

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Mediji in komuniciranje
Course title:	Media and Communication

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
Visokošolski strokovni/B.A.			

Vrsta predmeta / Course type obvezni / obligatory

Univerzitetna koda predmeta / University course code: VIS11

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
20		30			130	6

Nosilec predmeta / Lecturer: Izr. prof. dr. Mateja Rek / Mateja Rek, Ph.D., Associate Professor

Jeziki / Languages: **Predavanja / Lectures:** Slovenščina, angleščina / Slovene, English
Vaje / Tutorial: Slovenščina, angleščina / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Prerequisites:

<p>Pogoj za opravljanje obveznosti je vpis v prvi letnik.</p> <p>Vsebina:</p> <ul style="list-style-type: none"> • Predstavitev osnovnih pojmov, komunikacijskih prvin in opredelitev komuniciranja; • Temeljne paradigme, teorije in modeli v komunikoloških študijah; • Vpliv medijav na posameznika in skupnost; • Javno nastopanje: posredno in neposredno; • Etika komuniciranja; • Mediji, kultura in družba – predstavitev in razprave o zgodovinskem razvoju, osnovnih karakteristikah, sočasnem pomenu in družbenem vplivu medijev kot so radio, popularna glasba, televizija, film, knjige, časopisi, revije in internet; • Mediji v obdobju globalizacije.

<p>Enrolment in the first year of study.</p> <p>Contents:</p> <ul style="list-style-type: none"> • Introduction to the basic definitions and communication basics; • Basic theories and models in communication studies; • The influence of media on individuals and community; • Public speaking: direct and indirect; • Communication ethics; • Media, culture and society – presentation and discussions about the historical development, basic characteristics, the importance and influence of the media such as radio, popular music, television, movies, books, newspapers, magazines and internet; • Media in the time of globalization.

Temeljni literatura in viri / Readings:

- Fiske, John (2005): Uvod v komunikacijske študije, FDV, Ljubljana.
- Branston, Gill & Stafford, Roy (2007): The Media Students Book, Routledge.
- Košir, Manca (2003): Surovi čas medijev, Fakulteta za družbene vede, Ljubljana.

Cilji in kompetence:

- sposobnost fleksibilne uporabe znanja v praksi;
- poznavanje pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- razvoj komunikacijskih sposobnosti in spretnosti, posebej komunikacije v mednarodnem okolju;
- občutljivost za ljudi in socialno okolje;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela neskriminatornosti in multikulturalnosti;
- Sposobnost za reševanje konkretnih družbenih in delovnih problemov z uporabo družboslovnih znanstvenih metod in postopkov;
- sposobnost povezovanja koherentno obvladanega temeljnega znanja, pridobljenega pri obveznih predmetih, ter njegova uporaba v praksi;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije na področju medijev in medijske produkcije;
- razvoj komunikacijskih sposobnosti in spretnosti, posebej komunikacije v mednarodnem okolju.

Objectives and competences:

- Ability to flexibly use the acquired knowledge in practice;
- Familiarity with the importance of quality, striving to maintain the quality of professional work through practicing autonomy, showing initiative, as well as through (self-)criticism, (self-)reflection and (self-)evaluation;
- The development of communication capabilities and skills especially in the international environment;
- Sensitivity for people and social environment;
- ethical reflection and commitment to professional ethics in the social environment by respecting the principles of truthfulness, freedom, pluralism, openness, tolerance, justice and fairness;
- Ability to solve social and work problems using appropriate scientific methods and procedures;
- Ability to link coherent fundamental knowledge acquired at compulsory subjects and its application in practice;
- Ability to obtain, select, evaluate and place new information and its interpretation in the field of media;
- The development of communication capabilities and skills especially in the international environment.

Predvideni študijski rezultati:

Študent/študentka:

- osvoji osnovna komunikološka znanja in kompetence, potrebna za razumevanje množičnega komuniciranja;
 - pozna osnovne koncepte teorij komuniciranja in medijskih študij;
 - razume osnovne karakteristike in vplivanje komuniciranja preko različnih medijev na delovanje družbe in posameznikov;
 - v kontekstu studija 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;
- v javnih predstavitev demonstrira aplikacijo osvojenih znanj.

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);
- Individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj).

Intended learning outcomes:

Students:

- Acquire basic communication knowledge and competences needed to understand mass media communication;
- Learn about the key theories of communication and media studies;
- Understand the basic characteristics and influence of communication on the society and individuals through different media;
- In the context of the study of communication and in relation with other subjects demonstrate the ability to critically analyse cases of media communication;
- Reflect and critically evaluate the suitability of theories and models for analysing specific problems;
- Demonstrate application of the acquired knowledge in their presentations.

Learning and teaching methods:

- Lectures with students' active participation (lecture, discussion, questions, examples, problem solving exercises) ;
- Tutorials with assignment (self-reflection, project work, team work, 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) ;
- Individual and group consultations (discussion, additional explanation, dealing with specific questions).

Načini ocenjevanja:**Assessment:**

<p>Način (pisni izpit, ustno izpraševanje, naloge, projekt)</p> <ul style="list-style-type: none">• Pisni/ustni izpiti – 45% ocene.• Seminarske vaje – 25% ocene• Eksperimentalne vaje – 30% ocene <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>Delež (v %) / Weight (in %)</p>	<p>Type (examination, oral, coursework, project):</p> <ul style="list-style-type: none">• Written/oral exam 45 % of the grade• Seminar work 25 % of the grade• Experiment practice 30 % of the grade. <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>
Reference nosilca / Lecturer's references:		
<p>REK, Mateja. Civic experts : the case of the EU. Research in social change, ISSN 1855-4202, jan. 2012, no. 4, iss. 1, str. 37-61. [COBISS.SI-ID 1024532545]</p> <p>REK, Mateja. Europeanisation of civil society sector in Central and Eastern Europe. Innovative issues and approaches in social sciences, ISSN 1855-0541, jan. 2010, vol. 3, no. 1, str. 60-86. http://www.iiass.com/pdf/IIASS-Volume3-Number1-2010.pdf. [COBISS.SI-ID</p> <p>REK, Mateja. Economic culture in Slovenia : research results from the Dioscuri research project. Research in social change, ISSN 1855-4202, sep. 2009, issue 3, no. 1, str. 3-21. [COBISS.SI-ID 1024151105]</p> <p>REK, Mateja. Civil society organizations as providers of expert knowledge : the case of the European union. V: PANDILOSKA JURAK, Alenka (ur.), PINTERIČ, Uroš (ur.). Contemporary world between freedom and security. Ljubljana: Vega, 2010, str. 219-241, ilustr. [COBISS.SI-ID 1024199233]</p> <p>REK, Mateja. Virtues of EU level civil society. London: Vega Press, 2012. 135 str., graf. prikazi, tabele. ISBN 978-0-9568625-3-2. [COBISS.SI-ID 1024386881]</p> <p>Bibliografija: http://www.sicris.si/search/rsr.aspx?lang=slv&id=19219</p>		