

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Sodobne teorije medijev in komuniciranja
Course title: Contemporary Media and Communication Theory

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	drugi / second
Druga stopnja / Second Level			

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
30	-	15	-	-	135	6

Nosilec predmeta / Lecturer:

prof. dr. Mateja Rek / Prof. Mateja Rek, PhD

**Jeziki /
Languages:**

**Predavanja /
Lectures:** Slovenščina, Angleščina / Slovene, English

Vaje / Tutorial: Slovenščina, Angleščina / Slovene, 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:

- Zgodovina in razvoj teorij množičnih medijev
- Značilnosti sodobnih teorij medijskega komuniciranja – izbrani primeri
- Teorije medijskega učinka
- Mediji kot sestavni del javne sfere, družbena vloga medijev v luči posameznih teorij
- Sodobna družba kot medijska družba, medijska konstrukcija realnosti
- Teoretska refleksija medijev v slovenski družbi

Content (Syllabus outline):

- The history and development of mass media theories
- Characteristics of modern theories of media communication - selected examples
- Media effects theories
- Media as an integral part of the public sphere, the social role of the media in the light of various theories
- Modern society as a media company, media construction of reality
- Theoretical reflection of media in Slovenian society

- Medijska pismenost in aktivno državljanstvo v EU
- Izzivi soočanja z dezinformacijami in lažnimi novicami

- Media literacy and active EU citizenship
- Challenges of tackling disinformation and fake news in the EU

Temeljni literatura in viri / Readings:

Schroeder, R. 2018. Towards a theory of digital media. *Information, Communication & Society*, 21(3), 323-339.

Laughey, Dan. 2007. *Key Themes in Media Theory*. Open University Press

Di Gangi, P. M., & Wasko, M. M. 2016. Social media engagement theory: Exploring the influence of user engagement on social media usage. *Journal of Organizational and End User Computing (JOEUC)*, 28(2), 53-73.

Rek, Mateja. 2019. *Umetnost komuniciranja v kontekstu pozne moderne (The art of communication in the context of late modernity)*. Ljubljana: Vega.

Psychogiopoulou, E. (Ed.). 2012. *Understanding media policies: A European perspective*. Palgrave Macmillan.

Frau-Meigs, D., O'Neill, B., Soriani, A., & Tomé, V. 2017. *Digital citizenship education: Volume 1: Overview and new perspectives*. Council of Europe.

Engelbrekt, A. B., Bremberg, N., Michalski, A., & Oxelheim, L. (Eds.). 2019. *The European Union in a Changing World Order: Interdisciplinary European Studies*. Springer.

Online resources on EUs' policies and activities on media literacy. Available at (29. 12. 19): <https://ec.europa.eu/digital-single-market/en/media-literacy>

Online resources on EUs' policies and activities on Tackling disinformation in the EU. Available at (29. 12. 19): <https://ec.europa.eu/digital-single-market/en/tackling-online-disinformation>

Cilji in kompetence:

- Sposobnost kompleksne analize kulturnih in družbenih procesov;
- sposobnost oblikovanja kompleksnih in izvirnih idej, konceptov in rešitev določenih problemov;
- sposobnost uporabe kompleksnejših oblik znanja v praksi;
- sposobnost doseganja strokovne odličnosti na podlagi visoke ravni avtonomnosti, (samo)kritičnosti, (samo)refleksivnosti in

Objectives and competences:

- The ability of complex analysis of cultural and social processes;
- The ability to design complex and original ideas, concepts and solutions of certain problems;
- The ability to use complex forms of knowledge in practice;
- The ability to achieve professional excellence on the basis of a high level of autonomy, (self-) criticism, (self-) reflexivity and (self-) evaluation;

(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;
- sposobnost nadgradnje temeljnega znanja z namenom oblikovanja kvalitetnih medijskih vsebin;
- sposobnost kompleksne analize medijskih vsebin in tehnik;
- sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij;
- razumevanje poslanstva medijev v sodobni demokratični družbi;
- 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.

- 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;
- The ability to upgrade the basic knowledge in order to create high-quality media content;
- The ability of performing a complex analysis of media content and techniques;
- The ability to understand, mastering and link complex media information;
- Understanding the mission of the media in contemporary democratic society;
- 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/študentka:

- demonstrira poznavanje najnoveših teorij s področja medijev kot ključnih elementov javne sfere,
- zavzame kritično stališče do ključnih vprašanj, povezanih s stanjem medijev in javne sfere v sodobni družbi,
- je sposobne analize razločnih medijskih fenomenov, značilnih za sodobno družbo,
- je sposoben evalvacije stanja na področju medijev,

Intended learning outcomes:

Students:

- demonstrate the knowledge of the latest theories in the field of media as a key element of the public sphere,
- take a critical stance on key issues related to the situation of the media and the public sphere in contemporary society,
- are able to perform analysis of media phenomena which are characteristic of modern society,

- je sposoben razumevanja narave medijskega diskurza,
- je sposoben primerjalne obravnave različnih vidikov medijskega delovanja,
- kritično razmišljanje in druge veščine, povezane z medijsko pismenostjo,
- poglobljeno znanje o politikah in dejavnostih EU na področju boja proti spletnim dezinformacijam in krepitvi medijske pismenosti,
- znanje na področju EU, pomembno za akademsko in poklicno življenje študentov, in izboljšanje njihovih državljskih spretnosti,
- povečana zaposljivost in boljše možnosti za poklicno pot z vključitvijo evropske razsežnosti v študij,
- večje zanimanje za razumevanje in sodelovanje v Evropski uniji, kar vodi k aktivnejšemu državljanstvu,
- večji dostop do mednarodnih akademskih dogodkov in okroglih miz,
- z vključevanjem zunanjih deležnikov študijski proces bodo študenti vzpostavili stik za nadaljnje zaposlitvene možnosti.

- are capable of evaluating the state of the media,
- are capable of understanding the nature of media discourse,
- are capable of comparative treatment of the various aspects of media operations,
- gain critical thinking and other media literacy related skills,
- in-depth knowledge on EUs policies and activities on tackling online disinformation and strengthening media literacy,
- gaining knowledge of EU subjects relevant for their academic and professional lives and enhance their civic skills,
- increased employability and improved career prospects by including European dimension in their studies,
- increased interest in understanding and participating in the European Union, leading to a more active citizenship,
- increased access to international academic events and roundtables,
- through stakeholders' involvement in the project, they will establish contact for further employment opportunities.

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, socialne igre)
- Eksperimentalne vaje, ki temeljijo na 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);

Learning and teaching methods:

- Lectures with students' active participation (lecture, discussion, questions, examples, problem solving exercises)
- Tutorials with assignment (self-reflection, project work, teamwork, methods of critical thinking, discussion, feedback, practice)
- Experimental exercises based on experiential, cooperative and problem-oriented learning (independent studying, discussion, explanation, observation, role plays, case studies, critical reading and writing methods, portfolio, evaluation and self-evaluation)
- Use of online classroom or other contemporary ICT tools

<ul style="list-style-type: none"> • Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij • Konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj) • Stik z zunanjimi relevantnimi deležniki na področji vsebine predmeta. 	<ul style="list-style-type: none"> • Consultations (discussion, additional explanation, dealing with specific questions) • Engaging in communication and knowledge transfers with stakeholders from civil society, media, educational system and policy makers at roundtables.
---	--

Načini ocenjevanja:

Delež (v %) /
Weight (in %)

Assessment:

<p>Načini:</p> <ul style="list-style-type: none"> • Pisni/ustni izpiti • Obveznosti vaj <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>80 %</p> <p>20%</p>	<p>Types:</p> <ul style="list-style-type: none"> • Written/oral exam • Assignments <p>Grading scale - in accordance with the Rules of examination and evaluation of knowledge.</p>
--	------------------------	--

Reference nosilca / Lecturer's references:

REK, Mateja. *Umetnost komuniciranja v kontekstu pozne moderne*. 1. izd. Ljubljana: Vega, 2019.

REK, Mateja. Media education in Slovene preschools: a review of four studies. *CEPS journal: Center for Educational Policy Studies Journal*, ISSN 1855-9719, 2019, vol. 9, no. 1, str. 45-60.

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

REK, Mateja, OZVATIČ, Tanja. Using the specific affect coding system to observe affective behaviour in public speaking. *Research in social change*, ISSN 1855-4202, Jan. 2017, vol. 9, iss. 1, str. 28-48.

REK, Mateja. Unwanted behaviour among youth: influence of digital media consumption. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2016, vol. 9, no. 3, str. 122-135.

KOVAČIČ, Andrej, REK, Mateja. Factors increasing media exposure of preschool children. *The new educational review*, ISSN 1732-6729, 2016, vol. 45, str. 249-257.

KOVAČIČ, Andrej, MAVRI, Barbara, REK, Mateja. Predšolski otroci in vpliv medijev. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, 2016, letn. 31, [št.] 2, str. 20-35.

REK, Mateja. Researching the role of civil society and media in curbing corruption: a need for a more indepth interdisciplinary approach. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, Jan. 2015, vol. 8, no. 1, str. 60-76.

