

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	<b>Medijska kultura</b>
<b>Course title:</b>	<b>Media Culture</b>

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
Visokošolski strokovni/B.A.			

**Vrsta predmeta / Course type** obvezni / obligatory

**Univerzitetna koda predmeta / University course code:** VIS110

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
20		30	0		130	6

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

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

• uvod v medijske študije - razlaga ključnih konceptov v medijskih študijah; 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 in posameznik – vpliv medijev na konstrukcijo identitete posameznika, odnos med (vizualnimi in verbalnimi) podobami različnih kategorij identitet, ki so videne v medijih in načinov na katere ljudje dojemajo (in živijo) lastno identiteto in identiteto drugih;

• mediji, kultura in družba - pregled raziskovanja in teorij o medijskem vplivu oziroma moči medijev, analiza odnosa med medijsko produkcijo in občinstvom ter razprava o potencialih medijske konstrukcije realnosti;

**Content (Syllabus outline):**

• Introduction to Media Studies - the key concepts in media studies; historical development, basic characteristics, the importance and impact of social media such as radio, popular music, television, film, books, newspapers, magazines and the internet;

• Media and an individual - the impact of the media on the construction of individual identity, the relationship between (visual and verbal) images of various identities from the media and the ways in which people perceive (and live) their own identity and the identity of others;

• Media, Culture and Society - an overview of research and theories of media the influence and power of the media, analysis of the relationship between media production and audience and the discussion of potential media construction of reality;

• globalization and culture of information society.

- globalizacija in kultura informacijske družbe.

### Temeljni literatura in viri / Readings:

- Branston, Gill & Stafford, Roy (2007): The Media Students Book, Routledge.
- Bennett, Tony in Frow, John (ur.) (2008): The SAGE Handbook of Cultural Analysis. Sage Publications
- Bourdieu, Pierre (2001): Na televiziji, Knjižna zbirka Krt, 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;
- občutljivost za ljudi in socialno okolje;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju z vestnim spoštovanjem načela resnicoljubnosti, svobode, odgovornosti, odprtosti, strpnosti, pluralizma, ustvarjalnosti, izvirnosti, uravnoveženosti, pravičnosti, poštenosti;
- sposobnost za reševanje konkretnih družbenih in delovnih problemov z uporabo družboslovnih znanstvenih metod in postopkov;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij na področju medijev in zmožnost njihove interpretacije;
- razvoj komunikacijskih sposobnosti in spretnosti, posebej komunikacije v mednarodnem okolju;
- vzgojitev primernih individualnih vrednot, vrlin in dobrih običajev kot tudi skupinskih vrednotnih sistemov, ki so nujni pogoj uspešnega delovanja sodobnih medijcev in medijev v razvitem svetu.

### Objectives and competences:

- The ability to critically reflect upon the processes and content of mass communication;
- Importance of quality and striving for quality professional work through autonomy, (self-) critical approach, (self-) reflexivity and (self-) evaluation of the professional work;
- Sensitivity to the human 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 concrete social and work problems using social scientific methods and procedures;
- Ability to obtain, select, evaluate and place new information and its interpretation in the field of media;
- Flexible use of knowledge in practice;
- Development of communication skills, especially communication in international environment;
- Development of adequate values, skills good practices and well as collective value systems that are necessary for successful conduct of modern media-people.

**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;
- je sposoben/na identifikacije, analize in evalvacije in vzpostavitev kritične drže do vsebin in načinov medijskega komuniciranja.

**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);
- Individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- Samostojen študij (motiviranje, usmerjanje, samoopazovanje, samournavanje, refleksija, samoocenjevanje).

**Načini ocenjevanja:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt)

- Pisni/ustni izpit - 50% ocene.
  - Seminarska naloga s poročili seminarskega dela in ter predstavitev naloge 50%.
- Ocenska lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.

**Intended learning outcomes:**

Students:

- Master basic communication skills and competences necessary for understanding mass communication.;
- Know the basic concepts of communication theory and media studies;
- Understand the basic characteristics and the influence of communication through various media on the society and individuals;
- Identify, analyse and evaluate and take a critical approach to the content and methods of media communication.

**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);
- Individual and group consultations (discussion, additional explanation, dealing with specific questions);
- Independent study (motivating, directing, self-reflecting, self-balancing, reflection, self-assessment).

**Assessment:**

Type (examination, oral, coursework, project):

- Written / oral examination - 50% of the grade.
  - Seminar paper with reports on the seminar work and the paper presentation - 50% of the grade.
- Grading is in accordance with the Faculty's evaluation Ordinance

Delež (v %) / Weight (in %)

<b>Reference nosilca / Lecturer's references:</b>		
---	--	--

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]

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.iias.com/pdf/IIASS-Volume3-Number1-2010.pdf>. [COBISS.SI-ID

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]

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]

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]

Bibliografija: <http://www.sicris.si/search/rsr.aspx?lang=slv&id=19219>