beneficia la educación mediática de los niños. *Comunicar*. Jul. 2023, vol. 31, no. 76, str. 95-103.

REK, Mateja. Parent empowerment can change media education. *Politics in Central Europe*. 2023, vol. 19, no. s1, str. 441-453.

GOLOB, Tea, MAKAROVIC, Matej, REK, Mateja. Meta-reflexivity for resilience against disinformation = Meta-reflexividad para la resiliencia contra la desinformación. *Comunicar*. Jan. 2021, vol. 29, no. 66, str. 103-112.

REK, Mateja. Media education in Slovene preschools: a review of four studies. *CEPS journal: Center for Educational Policy Studies Journal*. 2019, vol. 9, no. 1, str. 45-60.

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. 6-2.