

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Politično komuniciranje
Course title: Political Communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Strateško komuniciranje, druga stopnja	Program nima smeri	1.	2.
Strategic Communication, second level	The programme has no field	1st	2nd

Vrsta predmeta / Course type

Obvezni / Compulsory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	-	15	-	-	145	6

Nosilec predmeta / Lecturer:

prof. dr. Matevž Tomšič / Prof. Matevž Tomšič, 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:

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Značilnosti političnega ustroja sodobnih družb
- Ključni procesi političnih sprememb v sodobnem svetu (demokratizacija, globalizacija, evropsko povezovanje)
- Vloga komuniciranja v procesih političnega odločanja
- Vloga medijev v sodobni politični ureditvi; mediji kot 'četrta veja oblasti' in 'pes čuvaj' demokracije
- Politični in medijski pluralizem; medijski prostor kot prostor artikulacije družbenega pluralizma
- Vpliv globalizacijskih procesov na spremembe v političnem komuniciranju
- Vpliv informacijsko-komunikacijskih tehnologij na politično komuniciranje
- Specifike političnega komuniciranja v 'novih demokracijah'

Content (Syllabus outline):

- Character of political setting in contemporary societies
- Key processes of political change in contemporary world (democratization, globalization, European integration)
- Role of communication in policy-making process
- The role of the media in contemporary politics; the media as the 'fourth branch of government' and 'watchdog of democracy'
- Political and media pluralism, media space and articulation of social pluralism
- The impact of globalization processes on political communication
- The impact of ICT on political communication
- Specifics of political communication in the new democracies

Temeljni literatura in viri / Readings:

Davis, Aeron. 2019. *Political Communication: A New Introduction for Crisis Times*. Cambridge: Polity Press.

Eibl, Otto in Miliš Gregor. 2019. *Thirty Years of Political Campaigning in Central and Eastern Europe*. London: Palgrave Macmillan.

Ferfila, Bogomil in Marta Kos. 2002. *Politično komuniciranje*. Ljubljana: FDV.

Kenski, Kate in Kathleen Hall Jamieson. 2019. *The Oxford Handbook of Political Communication*. Oxford: Oxford University Press.

Perloff, Richard M. 2018. *The Dynamics of Political Communication: Media and Politics in a Digital Age*. London: Routledge.

In ostala literatura po izbiri nosilca/ And other literature, selected by the course coordinator.

Cilji in kompetence:**Cilji:**

- Razumevanje politične dinamike sodobnih družb
- Razumevanje značilnosti in logike komuniciranja v različnih fazah političnega procesa

Objectives and competences:**Objectives:**

- Understanding of political dynamics in contemporary societies
- Understanding of character and logics of communication in different phases of political process

- Poznavanje vloge medijev pri političnem komuniciranju
- Sposobnost empirične analize in komparativne obravnave pojavov, povezanih s političnim komuniciranjem

Splošne kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- sposobnost oblikovanja kompleksnih in izvirnih idej, konceptov in rešitev določenih problemov;
- sposobnost identificiranja danega raziskovalnega problema, njegove analize ter možnih rešitev;
- 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
- sposobnost inovativne uporabe in kombiniranja raziskovalnih empiričnih metod.

Predmetno-specifične kompetence:

- razumevanje vloge in funkcij komunikacije za ohranjanje in razvoj medsebojnih odnosov, še posebno za razvoj kulture dialoga;
- sposobnost za reševanje raziskovalnih problemov na področju strateškega komuniciranja;
- poznavanje interpretativnih pristopov, ki pojasnjujejo komunikacijska dejanja (enosmerni, večsmerni, konstruktivistični model komunikacije);
- sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij;
- razumevanje poslanstva medijev v sodobni demokratični družbi.

- Apprehension of the role of media in political communication
- Ability of empirical analysis and comparison of phenomena, related to political communication

General competences:

- ability to analyze complex cultural and social processes;
- ability to formulate complex and original ideas, concepts and solutions to certain problems;
- ability to identify a given research problem, its analysis and possible solutions;
- ability to achieve professional excellence on the basis of a high level of autonomy (self)criticism, (self)reflexivity and (self)evaluation;
- development of communication abilities and skills for communicating at different levels in an intercultural environment;
- ability to use innovatively and combine research empirical methods.

Subject specific competences:

- understanding the role and functions of communication for maintaining and developing interpersonal relationships, especially for developing a culture of dialogue;
- ability to solve research problems in the field of strategic communication;
- knowledge of interpretive approaches that explain communication actions (one-way, multi-way, constructivist model of communication);
- ability to understand, master and connect complex media information;
- understanding the mission of the media in a contemporary democratic society.

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/ka:

- pozna in razume logiko in dinamiko funkcioniranja politike v sodobnih družbah;
- pozna in razume temeljne odgovore in dileme, ki so povezane s političnimi spremembami v sodobnem svetu;
- razume specifične in logiko komuniciranja v političnih procesih;
- pozna in razume položaj in vlogo medijev v političnem življenju, predvsem z luči opravljanja njihovega demokratičnega poslanstva;
- je sposoben evalvacije stanja na področju političnega komuniciranja s pomočjo empiričnega gradiva;
- je sposoben primerjalne obravnave različnih pojavov, povezanih s političnim komuniciranjem.

Intended learning outcomes:

Knowledge and understanding:

The student:

- knows and understands the logic and dynamics of the functioning of politics in contemporary societies;
- knows and understands the fundamental answers and dilemmas regarding political change in contemporary societies;
- understands the specifics and logic of communication in political processes;
- knows and understands the position and role of the media in a modern democratic society, especially in light of the fulfillment of their democratic mission;
- is able to evaluate the situation in terms of political communication using empirical material;
- is capable of comparative consideration of different aspects of political communication.

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri);
- 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);
- samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures with active engagement of students (explanation, discussion, questions, examples);
- Tutorials (reflection of experience, project work, teamwork, critical thinking, discussion, feedback);
- Individual and group consultations (discussions, additional explanation, specific questions);
- Individual study (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation);
- Use of online classroom or other contemporary ICT tools.

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
Problemski esej	50 %	Open Book Exam
Seminarska naloga	50 %	Essay
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale - in accordance with the Rules of examination and evaluation of knowledge.

Reference nosilca / Lecturer's references:

ADAM, Frane in Matevž TOMŠIČ. The Future of populism in a comparative European and global context. *Comparative sociology*, 2019, 18, 5/6, 687-705.

CHIRAN, Dadiana in Matevž TOMŠIČ. Populist ideology and speech patterns in e-communication between 2013 and 2016: discerning populism from political popularity. *Romanian Journal of Political Science*, 2020, 20, 1, 30-57.

TOMŠIČ, Matevž. Decline of elite consensus and destabilisation of political space in East-Central Europe. *Corvinus journal of sociology and social policy*, 2019, 8, 3, 151-170.

KLEINDIENST, Petra in Matevž TOMŠIČ. Human dignity as the foundation of democratic political culture: legal and philosophical perspective. *Law, culture and the humanities*, 2017, 1-20.

CABADA, Ladislav in Matevž TOMŠIČ. The Rise of person-based politics in the new democracies: the Czech Republic and Slovenia. *Politics in Central Europe*, 2016, 12, 2, 29-50.

TOMŠIČ, Matevž in Lea PRIJON. Person-based politics in Italy and Slovenia: comparing cases of leadership's individualisation. *International social science journal*, 2012, 3/214, 237-248.