

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Novi mediji
Course title:	New Media

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
Druga stopnja / Second Level			

Vrsta predmeta / Course type obvezni / mandatory

Univerzitetna koda predmeta / University course code: NMed / NMed

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	Druge oblike študija / Other forms of study	Samost. delo / Individ. work	ECTS
20		15			145	6

Nosilec predmeta / Lecturer: prof. dr. Andrej Kovačič / Prof. Andrej Kovačič, PhD

Jeziki / Languages:	Predavanja / Lectures:	slovenski, angleški / Slovenian, English
	Vaje / Tutorial:	slovenski, angleški / Slovenian, 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:

- Identitete v virtualnem prostoru interneta.
- Poglavitne distinkcije med posameznimi tipi računalniško posredovane komunikacije.
- Razlika med vplivanjem na zavedni in nezavedni ravni.
- Nevromarketing (psihološka, nevrološka in ekonomska načela oblikovanja in trženja izdelkov ter storitev).
- Študije primerov različnih medijskih izdelkov (oglasi, glasbeni videi, risanke, splet in VR).

Content (Syllabus outline):

- Identity in the virtual space of the Internet
- The main distinction between different types of computer-mediated communication
- The difference in influencing on conscious and subconscious level
- Neuromarketing (psychological, neurological and economic principles of designing and marketing of a product or service)
- Case studies of different media products (ads, music videos, cartoons, the Internet and VR)

- ACTION model vplivanja v marketingu (ciljanje, povezovanje, tehnike, vplivanje na identiteto, povečanje sugestibilnosti in tehnike ponavljanja sugestij).
- Uporaba specifičnih tehnik na konkretnem primeru izdelave oglasnega sporočila.
- Aplikacije znanj na različna področja marketinga (organizacija dogodkov, odnosi z javnostmi, oglaševanje, prodaja, upravljanje ključnih strank).

- The ACTION model of influence in marketing (Aim, Connection, Techniques, Identity, Opportunity, Numerous)
- Creating an ad using specific techniques
- The application of skills in different fields in marketing (events, PR, advertising, sales, managing key accounts)

Temeljni literatura in viri / Readings:

Obvezna literatura / Mandatory Readings:

Kovačič, Andrej. 2024. *ACTION model and techniques in modern advertising*. Učno gradivo. Dostopno v spletni učilnici. / Learning material. Available in the online classroom.

Dodatna priporočena literatura / Additional Recommended Readings:

Kovačič, Andrej. 2014. The ACTION model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, vol. 7, no. 3, str. 90-103. Dostopno na / Available at:

<http://www.iias.com/pdf/IIASS-2014-no3-art05.pdf>

Rossiter, John R., et. al. 2018. *Marketing Communications: Objectives, Strategy, Tactics*. SAGE Publications Ltd., str. 369-427.

Cilji in kompetence:

- sposobnost oblikovanja kompleksnih in izvirnih idej, konceptov in rešitev določenih problemov;
- sposobnost doseganja strokovne odličnosti na podlagi visoke ravni avtonomnosti, (samo)kritičnosti, (samo)refleksivnosti in (samo) evalviranja;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;
- zavezanost najvišjim standardom profesionalne etike;
- poznavanje ustroja medijskega področja in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb;
- uporaba in kombiniranje znanj in veščin z različnih disciplinarnih področij z namenom doseganja integralnega pristopa v medijski produkciji;
- razvoj kompleksnih veščin in spretnosti pri uporabi znanja na področju medijev in

Objectives and competences:

- The ability to design complex and original ideas, concepts and solutions of certain problems
- The ability to achieve professional excellence on the basis of a high level of autonomy, (self-) criticism, (self-) reflexivity and (self-) evaluation
- Strategic orientation, i.e. the ability to anticipate events, the ability to provide solutions to remedy the situation
- Commitment to the highest standards of professional ethics
- Knowledge of the structure of media and understanding media phenomena and their relationship to the structure and development of the society
- Using and combining skills from different disciplines in order to achieve an integrated approach to media production
- Development of complex skills and abilities in the application of knowledge in the field

- medijske produkcije s pomočjo reševanja konkretnih problemov;
- sposobnost nadgradnje temeljnega znanja z namenom oblikovanja kvalitetnih medijskih vsebin;
 - obvladovanje zahtevnih znanj in tehnik za produkcijo različnih tipov medijskih vsebin;
 - sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij.

- of media and media production through solving concrete problems
- The ability to upgrade the basic knowledge in order to create quality media content
 - Mastering intricate knowledge and techniques for the production of various types of media content
 - The ability to understand, master and link complex media information

Predvideni študijski rezultati:

Študent/študentka:

- v povezavi z drugimi predmeti pozna in razume pojme in koncepte iz novih medijev;
- pozna in uporablja osnovne metode in tehnike preučevanja novih medijev;
- izvede študijo primera in primerjalno študijo primera;
- je sposoben uporabiti svoje teoretsko in metodološko znanje za reševanje praktičnih problemov s področij novih medijev;
- zavzame stališče do ključnih etičnih vprašanj v raziskovalnem procesu in kritično vrednosti konkreten primer;
- reflektira in kritično ovrednoti primernost določenega pristopa za rešitev konkretnega problema.

Intended learning outcomes:

Students:

- Know and understand notions and concepts of new media in relation to other subjects
- Know and apply the basic methods and techniques of studying new media
- Are able to carry out a case study and comparative case study
- Are able to use their theoretical and methodological knowledge to tackle practical problems from the field of new media
- Take a position on key ethical issues in the research process and the judge critically a concrete example
- Reflect on and critically evaluate the suitability of a particular approach to solve a specific problem

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);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);

Learning and teaching methods:

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving)
- Seminar exercises (reflection of experience, project work, team work, critical thinking methods, discussion, feedback)
- Individual and group consultations (discussion, further explanation, addressing specific issues)
- Creation of portfolio and independent study (motivation, guidance, self-observation, self-regulation, reflection, self-assessment)
- Individual students' work (independent literature study, seminar paper)

- individualno delo študentov (samostojen študij literature, seminarske naloge);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

- Use of online classroom or other contemporary ICT tools

Načini ocenjevanja:

Assessment:

<p>Načini:</p> <ul style="list-style-type: none"> • Pisni/ustni izpiti • Aktivno sodelovanje na vajah in poročila vaj ter predstavitev naloge <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>Delež (v %) / Weight (in %)</p> <p>80% 20%</p>	<p>Types:</p> <ul style="list-style-type: none"> • Written/oral exam • Active participation, reports on laboratory work and paper presentation <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:

KOVAČIČ, Andrej, RASPOR, Andrej, ŠKABAR, Matjaž. Methodological issues in analysing consumer responses to advertising. *Innovative issues and approaches in social sciences*. 2022, vol. 15, str. 32-49.

MACUH, Bojan, RASPOR, Andrej, SRAKA, Marko, KOVAČIČ, Andrej. Media exposure and education of first to six grade children from Slovenia-parent opinions. *International Journal of Cognitive Research in Science, Engineering and Education*. 2018, vol. 6, br. 3, str. 49-58.

REK, Mateja, KOVAČIČ, Andrej. Media and preschool children: the role of parents as role models and educators. *Medijske studije*. [Tiskana izd.]. 2018, vol. 9, no. 18, str. 27-43, ilustr. ISSN 1847-9758.

KOVAČIČ, Andrej, ZAKRAJŠEK, Srečo. Uporaba zaslonov in medijska pismenost predšolskih otrok v vrtcih. *Pedagoška obzorja: časopis za didaktiko in metodiko*. 2017, letn. 32, [št.] 2, str. 18-32.

KOVAČIČ, Andrej. An international research on internet media news reporting. *Innovative issues and approaches in social sciences*. May 2015, vol. 8, no. 2, str. 112-129.

KOVAČIČ, Andrej. The ACTION model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2014, vol. 7, no. 3, str. 90-103.

KOVAČIČ, Andrej. *Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja*. 1. izd. Ljubljana: Vega, 2014.

KOVAČIČ, Andrej. Using the method of observation in testing media advertising. *Research in social change*, ISSN 1855-4202, may 2013, no. 5, iss. 2, str. 5-22.

KOVAČIČ, Andrej, PODGORNIK, Nevenka. Testing CASC scale for measuring emotional and rational advertising and media effects. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2013, vol. 6, no. 2, str. 82-97.

KOVAČIČ, Andrej. How to measure the effects of advertising communication: a research methodology overview. *Research in social change*, ISSN 1855-4202, may 2012, no. 4, iss. 2, str. 85-113.

KOVAČIČ, Andrej. Zunanje oglaševanje - enostranska komunikacija in njene posledice. *Raziskave in razprave*, ISSN 1855-6280, 2011, letn. 4, št. 2, str. 45-74.