

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Svetovni mediji
Course title:	Global 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	drugi / second
Druga stopnja / Second Level			

Vrsta predmeta / Course type

Univerzitetna koda predmeta / University course code:

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

Nosilec predmeta / Lecturer:

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:

- Pregled vplivnih paradig, teorij, pojmov in modelov o množičnih medijih.
- Pregled medijskih sistemov po svetu, s poudarkom na regulaciji medijev.
- Globalizacija kot politični in kulturni pojav.
- Vplivi medijev na kulturo in družbo.

Content (Syllabus outline):

- Review of influential paradigms, theories, concepts and models on mass media.
- Review of media systems around the world, with an emphasis on the regulation of media.
- Globalization as a political and cultural phenomenon.

- Slovenski mediji v kontekstu Evropske Unije.
- Tehnike komuniciranja masovnih medijev.
- Širši okvir svetovnih medijev.

- The effects of media on culture and society.
- Slovenian media in the context of the European Union.
- Communication techniques used by mass media.
- Global media in a wider context.

Temeljni literatura in viri / Readings:

Kovačič, Andrej. 2019. *Action Formula for Influence, Pro-active Communication Techniques - učno gradivo*.

Rek, Mateja. 2019. *Umetnost komuniciranja v kontekstu pozne moderne*. Ljubljana: Vega.

Kovačič, Andrej. 2014. The ACTION model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, 7(3), str. 90-103.

Gackenbach, Jayne (ur.). 2007. *Psychology and the Internet - Intrapersonal, Interpersonal, and Transpersonal Implications*. Academic press.

McKenzie, Robert. 2006. *Comparing Media from around the World*. Boston, New York, San Francisco: Pearson Education.

Collins, Richard. 2002. *Media and Identity in Contemporary Europe: Consequences of Global Convergence*. Portland, Oregon: Intellect Books.

De Beer, Arnold S. in John C. Merrill. 2004. *Global Journalism. Topical issues and media systems*. Pearson.

Fiske, J. 2005. *Uvod v komunikacijske študije*. Ljubljana: Fakulteta za družbene vede.

Green, Andy. 2005. *Effective Communication Skills for Public Relations (PR in Practice)*. Kogan page. London.

Harcup, T. 2004. *Journalism: Principles and Practices*. Sage. London.

Hofstede, Gert Jan; Pedersen, Paul B. in Hofstede Geert. 2006. *Komuniciranje; Raziskovanje kulture; Primeri, vaje in simulacije*: Družba Piano.

MacQuail, D. 2005. *Theory of Mass Communication*. Sage. London.

Cilji in kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- sposobnost uporabe kompleksnejših oblik znanja v praksi;
- 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 medijske produkcije s pomočjo reševanja konkretnih problemov;
- sposobnost kompleksne analize medijskih vsebin in tehnik;
- sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij.

Objectives and competences:

- The ability of complex analysis of cultural and social processes;
- 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;
- 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 of media and media production through solving concrete problems;
- The ability of performing a complex analysis of media content and techniques;
- The ability to understand, mastering and link complex media information.

Predvideni študijski rezultati:

Študent/študentka:

- v povezavi z drugimi predmeti osvoji relevantna znanja s področja medijskih komunikacij v kontekstu globalizacije;
- zna razumeti in ovrednotiti posamezne kulture, s čimer bolj učinkovito komunicira z njimi;
- v kontekstu študija in v povezavi z drugimi predmeti demonstrira zmožnost kritične analize posameznih pojavov medijske komunikacije;
- reflektira in kritično ovrednoti ustreznost določenih teorij in modelov za analizo konkretnega problema.

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);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Intended learning outcomes:

Students:

- In conjunction with other objects captivate relevant knowledge in the field of media communication in the context of globalization;
- Can understand and evaluate individual cultures, thereby communicate with them more effectively;
- In the context of the study and in conjunction with other subjects demonstrate the ability to critically analyze individual phenomena of media communications;
- Express and critically evaluate the appropriateness of certain theories and models for the analysis of a concrete problem.

Learning and teaching methods:

- lectures with active participation of students (explanation, discussion, questions, examples, problem solving);
- tutorial (reflection of experience, project work, team work, critical thinking methods, discussion, feedback);
- experimental practice, based on experiential, cooperative and problem-solving study (autonomous study, discussion, explanation, observing, team work, case study, cooperation, portfolio, evaluation, self-assessment);
- use of online classroom or other contemporary ICT tools.

Načini ocenjevanja:**Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Type (written and oral examination, coursework, project):
Pisni/ustni izpit	50%	Written / oral examination
Aktivno sodelovanje na vajah in poročila eksperimentalnih vaj ter predstavitev naloge	50%	Active participation, reports on work and paper presentation
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:

KOVAČIČ, Andrej, MACUH, Bojan, RASPOR, Andrej, SRAKA, Marko. Media exposure and secondary school delinquency. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2019, vol. 12, no. 2, str. 24-44. <http://www.iiass.com/pdf/IIASS-2019-no2-art2.pdf>.

KOVAČIČ, Andrej, MACUH, Bojan, RASPOR, Andrej, SRAKA, Marko, ŠKABAR, Matjaž. Starši kot medijski opismenjevalci osnovnošolskih otrok prve in druge triade. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, 2018, letn. 33, [št.] 2, str. 20-37.

KOVAČIČ, Andrej. The ACTION model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, 2014, 7(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*, 2013, 5(2) str. 5-22.

KOVAČIČ, Andrej in PODGORNIK, Nevenka. Testing CASC scale for measuring emotional and rational advertising and media effects. *Innovative issues and approaches in social sciences*, 2013, 6(2), str. 82-9.

KOVAČIČ, Andrej. How to measure the effects of advertising communication : a research methodology overview. *Research in social change*, 2012, 4(2), str. 85-113.

KOVAČIČ, Andrej. Zunanje oglaševanje - enostranska komunikacija in njene posledice. *Raziskave in razprave*, 2011, 4(2), str. 45-74.