

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Retorika
Course title:	Rhetoric

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, drugi	prvi, drugi
Druga stopnja / Second Level		first, second	first, second

Vrsta predmeta / Course type izbirni / elective

Univerzitetna koda predmeta / University course code: RET / RHE

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 / Assoc. 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:

Temeljna znanja javnega nastopanja, ki jih študent pridobi v okviru študija na prvi (bolonjski) stopnji.

Prerequisites:

Knowledge of the public speaking acquired by the student in the course of study at the first (Bologna) level.

Vsebina:

- Pomen socialne interakcije in odnosov.
- Kontekstualni in razvojni vidik medosebne komunikacije.
- Funkcije medosebnega komuniciranja.
- Razlike med ritualno in ciljno usmerjeno komunikacijo in tehnike postavljanja ciljev v komunikaciji.
- Oblike in sestavni deli verbalne in neverbalne komunikacije.
- Tehnike povezovanja na zavedni in nezavedni ravni.

Content (Syllabus outline):

- Significance of social interaction and relationships
- Contextual and developmental aspects of interpersonal communication
- Functions of interpersonal communication
- Differences between ritual and goal-oriented communication
- Key principles of verbal and non-verbal communication
- Techniques for connecting on conscious and subconscious level
- Communication techniques for suggesting

- Komunikacijske tehnike za podajanje sugestij.
- Tehnike za pridobivanje informacij in povečevanje sugestibilnosti.
- Tehnike za obvladovanje svojega telesa v procesu komuniciranja.
- Etika komuniciranja pri uporabi komunikacijskih tehnik v praksi.

- Techniques for acquiring information and increasing suggestibility
- Body control techniques in the process of communication
- Communication ethics in every-day practice

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. Accessible in the Online Classroom

Houck, Davis W. 2019. *Public Speaking in the 21st Century: Instructor's Annotated Edition*. Flip Learning.

Dodatna priporočena literatura / Additional Recommended Readings:

Loewenstein, Julius. 2019. *Public Speaking - Speaking Like A Professional: How To Become A Better Speaker, Present Yourself Convincingly And Increase Your Self-Confidence Through Successful Communication*. Independently Published.

Cilji in kompetence:

- sposobnost doseganja strokovne odličnosti na podlagi visoke ravni avtonomnosti, (samo)kritičnosti, (samo)refleksivnosti in (samo)evalviranja;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje na različnih ravneh v medkulturnem okolju;
- zavezanost najvišjim standardom profesionalne etike;
- obvladovanje evropskih standardov kulture javnega dialoga;
- sposobnost medijskega komuniciranja v različnih kulturnih okoljih;
- sposobnost samoizražanja in prezentacije svojih stališč in idej skozi različne medijske žanre.

Objectives and competences:

- The ability to achieve professional excellence on the basis of a high level of autonomy, (self-) criticism, (self-) reflexivity and (self-) evaluation
- Development of communication skills and communication skills at different levels in an intercultural environment
- Commitment to the highest standards of professional ethics
- Management of European standards of public dialogue culture
- The ability of media communication in different cultural environments
- The ability of self-expression and presentation of own views and ideas through different media genres

Predvideni študijski rezultati:

Študent bo:

- pridobil sposobnost fleksibilne uporabe znanja v praksi;
- osvojil veščine retorike;

Intended learning outcomes:

Students will:

- Acquire the ability to flexibly apply knowledge in practice
- Master the skills of rhetoric

- sposoben komuniciranja s strokovnjaki iz različnih področij gospodarskega in družbenega življenja ter z različnimi interesnimi skupinami;
- reflektiral in kritično ovrednotil različne komunikacijske izkušnje.

- Be able to communicate with experts in various fields of economic and social life and with different interest groups
- Reflect and critically evaluate different communication experiences

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri);
- vaje, ki temeljijo na izkušenjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, evalvacija, samoocenjevanje);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- možnost oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samournavanje, refleksija);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures with active participation of students (explanation, discussion, questions, examples)
- Seminars based on experience-based learning, participation in problem learning (independent study, discussion, explanation, observation, team work, case study, methods of critical reading and writing, evaluation, self-evaluation)
- Individual and group consultations (discussions, additional explanation, addressing specific questions)
- Possibility of portfolio formation and independent study (motivating, guiding, self-observing, self-tuning, reflection)
- Use of online classroom or other contemporary ICT tools

Načini ocenjevanja:

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

Assessment:

Reference nosilca / Lecturer's references:

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*. Ljubljana: Vega, 2014. 135 str. ISBN 978-961-93392-2-0.

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, PODGORNIK, Nevenka, PRISTOV, Zorica, RASPOR, Andrej. Mobbing in a non-profit organisation. *Organizacija: revija za management, informatiko in kadre*, ISSN 1318-5454, maj 2017, vol. 50, no. 2, str. 178-187.

KOVAČIČ, Andrej, PODGORNIK, Nevenka. New ways to manage communication with customers on the internet. V: LEVNAJIĆ, Zoran (ur.). *Proceedings*. 5th International Conference on Information Technologies and Information Society [also] ITIS 2013, Dolenjske toplice, 7-9 november 2013. Novo mesto: Fakulteta za informacijske študije, 2013. Str. 135-141.