

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

**Predmet:** Logika medijskega komuniciranja  
**Course title:** Logic of Media Communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Strateško komuniciranje in menedžment, tretja stopnja	Strateško komuniciranje	Prvi	Drugi
Strategic Communication and Management, 3rd level	Strategic Communication	First	Second

**Vrsta predmeta / Course type**

Izbirni / Elective

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

LMK / LMC

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
10	30	0	0	0	410	15

**Nosilec predmeta / Lecturer:**

Izr. prof. dr. Andrej Kovačič / Assoc. Prof. Andrej Kovačič, Ph.D  
 (nosilec je v vlogi koordinatorja, ker pri izvajanju predmeta sodeluje več visokošolskih učiteljev) / (the lecturer plays the role of coordinator since several lecturers participate in the course)

**Jeziki /  
Languages:**

**Predavanja /  
Lectures:** slovenski, angleški (tudi za seminar) /  
Slovenian, English (also for the seminars)  
**Vaje / Tutorials:** /

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

Vpis v 1. letnik doktorskega študija.

**Prerequisites:**

Enrolment in the first year of doctoral study.

**Vsebina:**

- Sodobne teorije medijskega komuniciranja
- Konstrukcije medijskih realnosti
- Nadzorovanje in svoboda medijev
- Filtri demokracije
- Osnovni komunikacijski modeli
- Osnovne tehnike vplivanja
- Oglaševanje in mediji
- Proučevanje temeljnih konceptov, kot so dogodek, vest, intervju, reportaža, kritika
- Mediji in ideologije

**Content (Syllabus outline):**

- Modern theories of media communication
- Constructions of media realities
- Supervision and freedom of the media
- Filters of democracy
- Basic communication models
- Basic influence techniques
- Advertising and media
- Study of basic concepts such as event, conscience, interview, reportage, critique
- Media and ideologies

**Temeljna literatura in viri / Foundational literature and sources:**

- Rossiter, John R. et. al. (2018): *Marketing Communications: Objectives, Strategy, Tactics*. 1<sup>st</sup> edition. SAGE Publications Ltd.
- Kovačič, Andrej (2019): *ACTION model and techniques in modern advertising*. Učno gradivo.
- Macquail, D. (2005): *Theory of Mass Communication*. Sage. London.
- Pasquier, Martial, Villeneuve, Jean-Patrick (2017): *Marketing Management and Communications in the Public Sector*. 2<sup>nd</sup> edition. Routledge.
- Kovačič, Andrej (2014): The ACTION model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, vol. 7, no. 3, str. 90-103.
- Time project partnership (2016): *Communication techniques*. Uniwersytet Papieski Jana Pawła II w Krakowie, [http://www.mediation-time.eu/images/TIME\\_O5\\_Trainer\\_Course\\_Module\\_4.pdf](http://www.mediation-time.eu/images/TIME_O5_Trainer_Course_Module_4.pdf)

**Cilji in kompetence:**

- Pridobitev splošnih kompetenc:
- sposobnost identificiranja danega raziskovalnega problema, njegove analize ter možnih rešitev;
  - ustvarjanje novega znanja, ki pomeni relevanten prispevek k razvoju znanosti;
  - sposobnost obvladanja standardnih metod, postopkov in procesov raziskovalnega dela na področju strateškega komuniciranja

**Objectives and competences:**

- Acquisition of general competences:
- the ability to identify a given research problem, to analyse it, and possible solutions;
  - creation of new knowledge, which represents a relevant contribution to the development of science;
  - ability to master standard methods, procedures and processes of research work

oziroma menedžmenta;

- zavezanost profesionalni etiki;
- sposobnost predstavitve pridobljenih znanstvenih izsledkov v obliki publikacij v mednarodni znanstveni periodiki.

Pridobitev predmetno specifičnih kompetenc:

- sposobnost samostojnega raziskovalno-razvojnega dela in vodenje raziskovalne skupine;
- poznavanje pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- sposobnost za reševanje konkretnih raziskovalnih problemov na različnih področjih komuniciranja v sodobni družbi;
- razumevanje vloge medijske in nasploh javne komunikacije na ravni vsakdanjega življenja;
- razumevanje vloge množičnih medijev v procesu strateškega komuniciranja.

in the field of strategic communication or management;

- commitment to professional ethics;
- ability to present the obtained scientific results in the form of publications in international scientific periodicals.

Acquisition of course-specific competences:

- ability of independent research and development work and conducting research groups;
- knowledge of the importance of quality and striving for the quality of professional work through autonomy, (self)criticism, (self)reflexivity and (self)evaluation in professional work;
- ability to solve concrete research problems in different fields of communication in contemporary society;
- understanding the role of media and public communication in general at the level of everyday life;
- understanding the role of mass media in the process of strategic communication.

#### **Predvideni študijski rezultati:**

Znanje in razumevanje:

Študent/študentka:

- obvlada kompleksno analizo fenomena množičnih medijev;
- demonstrira poznavanje najnovejših teoretskih pristopov;
- demonstrira poznavanje in razumevanje vloge medijev pri formiranju medijskih realnosti;
- demonstrira obvladovanje ključnih raziskovalnih metod, ki so relevantne za preučevanje medijev;
- izraža sposobnost samostojnega raziskovalnega dela na področju družboslovja;
- je sposoben prezentacije svojih raziskovalnih rezultatov v znanstvenih publikacijah;

#### **Intended learning outcomes:**

Knowledge and understanding:

The student:

- masters the complex analysis of the phenomenon of mass media;
- demonstrates knowledge of the latest theoretical approaches;
- demonstrates knowledge and understanding of the role of the media in shaping media realities;
- demonstrates mastery of key research methods relevant to media studies;
- expresses the ability of independent research work in the field of social sciences;
- is able to present his research results in scientific publications;
- is able to articulate key issues and problems of

- je sposoben artikulacije ključnih vprašanj in problemov razmerij med družbo in množičnimi mediji.

relations between society and the mass media.

**Metode poučevanja in učenja:**

- *predavanja* z aktivno udeležbo doktorandov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- *seminarsko delo* (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, dodatna razlaga);
- *uporaba spletne učilnice* oziroma drugih sodobnih IKT orodij;
- *individualno delo študentov* (samostojen študij literature, priprava razširjene raziskovalne naloge).

**Learning and teaching methods:**

- *lectures* with active participation of doctoral students (explanations, discussion, cases, problem-solving);
- *seminar work* (reflecting experience, project work, team work, methods of critical thinking, discussions, reporting feedback information, additional explanations);
- *use of online classroom* or other contemporary ICT tools;
- *individual students' research work* (independent study of literature, preparing the extended research paper).

**Načini ocenjevanja:**

Delež (v %) /  
Weight (in %)

**Assessment:**

<p>Način (pisni izpit, ustno izpraševanje, naloge, projekt):</p> <p>Razširjena raziskovalna naloga (cca. 5000 besed), ki se lahko poteguje za objavo v mednarodni recenzirani reviji/ monografiji ali za prezentacijo na mednarodni znanstveni konferenci/ delavnici.</p> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>100 %</p>	<p>Type (examination, oral, coursework, project):</p> <p>Extended research paper (cca. 5000 words) able to compete for publication in an international peer reviewed journal/monograph or for the presentation at the international scientific conference/workshop.</p> <p>The grade scale is harmonized with the Rules for verification and evaluation of knowledge.</p>
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**Reference nosilca / Lecturer's references:**

- KOVAČIČ, Andrej. The ACTION model for measuring influence in advertising. *Innovative*

*issues and approaches in social sciences*, ISSN 1855-0541, 2014, vol. 7, no. 3, str. 90-103.  
<http://www.iiass.com/pdf/IIASS-2014-no3-art05.pdf>.

- KOVAČIČ, Andrej. *Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja*. 1. izd. Ljubljana: Vega, 2014. 135 str., ilustr. ISBN 978-961-93392-2-0.
- KOVAČIČ, Andrej. Using the method of observation in testing media advertising. *Research in social change*, ISSN 1855-4202, may 2013, no. 5, iss. 2, str. 5-22.
- KOVAČIČ, Andrej, PODGORNIK, Nevenka. Testing CASC scale for measuring emotional and rational advertising and media effects. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2013, vol. 6, no. 2, str. 82-97, <http://www.iiass.com/pdf/IIASS-volume6-number2-article6.pdf>.
- KOVAČIČ, Andrej. How to measure the effects of advertising communication : a research methodology overview. *Research in social change*, ISSN 1855-4202, may 2012, no. 4, iss. 2, str. 85-113.
- KOVAČIČ, Andrej, MACUH, Bojan, RASPOR, Andrej, SRAKA, Marko. Media exposure and secondary school delinquency. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, maj 2019, vol. 12, no. 2, str. 24-44.
- MACUH, Bojan, RASPOR, Andrej, SRAKA, Marko, KOVAČIČ, Andrej. Media exposure and education of first to six grade children from slovenia-parent opinions. *International Journal of Cognitive Research in Science, Engineering and Education*, ISSN 2334-8496, 2018, vol. 6, br. 3, str. 49-58.