

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Krizno komuniciranje
Course title: Crisis 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, drugi	prvi, drugi
Druga stopnja / Second Level		first, second	first, second

Vrsta predmeta / Course type

Izbirni / Optional

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:

izr. prof. dr. Andrej Raspor / Assoc. Prof. Andrej Raspor, 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:

1. Teoretične osnove upravljanja tem in kriznega komuniciranja
2. Krizno komuniciranje in upravljanje kriznih okoliščin
3. Kriza in parakriza: vpliv digitalne tehnologije in družbenih medijev na krizno komuniciranje (organizacij)
4. Aplikacija situacijske teorije kriznega komuniciranja kot diagnostičnega orodja
5. Procesi kriznega komuniciranja
6. Strategije kriznega odziva in kriznega komuniciranja
7. Načrt in priročnik za krizno komuniciranje

Content (Syllabus outline):

1. Theoretical foundations of issue management and crisis communication
2. Crisis communication and crisis management
3. Crisis and paracrisis: the impact of digital technology and social media on crisis communication (of organizations)
4. Application of situational theory of crisis communication as a diagnostic tool
5. Crisis communication processes
6. Crisis response and crisis communication strategies
7. Crisis communication plan and manual

Temeljni literatura in viri / Readings:***Izbrana poglavja iz učbenikov / Selected chapters from textbooks:***

Coombs, W. T. 2015. *Ongoing Crisis Communication: Planning, Managing, and Responding* (4th Edn.). SAGE.

Frandsen, F., & Johansen, W. 2017. *Organizational Crisis Communication: A Multivocal Approach*. SAGE Publications.

Smith, R.D. 2017. *Strategic Planning for Public Relations* (5th Edn.). Routledge Taylor and Francis Group (*izbrana poglavja / selected chapters*).

Tench, R., & Yeomans, L. 2017. *Exploring Public Relations: Global Strategic Communication* (4th Edn.). Pearson (*izbrana poglavja / selected chapters*).

Tkalac Verčič, A. 2020. *Odnosi z javnostmi* (D. Verčič, N. Serajnik Sraka, & P. Ašanin Gole (Eds.)). Fakulteta za družbene vede (*izbrana poglavja / selected chapters*).

Austin, L., & Jin, Y. 2018. *Social Media and Crisis Communication*. Routledge / Taylor & Francis Group. <https://doi.org/10.4324/9781315749068>.

Brataas, K. 2018. *Crisis Communication: Case Studies and Lessons Learned from International Disasters*. Routledge/Taylor & Francis Group.

Ndlela, M. N. 2019. *Crisis Communication: A Stakeholder Approach*. Palgrave Macmillan, Springer. <https://doi.org/10.1007/978-3-319-97256-5>.

Izbrani aktualni članki / Selected current articles:

Jin, Y., Austin, L., Eaddy, L. S., Spector, S., Reber, B., & Espina, C. 2018. How financial crisis history informs ethical corporate communication: Insights from corporate communication leaders. *Public Relations Review* 44(4), 574-584. <https://doi.org/10.1016/j.pubrev.2018.06.003>

Schoofs, L., Claeys, A.-S., De Waele, A., Cauberghe, V. 2019. The role of empathy in crisis communication: Providing a deeper understanding of how organizational crises and crisis communication affect reputation, *Public Relations Review*, 45(5).
<https://doi.org/10.1016/j.pubrev.2019.101851>.

Jahng, M.R., Lee, H., Rochadiat, A. 2020. Public relations practitioners' management of fake news: Exploring key elements and acts of information authentication. *Public Relations Review*, 46(2).
<https://doi.org/10.1016/j.pubrev.2020.101907>.

Cilji in kompetence:

Cilji:

Cilj predmeta je, da študenti spoznajo dejavnike, ki pripeljejo organizacije do krize in kriznega komuniciranja, prepoznajo načine upravljanja tem v organizacijskem okolju ter značilnosti in strategije kriznega komuniciranja. Pri predmetu se študenti naučijo uporabe diagnostičnega orodja za krizno komuniciranje, na podlagi katerega izberejo najustreznejšo strategijo odziva na krizne situacije, temeljnih načel učinkovitega kriznega komuniciranja, ter priprave kriznega komunikacijskega načrta in priročnika za učinkovito krizno komuniciranje. Študenti pri predmetu postanejo sposobni razumevanja kriznega komuniciranja in uporabe temeljnih načel učinkovitega kriznega komuniciranja.

Kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- sposobnost doseganja strokovne odličnosti na podlagi visoke ravni avtonomnosti, (samo)kritičnosti, (samo)refleksivnosti in (samo)evalviranja;
- zavezanost najvišjim standardom profesionalne etike;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje na različnih ravneh v medkulturnem okolju;
- sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij;

Objectives and competences:

Objectives:

The purpose of the course is to get students acquainted with the factors that lead organizations to crisis and crisis communication, identify ways to manage issues in the organizational environment and the characteristics and strategies of crisis communication. In the course, students learn to use a diagnostic tool for crisis communication, based on which they choose the most appropriate crisis response strategy, fundamental principles of effective crisis communication, and the preparation of a crisis communication plan and manual for effective crisis communication. Students in the course become able to understand crisis communication and apply the fundamental principles of effective crisis communication.

Competences:

- The ability of complex analysis of cultural and social processes;
- The ability to achieve professional excellence on the basis of a high level of autonomy, (self-) criticism, (self-) reflexivity and (self-) evaluation;
- Commitment to the highest standards of professional ethics;
- Development of communication skills and communication skills at different levels in an intercultural environment;
- The ability to understand, master and link complex media information;
- Management of European standards of public dialogue culture;

- obvladovanje evropskih standardov kulture javnega dialoga;
- sposobnost medijskega komuniciranja v različnih kulturnih okoljih;
- organizacijske in vodstvene spretnosti za usmerjanje dela v medijski produkciji;
- fleksibilnost in prilagodljivost, tj. sposobnost poklicnega delovanja v različnih okoljih;
- sposobnost samoizražanja in prezentacije svojih stališč in idej skozi različne medijske žanre.

- The ability of media communication in different cultural environments;
- Organizational and managerial skills for directing work in media production;
- Flexibility and adaptability, i.e. ability to work professionally in different environments;
- The ability of self-expression and presentation of own views and ideas through different media genres.

Predvideni študijski rezultati:

Znanje in razumevanje:

- temeljnih teoretičnih konceptov upravljanja tem in kriznega komuniciranja;
- procesov upravljanja tem ter procesov in faz kriznega komuniciranja;
- diagnostičnega orodja za izbiro najoptimalnejše strategije kriznega odziva in kriznega komuniciranja;
- upravljanja kriznega komuniciranja;
- procesa raziskovanja, načrtovanja, izvajanja in vrednotenja kriznega komuniciranja, vključno s pripravo kriznega komunikacijskega načrta;
- ključnih strokovnih, profesionalnih in etičnih načel pri načrtovanju in implementaciji kriznega komuniciranja.

Intended learning outcomes:

Knowledge and understanding:

- fundamental theoretical concepts of issue management and crisis communication;
- issue management and crisis communication processes and phases;
- the diagnostic tool for selecting the most optimal crisis response and crisis communication strategy;
- crisis communication management;
- the process of researching, planning, implementing and evaluating crisis communication, including the preparation of a crisis communication plan;
- key professional, professional and ethical principles in the planning and implementation of crisis 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);

Learning and teaching methods:

- Lectures with active engagement of students (explanation, discussion, questions, examples);
- Tutorials (reflection on experience, project work, teamwork, critical thinking, discussion, feedback);
- Individual and group consultations (discussions, additional explanation, specific questions);

<ul style="list-style-type: none"> • samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje); • uporaba spletne učilnice oziroma drugih sodobnih IKT orodij. 	<ul style="list-style-type: none"> • Individual study (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation); • Use of online classroom or other contemporary ICT tools.
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Delež (v %) / Weight (in %)		Assessment:
Načini ocenjevanja:		
Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
Praktična naloga – projektno delo (priprava kriznega komunikacijskega načrta za izbrano organizacijo s priročnikom kriznega odziva)	50 %	Practical assignment - project work (preparation of a crisis communication plan for the selected organization with a crisis response manual)
Ustna predstavitev praktične naloge	10 %	Oral presentation of the practical assignment
Pisni izpit	40 %	Written exam
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:

RASPOR, A. (url). *Analitika, odzivnost in avtomatizacija kadrovskih poslovnih procesov, (Analytics, responsiveness and automation of HR business processes)*. Dolga Poljana: Perfectus, 2019.

ROZMAN, T., STJEPANOVIČ, T. K., and RASPOR, A. An Analysis of Web-based Document Management and Communication Tools Usage Among Project Managers. *International Journal of Human Capital and Information Technology Professionala*, 2017, 8(1), 1–24.

RASPOR, A. *Strateško planiranje*. Dolga Poljana: Perfectus, Svetovanje in izobraževanje, 2018.

RASPOR, A. in/and NEŽIČ, M. (url). *Od organizacije do kompetenc (From the organization to the competence)*. Dolga Poljana: Perfectus, 2019.

RASPOR, A. in/and NEŽIČ, M. *Upravljanje organizacije in vodenje sodelavcev (Organization Management and Leadership)*. Perfectus, 2019.

RASPOR, A. in/and NEŽIČ, M. *Dolgoročni razvoj sodelavcev in podjetja (Long-term development of employees and company)*. Perfectus, 2019.