

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Medijska kultura
Course title:	Media Culture

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	drugi / second
Visokošolski strokovni / B.A.			

Vrsta predmeta / Course type obvezni / mandatory

Univerzitetna koda predmeta / University course code: MEK / MEC

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	Druge oblike študija / Other forms of study	Samost. delo / Individ. work	ECTS
20		40			120	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 medijske študije - razlaga ključnih konceptov v medijskih študijah; 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.
- Mediji in posameznik – vpliv medijev na konstrukcijo identitete posameznika, odnos med (vizualnimi in verbalnimi) podobami različnih kategorij identitet, ki so videne v medijih in načinov na katere

Content (Syllabus outline):

- Introduction to media studies - key concepts in media studies; historical development, basic characteristics, the importance and impact of social media such as radio, popular music, television, film, books, newspapers, magazines and the internet
- Media and the individual - the impact of the media on the construction of individual identity, the relationship between (visual and verbal) images of various identities from the media and the ways in which people perceive

ljudje dojemajo (in živijo) lastno identiteto in identiteto drugih.

- Medijska kultura in potrošništvo.
- Mediji, kultura in družba - pregled raziskovanja in teorij o medijskem vplivu oziroma moči medijev, analiza odnosa med medijsko produkcijo in občinstvom ter razprava o potencialih medijske konstrukcije realnosti.
- Globalizacija in kultura informacijske družbe.

(and live) their own identity and the identity of others

- Media culture and consumerism
- Media, culture and society - an overview of research and theories of media the influence and power of the media, analysis of the relationship between media production and audience and the discussion of potential media construction of reality
- Globalization and culture of information society

Temeljni literatura in viri / Readings:

Campbell, Richard et al. 2021. *Media & Culture: An Introduction to Mass Communication*. Bedford/St. Martins; 13th edition.

Close Scheinbaum, Angelina. 2024. *The Dark Side of Social Media: Consumer Psychology and Mental Health*. Routledge.

Rek, Mateja. 2021. *Medijska vzgoja in pismenost v Sloveniji*. Vega.

Cilji in kompetence:

- 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;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju z vestnim spoštovanjem načela resnicoljubnosti, svobode, odgovornosti, 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;
- vzgoja in razvoj potrebe po samostojnem ustvarjanju na podlagi pridobljenih

Objectives and competences:

- Ability to flexibly apply knowledge in practice
- Knowledge of the concept of quality and persistent efforts through autonomy, (self)criticality, (self)reflexivity and (self)evaluation in professional work
- 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
- Ability to obtain, select, evaluate and place new information in the field of media and the ability to interpret it
- Education and development of the need for independent creation on the

ustreznih strokovnih znanj in praktičnih veščin brez katerih je delovanje posameznikov in skupin v sodobnih medijskih organizacijah preprosto nemogoče;

- vzgojitev primernih individualnih vrednot, vrlin in dobrih običajev kot tudi skupinskih vrednotnih sistemov, ki so nujni pogoj uspešnega delovanja sodobnih medijcev in medijev v razvitem svetu.

basis of acquired relevant professional knowledge and practical skills without which the operation of individuals and groups in modern media organizations is simply impossible

- 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

Predvideni študijski rezultati:

Študent/študentka:

- osvoji osnovna komunikološka znanja in kompetence, potrebna za razumevanje medijske kulture;
- pozna osnovne koncepte popularne kulture;
- razume osnovne karakteristike in vplivanje komuniciranja preko različnih medijev na delovanje družbe in posameznikov;
- je sposoben/na identifikacije, analize in evalvacije in vzpostavitve kritične drže do vsebin in načinov medijskega komuniciranja.

Intended learning outcomes:

Students:

- Master basic communication skills and competences necessary for understanding media culture
- Know the basic concepts of popular culture
- Understand the basic characteristics and the influence of communication through various media on the society and individuals
- Identify, analyse, evaluate and take a critical approach to the content and methods of media communication

Metode poučevanja in učenja:

- predavanja (razlaga, 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);
- samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samocenenjevanje);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures (lecture, examples, problem solving)
- Seminar exercises (self-reflection, project work, teamwork, methods of critical thinking, discussion, feedback, social games)
- Individual and group consultations (discussion, additional explanation, addressing specific questions)
- Independent study (motivating, directing, self-reflecting, self-balancing, reflection, self-assessment)
- Use of online classroom or other contemporary ICT tools

Načini ocenjevanja:**Assessment:**

<p>Načini:</p> <ul style="list-style-type: none"> • Pisni/ustni izpit • Obveznosti vaj <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>Delež (v %) / Weight (in %)</p> <p style="text-align: center;">80%</p> <p style="text-align: center;">20%</p>	<p>Types:</p> <ul style="list-style-type: none"> • Written / oral exam • Tutorial assignments <p>Grading scale – in accordance with the Faculty's Rules on Assessment and Evaluation of Knowledge.</p>
---	--	--

Reference nosilca / Lecturer's references:

REK, Mateja. *Umetnost komuniciranja v kontekstu pozne moderne*. 1. izd. Ljubljana: Vega, 2019.

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.