

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

<b>Predmet:</b>	Analiza medijskih vsebin
<b>Course title:</b>	Media Content Analysis

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	tretji / third	drugi / second
Visokošolski strokovni / B.A.			

**Vrsta predmeta / Course type** obvezni / mandatory

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

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	Druge oblike študija / Other forms of study	Samost. delo / Individ. work	ECTS
30		30			120	6

**Nosilec predmeta / Lecturer:** prof. dr. Matevž Tomšič / Prof. Matevž Tomšič, 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:**

Pogoj za opravljanje obveznosti je vpis v tretji letnik.

**Prerequisites:**

Enrolment in the third year of study.

**Vsebina:**

- Teoretičen uvod v predmet je predstavitev razvoja moderne demokratične javne sfere s poudarkom na diverzifikaciji medijev in medijskih vsebin v kontekstu tehnološkega napredka in globalizacije. Kot pomembni spremljevalki teh procesov se izpostavljata tim. industrija kulture in industrija zavesti ter z njima povezana praksa rekonstrukcije družbene realnosti preko raznovrstnih medijskih tekstov.
- Pri razumevanju medijskih tekstov se izpostavlja, da se raznovrstne rekonstrukcije vsakodnevnih dogajanj

**Content (Syllabus outline):**

- Theoretical introduction to the subject is the presentation of the development of modern democratic public sphere, putting an emphasis on diversification of media and media content in the context of technological progress and globalization. The emphasis is put on the so-called industry of culture and industry of awareness and the related practice of reconstruction of social reality through a variety of media texts
- Understanding of media texts

navezujejo na položaj medijev v treh glavnih okolijskih podsistemih: političnem, ekonomskem in ideološko-vrednotnem.

- Metodologija analize medijskih tekstov temelji na dveh glavnih pristopih: kvantitativnem in kvalitativnem in predvsem na njuni kombinaciji, ki omogoča hitrejši dostop do kontekstualnega okvira in s tem k širšim družbenih, političnim in drugim dejavnikom, ki pomembno zaznamujejo vsebine različnih medijev.
- Primerjalna analiza daje poseben poudarek razlikam med mediji glede na njihove tehnološke in žanrske posebnosti, ki se odražajo na tekstovnem polju; njeno drugo izhodišče pa postavlja v ospredje razlike med samimi medijskimi teksti glede na njihovo (so)odvisnost od širših kontekstualnih pogojev in dejavnikov.

emphasizes the fact that a variety of reconstructions of everyday events relate to the situation of the media in three major environmental subsystems: political, economic and ideological comprising values

- Methodology of the analysis of media texts is based on two main approaches: quantitative and qualitative, predominantly also on the combination of the two, which allows faster access to contextual framework and, thus, to broader social, political and other factors, which mark importantly the content of various media
- Comparative analysis places particular emphasis on the differences between the media in relation to their technological and genre features, which are reflected in the text box; its second starting point brings to the foreground the differences among media texts according to their (co-) dependence on wider contextual conditions and factors

#### Temeljni literatura in viri / Readings:

Brown, Katy, Mondon, Aurelien. 2021. Populism, the media, and the mainstreaming of the far right: The Guardian's coverage of populism as a case study. *Politics*, 41(3), 279-295. Available at: <https://doi.org/10.1177/0263395720955036>

Araújo, Bruno, Prior, Hélder. 2020. Framing Political Populism: The Role of Media in Framing the Election of Jair Bolsonaro. *Journalism Practice* 15(2), 226–242.

Hoewe, Jennifer. 2020. Toward a theory of media priming. *Annals of the International Communication Association* 44(4), 312–321.

Lazović, Vesna. 2022. Metafore kot zrcalo nestrpnosti: Ali se poročanje o beguncih sploh spreminja? *Vestnik Za Tuje Jezike*, 14(1), 71-84. Available at: <https://doi.org/10.4312/vestnik.14.71-84>.

Narlı, Nilüfer, Özaşçılar, Mine, Turkan Ipek, Işıl Zeynep. 2019. Turkish Daily Press Framing and Representation of Syrian Women Refugees and Gender-Based Problems: Implications for Social Integration. *Journal of Immigrant & Refugee Studies* 18(1), 1–21.

Nkoala, Sisanda. 2020. Crimes Against Children: Evaluative Language and News Reports on Sentences. *Javnost - The Public* 27(1):1-13. DOI: 10.1080/13183222.2021.1844500.

Plemenitaš, Katja. 2020. Okvirjanje nasilja v predsedniškem diskurzu: Študija govorov Baracka Obame. *Ars & Humanitas* 14(1), 139-155. Available at: <https://doi.org/10.4312/ars.14.1.139-155>.

Shestopalova, Alona. 2023. Constructing Nazis on Political Demand: Agenda-Setting and Framing in Russian State-Controlled TV Coverage of the Euromaidan, Annexation of Crimea and the War in Donbas. *Central European Journal of International and Security Studies* 17(2), 112-137. Available at: <https://doi.org/10.51870/FUQI2558>.

Solheim, Øyvind Bugge. 2019. Are we all Charlie? How media priming and framing affect immigration preferences after terrorist attacks. *West European Politics*, 44(2), 204–228. Available at: <https://doi.org/10.1080/01402382.2019.1683791>.

### Cilji in kompetence:

- poznavanje in razumevanje družbenih procesov;
- obvladovanje tehnik, metod in postopkov, ki so relevantni za uspešno poklicno delo;
- razvoj kritične in samokritične presoje;
- sposobnost fleksibilne uporabe znanja v praksi;
- poznavanje in obvladovanje procesov in tehnik kreativnega ustvarjanja medijskih vsebin;
- 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;
- razumevanje metod kritične analize in razvoja ter njihova uporaba pri reševanju konkretnih problemov pri delu v sodobnih medijih;
- razvoj veščin in spretnosti pri uporabi znanja na področju medijev s pomočjo reševanja teoretičnih, empiričnih ali praktičnih problemov.

### Objectives and competences:

- Knowledge and understanding of social processes
- Mastering techniques, methods and procedures that are relevant to successful professional work
- Development of critical and self-critical judgment
- Ability to flexibly apply knowledge in practice
- Knowledge and mastery of processes and techniques of creative creation of media content
- 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
- Understanding the methods of critical analysis and development and their use in solving concrete problems at work in modern media
- Development of skills in the application of knowledge in the field of media through the solution of theoretical, empirical or practical problems

**Predvideni študijski rezultati:**

Študent/študentka:

- pridobi znanja za samostojno in analitično branje medijskih tekstov;
- zmožnost povezovanja različnih informacij in oblikovanja osebnih stališč in pogledov na aktualna družbena, politična in kulturna dogajanja v nacionalnem in internacionalnem družbenem okolju;
- vpogled v zgodovinski razvoj in glavne lastnosti najpomembnejših sodobnih medijev (televizija, tisk, internet);
- pridobi večine analize medijskih tekstov z uporabo izbranih kvantitativnih in kvalitativnih metod;
- praktično preveri te veščin z udeležbo v praktikumu;
- pridobi možnost (samo)ovrednotenja pridobljenih znanj in veščin z izdelavo seminarske naloge in udeležbo na izpitu.

**Intended learning outcomes:**

Students:

- Acquire knowledge for independent and analytical reading of media texts
- Develop ability to connect different information and form personal positions and views on topical social, political and cultural happening in national and international environment
- Get an insight into the historical development and the main features of the most important contemporary media (television, print, the Internet)
- Acquire skills for analysing media texts by using selected quantitative and qualitative methods
- Examine these skills in practice through participation in the experimental exercises
- Retrieve an option to (self-) evaluate the acquired knowledge and skills by composing a seminar paper and taking an exam

**Metode poučevanja in učenja:**

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- praktikum (analize medijskih vsebin po metodi dela v skupinah, individualne seminarske naloge s predstavitvami, manjše raziskave medijskih vsebin);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- skupinski in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

**Learning and teaching methods:**

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving)
- Practicum (media content analysis carried out through group work, seminar papers with presentations, minor media content research)
- Individual and group consultations (discussion, additional explanation, dealing with specific questions)
- Group and individual study (motivating, directing, self-observation, self-managing, reflection, self-evaluation)
- Use of online classroom or other contemporary ICT tools

**Načini ocenjevanja:****Assessment:**

<p>Načini:</p> <ul style="list-style-type: none"> <li>• Pisni/ustni izpit</li> <li>• Rezultati sodelovanja v praktikumu, seminarsko delo</li> </ul> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>Delež (v %) / Weight (in %)</p> <p>60%</p> <p>40%</p>	<p>Types:</p> <ul style="list-style-type: none"> <li>• Written / oral exam</li> <li>• Results of participating in the practicum, seminar paper</li> </ul> <p>Grading scale – in accordance with the Faculty's Rules on Assessment and Evaluation of Knowledge.</p>
--	--	--

**Reference nosilca / Lecturer's references:**

TOMŠIČ, Matevž. Populism, media messaging, and media literacy. *Politics in Central Europe*. 2023, 19, 1s.

TOMŠIČ, Matevž. The role of ideology in person-based politics. *Research in social change*, 2017, 9, 3.

CABADA, Ladislav, TOMŠIČ, Matevž. The Rise of person-based politics in the new democracies: the Czech Republic and Slovenia. *Politics in Central Europe*, 2016, 12, 2.

TOMŠIČ, Matevž. *Elites in the New Democracies*. Frankfurt am Main: Peter Lang Academic Research, 2016.

MAKAROVIČ, Matej, TOMŠIČ, Matevž. 'Left' and 'Right' in Slovenian political life and public discourse. V: Arvanitopoulos, Constantine (ed.). *Reforming Europe: the role of the Centre-Right*. Berlin; Heidelberg: Springer, 2009.

ADAM, Frane, MAKAROVIČ, Matej, RONČEVIČ, Borut, TOMŠIČ, Matevž. *The Challenges of Sustained Development: the Role of Socio-cultural Factors in East-Central Europe*. New York; Budapest: Central European University Press, 2005.