

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Lobiranje in pogajanja v EU
Course title: Lobbying and Negotiations in EU

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 Other work	Samost. delo Individ. work	ECTS
20	-	15	-	-	145	6

Nosilec predmeta / Lecturer:

izr. prof. dr. Andrej Kovačič/ Assoc. Prof. Andrej Kovačič, PhD

**Jeziki /
Languages:**

**Predavanja /
Lectures:** slovensko, angleško / Slovenian, English

Vaje / Tutorial: slovensko, angleško / Slovenian, English

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

Potrebni so zgolj splošni pogoji izpolnjeni ob vpisu v študijski program.

Prerequisites:

Only general prerequisites met at the enrolment in the study programme are needed.

Vsebina:

- Lobiranje – splošna opredelitev.
- Pojem lobiranja - v ZDA in v Evropi, nekoč in danes.
- Profil in profesionalne kvalifikacije lobista.
- Specifične značilnosti poslovnega lobista.
- Vloga lobistov.
- Vrste lobističnih organizacij.

Content (Syllabus outline):

- Lobbying - a general definition.
- The concept of lobbying - in the U.S. and Europe, past and present.
- Lobbyist profile and professional qualifications.
- Specific characteristics of a business lobbyist.
- The role of lobbyists.

- Značilnosti lobistov (tipologija).
- Kako uporabiti kulturne posebnosti partnerjev kot instrument uspešnih pogajanj in lobiranja.
- Pogajalske tehnike lobistov.
- Priprava pogajalske strategije.
- Tipologija pogajalskih scenarijev.
- Pogajalska psihologija.
- Prvine pogajalskega procesa.

- Types of lobby organizations.
- Characteristics of lobbyists (typology).
- How to use the cultural specifics of partners as an instrument for successful negotiations and lobbying.
- Negotiation techniques of lobbyists.
- Preparation of negotiation strategy.
- Typology of negotiation scenarios.
- Negotiation psychology.
- Elements of the negotiation process.

Temeljni literatura in viri / Readings:

Obvezna literatura:

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

Doris Dialer, Margarethe Richter. 2018. *Lobbying in the European Union: Strategies, Dynamics and Trends*. Springer.

Klüver, Heike. 2013. *Lobbying in the European Union: interest groups, lobbying coalitions, and policy change*. Oxford: Oxford University Press.

Benedetti, Ksenija et al. 2006. *Lobiranje je vroče – Komuniciranje z vplivnimi javnostmi za menedžerje*. Maribor: SPEM Komunikacijska skupina.

Priporočena literatura:

Fink Hafner, Danica. 2007. *Lobiranje in njegova regulacija*. Ljubljana: Fakulteta za družbene vede.

Elgström, Ole in Christer Jönsson. 2005. *European Union negotiations: processes, networks and institutions*. London; New York: Routledge.

Cilji in kompetence:

Cilj predmeta je študente spoznati s pojmom lobiranja in njegovih ciljev, instrumentov, tipologije, pravil, kodifikacije, dejavnosti ter procesov. Študentom je podan vpogled v multikulturno lobistično okolje ter pogajalske tehnike in metode lobistov.

Kompetence:

- sposobnost doseganja strokovne odličnosti na podlagi visoke ravni avtonomnosti, (samo)kritičnosti, (samo)refleksivnosti in (samo)evalviranja;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje na različnih ravneh v medkulturnem okolju;
- sposobnost vodenja in koordinacije delovnih timov;
- sposobnost razumevanja in prakticiranja vrednot demokratične, odprte in pluralne družbe
- zmožnost prepoznavanja in anticipacije družbenih trendov ter izkoriščanja priložnosti, ki se ponujajo za uspešne poklicni razvoj;
- sposobnost nadgradnje temeljnega znanja z namenom oblikovanja kvalitetnih medijskih vsebin;
- sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij;
- uporaba različnih poklicnih etičnih kodeksov, posebej novinarske etike;
- obvladovanje evropskih standardov kulture javnega dialoga;
- sposobnost medijskega komuniciranja v različnih kulturnih okoljih;
- fleksibilnost in prilagodljivost, tj. sposobnost poklicnega delovanja v različnih okoljih;
- sposobnost samoizražanja in prezentacije svojih stališč in idej skozi različne medijske žanre.

Objectives and competences:

The objective of the course is to introduce to students the concept of lobbying and its goals, instruments, typology, rules, codification, activities and processes. Students get the insights into the multicultural lobby environment and negotiation techniques and methods of lobbyists.

Competences:

- The ability to achieve professional excellence on the basis of a high level of autonomy, (self-) criticism, (self-) reflexivity and (self-) evaluation;
- Development of communication skills and communication skills at different levels in an intercultural environment;
- The ability to lead and coordinate work teams;
- The ability to understand and practice the values of a democratic, open and plural society;
- The ability to identify and anticipate social trends and take advantage of the opportunities offered for successful professional development.
- The ability to upgrade the basic knowledge in order to create quality media content;
- The ability to understand, master and link complex media information;
- Use of various professional codes of ethics, especially journalistic ethics;
- Management of European standards of public dialogue culture;
- The ability of media communication in different cultural environments;
- 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:

Študent/ka:

- pozna pojem lobiranja in njegove cilje, instrumente, tipologijo, pravila, kodifikacijo, dejavnost, poklic in sodobno poslovno lobiranje;
- pozna procese lobiranja;
- spozna multikulturno lobistično okolje ter pogajalske tehnike in metode lobistov;
- v povezavi z namišljenim ali konkretnim problemom zna določiti ključne točke za lobiranje in oblikovati lobistični načrt.

Intended learning outcomes:

Students:

- Are familiar with the concept of lobbying and its objectives, instruments, typology, rules, codification, business, profession and modern business lobbying;
- Are familiar with the process of lobbying;
- Learn about the multicultural environment of lobbying and negotiating techniques and methods of lobbyists;
- In conjunction with an imaginary or specific problem can define the key points for lobbying and lobbying to create a plan.

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 konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje,

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, discussion, feedback, social games);
- Experiments based on experiential, collaborative and problem-based learning (self-directed learning, discussion, explanation, observation, teamwork, case study methods of critical reading and writing, role playing, cooperative learning, portfolio, evaluation, self-assessment);
- Individual and group consultations (discussion, further explanation, considering specific issues);
- Creation of portfolio and individual study (motivation, guidance, self-observation, self-regulation, reflection, self-assessment);

samouravnavanje, refleksija, samoocenjevanje);

- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

- Use of online classroom or other contemporary ICT tools.

Načini ocenjevanja:

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
<ul style="list-style-type: none">• Pisni/ustni izpit	50 %	<ul style="list-style-type: none">• Written / oral examination
<ul style="list-style-type: none">• Aktivno sodelovanje na vajah in poročila eksperimentalnih vaj ter predstavitev naloge	50 %	<ul style="list-style-type: none">• Active participation, reports on laboratory work and the 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 in 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, MACUH, Bojan, RASPOR, Andrej in 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. 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., 2014. Ljubljana: Vega.

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. 82-97.

KOVAČIČ, Andrej. Using the method of observation in testing media advertising. *Research in social change*, 2013, 5(2), str. 5-22.

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.