

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Komunikacijski trening
Course title:	Communication Training

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

Vrsta predmeta / Course type izbirni / elective

Univerzitetna koda predmeta / University course code: KT / CT

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: pred. Alenka Jakomin / Lect. Alenka Jakomin

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

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

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Uvod v predmet.
- Definicija, vloga in pomen medosebnega komuniciranja; pomen socialne interakcije in odnosov; kontekstualni in razvojni vidik medosebne komunikacije; funkcije medosebnega komuniciranja.
- Ključna načela medosebnega komuniciranja: neizogibnost, ireverzibilnost, kompleksnost, kontekstualna odvisnost.
- Oblike in sestavni deli komuniciranja: verbalna in neverbalna komunikacija; oblike govorov; sestavni deli

Content (Syllabus outline):

- Course introduction
- Definition, role and significance of interpersonal communication; significance of social interaction and relationships; contextual and developmental aspects of interpersonal communication; functions of interpersonal communication
- Key principles of interpersonal communication: unavailability, irreversibility, complexity, dependence on context
- Forms and components of

komunikacijske tehnike.

- Znanje in veščine dobrega govorca, odnos do nastopov in predstavitev.
- Etika komuniciranja.

communication: verbal and non-verbal communication; forms of speeches; components of a communication technique

- Knowledge and skills of a good speaker, attitude towards performances and presentations
- Communication ethics

Temeljni literatura in viri / Readings:

McKeown, Anne. 2024. *Public Speaking: From Stage Fright to Spotlight*. Independently published.

Koch, Arthur, Schmitt, Jason. 2023. *Speaking with a Purpose*. Routledge.

Abrahams, Matt. 2023. *Think Faster, Talk Smarter: How to Speak Successfully When You're Put on the Spot*. Simon & Schuster.

Cilji in kompetence:

- sposobnost fleksibilne uporabe znanja v praksi;
- 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, uravnoveženosti, pravičnosti, poštenosti;
- sposobnost timskega dela, zmožnost vzpostavljanja in vzdrževanja kooperativnih odnosov za delo v skupini in z uporabniki;
- sposobnost povezovanja koherentno obvladanega temeljnega znanja, pridobljenega pri obveznih predmetih, ter njegova uporaba v praksi;
- 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;
- sposobnost uporabe informacijsko-

Objectives and competences:

- Ability to flexibly apply knowledge in practice
- 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 work in a team, ability to establish and maintain cooperative relationships to work in a group and with users
- The ability to integrate coherently mastered basic knowledge acquired in compulsory subjects and its application in practice
- 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
- Ability to use information and

komunikacijske tehnologije in sistemov na področju medijev in medijske produkcije;

- vzgojitev primernih individualnih vrednot, vrlin in dobrih običajev kot tudi skupinskih vrednotnih sistemov, ki so nujni pogoj uspešnega delovanja sodobnih medijev in medijev v razvitem svetu;
- organizacijske in vodstvene spretnosti potrebne za načrtovanje, usmerjanje, spodbujanje, nadziranje, ocenjevanje in nagrajevanje samostojnega, vestnega in profesionalnega dela in/ali ustvarjanja posameznikov in skupin znotraj medijskih organizacijah;
- plodno komuniciranje z različnimi deležniki na področju medijev.

communication technology and systems in the field of media and media production

- 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
- Organizational and leadership skills needed to plan, guide, promote, supervise, evaluate and reward independent, conscientious and professional work and / or the creation of individuals and groups within media organizations
- Fruitful communication with various stakeholders in the field of media

Predvideni študijski rezultati:

Študent/študentka:

- pozna in razume pomen medosebnega komuniciranja;
- pozna in razume ključne definicije, koncepte in funkcije medosebnega komuniciranja;
- obvladuje osnove učinkovitega medosebnega komuniciranja, verbalnega in neverbalnega;
- razume delovanje dejavnikov, ki vplivajo na uspešnost govorenja in jih zna upoštevati v komunikacijskem procesu, vključujoč (med)kulturno perspektivo;
- reflektira in kritično ovrednoti različne komunikacijske izkušnje.

Intended learning outcomes:

Students:

- Know and understand the significance of interpersonal communication
- Know and understand key definitions, concepts and functions related to interpersonal communication
- Master the basics of efficient interpersonal communication, verbal and non-verbal
- Understand the functioning of factors, which influence successful speaking, and consider them during a communication process, including (inter)cultural perspective
- Reflect upon and critically evaluate different communication experiences

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- sprotne naloge na vajah in doma (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- eksperimentalne vaje, ki temeljijo na

Learning and teaching methods:

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving)
- Seminars at workshops and home assignments (reflection about experiences, project work, teamwork, method of critical thinking, discussion, feedback, social games)
- Experimental exercises based on

<p>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);</p> <ul style="list-style-type: none"> • uporaba spletne učilnice oziroma drugih sodobnih IKT orodij; • individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj). 	<p>experience, cooperation, problem learning (individual study, discussion, explanation, observation, teamwork, case study, method of critical reading and writing, role play, co-operative learning, portfolio, evaluation and self-evaluation)</p> <ul style="list-style-type: none"> • Use of online classroom or other contemporary ICT tools • Individual consultations (discussion, additional explanation, addressing specific questions)
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Načini ocenjevanja:

Assessment:

Načini:	Delež (v %) / Weight (in %)	Types:
<ul style="list-style-type: none"> • Pisni/ustni izpiti • Seminarske vaje • Eksperimentalne vaje 	<p>50%</p> <p>20%</p> <p>30%</p>	<ul style="list-style-type: none"> • Written/oral exam • Seminar work • Experimental exercises
<p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>		<p>Grading scale – in accordance with the Faculty's Rules on Assessment and Evaluation of Knowledge.</p>

Reference nosilca / Lecturer's references:

<p>Predavateljica Alenka Jakomin kot svetovalka na področju korporativnega komuniciranja in odnosov z javnostmi v svoji več kot 30-letni karieri svetuje in izobražuje menedžerje, vodilne in strokovnjake na posameznih področjih v podjetjih in ustanovah za javno nastopanje in nastope v medijih na delavnicah in izobraževalnih treningih nastopa pred kamero, svetuje pri njihovi pripravi scenarijev nastopa, govorih in predstavitev. Med njimi so: Sartorius BIA Separations, SeneCura, Žito/Podravka, L'Oreal Adria, Ekvilib Inštitut, ZD Velenje, ZD Domžale, Ministrstvo za delo, družino, socialne zadeve in enake možnosti, Ministrstvo za kmetijstvo, gozdarstvo in prehrano, Univerzitetna Psihiatrična klinika Ljubljana, Kansai Helios Coatings GMBH, Pfizer, Hervis, Pomgrad, Elan, Litostroj Power, Goodyear, Elektro Gorenjska, Mlekarna Celea, Mercator, Merkur Trgovina in vrsta drugih. / Lecturer Alenka Jakomin, as a consultant in corporate communication and public relations, has been advising and educating managers, executives, and specialists across various fields within companies and institutions in public speaking and media appearances for over 30 years. In her workshops and training sessions, she coaches individuals on camera performance, advises them on preparing scripts, speeches, and presentations. Some of her clients include: Sartorius BIA Separations, SeneCura, Žito/Podravka, L'Oreal Adria, Ekvilib Institute, ZD Velenje, ZD Domžale, Ministry of Labor, Family, Social Affairs, and Equal Opportunities, Ministry of Agriculture, Forestry, and Food, University Psychiatric Clinic Ljubljana, Kansai Helios Coatings GMBH, Pfizer, Hervis, Pomgrad, Elan, Litostroj Power, Goodyear, Elektro Gorenjska, Mlekarna Celea, Mercator, Merkur Trgovina, and many others.</p>

Izbrana predavanja pri predmetu Komunikacijski trening / Selected Lectures for the Communication Training Course:

- Uvodno predavanje in zgodovina retorike / Introductory Lecture and History of Rhetoric
- Uvod v javno nastopanje / Introduction to Public Speaking
- Medijska krajina / Media Landscape
- Elementi komunikacije pri javnem nastopanju / Elements of Communication in Public Speaking
- Priprave na različne oblike javnega nastopanja / Preparing for Different Types of Public Speaking
- Trema in javno nastopanje / Stage Fright and Public Speaking
- TV in Radio izjava / TV and Radio Statements
- Razprave in okrogle mize / Debates and Roundtables
- Kako obvladati težavne sogovornike / How to Handle Difficult Speakers
- Veščine – aktivno poslušanje / Skills – Active Listening