

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Politično komuniciranje
Course title: Political 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:

prof. dr. Matevž Tomšič / Prof. Matevž Tomšič, 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:

- Značilnosti političnega ustroja sodobnih družb
- Ključni procesi političnih sprememb v sodobnem svetu (demokratizacija, globalizacija, evropsko povezovanje)
- Vloga komuniciranja v procesih političnega odločanja
- Vloga medijev v sodobni politični ureditvi; mediji kot 'četrta veja oblasti' in 'pes čuvaj' demokracije
- Politični in medijski pluralizem; medijski prostor kot prostor artikulacije družbenega pluralizma
- Vpliv globalizacijskih procesov na spremembe v političnem komuniciranju
- Vpliv informacijsko-komunikacijskih tehnologij na politično komuniciranje
- Specifike političnega komuniciranja v 'novih demokracijah'

Content (Syllabus outline):

- Character of political setting in contemporary societies
- Key processes of political change in contemporary world (democratization, globalization, European integration)
- Role of communication in policy-making process
- The role of the media in contemporary politics; the media as the 'fourth branch of government' and 'watchdog of democracy'
- Political and media pluralism, media space and articulation of social pluralism
- The impact of globalization processes on political communication
- The impact of ICT on political communication
- Specifics of political communication in the new democracies

Temeljni literatura in viri / Readings:

Davis, Aeron. 2019. *Political Communication: A New Introduction for Crisis Times*. Cambridge: Polity Press.

Eibl, Otto in Miliš Gregor. 2019. *Thirty Years of Political Campaigning in Central and Eastern Europe*. London: Palgrave Macmillan.

Ferfila, Bogomil in Marta Kos. 2002. *Politično komuniciranje*. Ljubljana: FDV.

Kenski, Kate in Kathleen Hall Jamieson. 2019. *The Oxford Handbook of Political Communication*. Oxford: Oxford University Press.

Perloff, Richard M. 2018. *The Dynamics of Political Communication: Media and Politics in a Digital Age*. London: Routledge.

In ostala literatura po izbiri nosilca/ And other literature, selected by the course coordinator.

Cilji in kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;

Objectives and competences:

- The ability of complex analysis of cultural and social processes;
- Strategic orientation, i.e. the ability to anticipate events, the ability to provide solutions to remedy the situation;

- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje na različnih ravneh v medkulturnem okolju;
- sposobnost razumevanja in prakticiranja vrednot demokratične, odprte in pluralne družbe;
- sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij;
- razumevanje poslanstva medijev v sodobni demokratični družbi;
- 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.

- Development of communication skills and communication skills at different levels in an intercultural environment;
- The ability to understand and practice the values of a democratic, open and plural society;
- The ability to understand, master and link complex media information;
- Understanding the mission of the media in contemporary democratic society;
- 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:

Znanje in razumevanje:

Študent/ka:

- pozna in razume logiko in dinamiko funkcioniranja politike v sodobnih družbah;
- pozna in razume temeljne odgovore in dileme, ki so povezane s političnimi spremembami v sodobnem svetu;
- razume specifične in logiko komuniciranja v političnih procesih;
- pozna in razume položaj in vlogo medijev v političnem življenju, predvsem z luči opravljanja njihovega demokratičnega poslanstva;
- je sposoben evalvacije stanja na področju političnega komuniciranja s pomočjo empiričnega gradiva;
- je sposoben primerjalne obravnave različnih pojavov, povezanih s političnim komuniciranjem.

Intended learning outcomes:

Knowledge and understanding:

The student:

- knows and understands the logic and dynamics of the functioning of politics in contemporary societies;
- knows and understands the fundamental answers and dilemmas regarding political change in contemporary societies;
- understands the specifics and logic of communication in political processes;
- knows and understands the position and role of the media in a modern democratic society, especially in light of the fulfillment of their democratic mission;
- is able to evaluate the situation in terms of political communication using empirical material;
- is capable of comparative consideration of different aspects of political communication.

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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);
- samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures with active engagement of students (explanation, discussion, questions, examples);
- Tutorials (reflection of experience, project work, teamwork, critical thinking, discussion, feedback);
- Individual and group consultations (discussions, additional explanation, specific questions);
- Individual study (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation);
- Use of online classroom or other contemporary ICT tools.

Delež (v %) /

Načini ocenjevanja:

Weight (in %) **Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
Problemski esej	50 %	Open Book Exam
Seminarska naloga	50 %	Essay
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:

ADAM, Frane in Matevž TOMŠIČ. The Future of populism in a comparative European and global context. *Comparative sociology*, 2019, 18, 5/6, 687-705.

CHIRAN, Dadiana in Matevž TOMŠIČ. Populist ideology and speech patterns in e-communication between 2013 and 2016: discerning populism from political popularity. *Romanian Journal of Political Science*, 2020, 20, 1, 30-57.

TOMŠIČ, Matevž. Decline of elite consensus and destabilisation of political space in East-Central Europe. *Corvinus journal of sociology and social policy*, 2019, 8, 3, 151-170.

KLEINDIENST, Petra in Matevž TOMŠIČ. Human dignity as the foundation of democratic political culture: legal and philosophical perspective. *Law, culture and the humanities*, 2017, 1-20.

CABADA, Ladislav in Matevž TOMŠIČ. The Rise of person-based politics in the new democracies: the Czech Republic and Slovenia. *Politics in Central Europe*, 2016, 12, 2, 29-50.

TOMŠIČ, Matevž in Lea PRIJON. Person-based politics in Italy and Slovenia: comparing cases of leadership's individualisation. *International social science journal*, 2012, 3/214, 237-248.