

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Politično trženje in komuniciranje
Course title:	Political Marketing 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	-	-
Visokošolski strokovni/B.A.			

Vrsta predmeta / Course type izbirni / optional

Univerzitetna koda predmeta / University course code: VISIZB9

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
20		40	0		135	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:

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Prerequisites:

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Vsebina:

- Značilnosti in akterji političnega komuniciranja v sodobni družbi;
- Politični procesi in politično komuniciranje;
- Politično trženje kot element političnega komuniciranja;
- Glavni pristopi v političnem trženju;
- Pojavne oblike političnega trženja: študije primera.

Content (Syllabus outline):

- Characteristics and people involved in political communication in modern society;
- Political processes and political communication;
- Political marketing as an element of political communication;
- The main principles in political marketing;
- Forms of political marketing: case studies.

Temeljni literatura in viri / Readings:

- McNair, B. (2003): An Introduction to Political Communication. London: Routledge.
- Spahić, B. (2000): Politični marketing. Ljubljana: Študentska založba.
- Newman, B. (1999): Handbook of Political Marketing. Thousand Oaks, London, New Delhi: Sage
- Vreg, F. (2000): Politično komuniciranje in prepričevanje. Ljubljana: FDV.

Cilji in kompetence:

- sposobnost fleksibilne uporabe znanja v praksi;
- 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 neskriminatnosti 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;
- 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:

- v povezavi z drugimi predmeti pozna in razume pojme in koncepte iz področij političnega trženja in komuniciranja ;
- pozna in uporablja osnovne metode in tehnike političnega trženja in komuniciranja;
- izvede študijo primera in primerjalno študijo primera;
- je sposoben uporabiti svoje teoretsko in metodološko znanje za reševanje praktičnih problemov s področij političnega trženja in komuniciranja;

Intended learning outcomes:

Students

- In connection with other subjects know and understand the principles and basic concepts of political marketing and communication
- Know and use the basic methods and techniques of political marketing and communication
- Analyse a case study and comparative case study
- Are able to use their theoretical and methodological knowledge to solve practical problems in the field of political marketing and communication;
- Take a standpoint to key ethical questions in the

- zavzame stališče do ključnih etičnih vprašanj v raziskovalnem procesu in kritično vrednosti konkreten primer; reflektira in kritično ovrednoti primernost določenega pristopa za rešitev konkretnega problema.

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);
- Individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- Oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje); Individualno delo študentov (samostojen študij literature, priprava seminarske naloge).

research process and critically assess an actual example;

- Reflect and critically evaluate the suitability of a certain approach to solve an actual problem

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)
- Portfolio design and study (motivating, directing, self-observation, self-managing, reflection, self-evaluation)
- Individual work (individual literature study, assignment preparation)

Načini ocenjevanja:

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

- Pisni/ustni izpit - 50% ocene.
- Projektna naloga - 50% ocene.

Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.

Delež (v %) / Weight (in %)

Assessment:

Type (examination, oral, coursework, project):

- Written/oral exam 50 %
- Individual assignment with written report 50 %

Grading is in accordance with the Faculty's evaluation Ordinance

Reference nosilca / Lecturer's references:

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.iiass.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>