

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

**Predmet:** Mediji, globalizacija in kultura  
**Course title:** Media, Globalization and Culture

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:**

MGK / MGC

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:**

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

- Novejše komunikološke teorije
- Novejše teorije medijev
- Opredelitev konceptov mediji, kultura in globalizacija
- Ključni teoretski pristopi pri analizi strateškega komuniciranja v kontekstu kulture in globalizacije

**Content (Syllabus outline):**

- Recent communication theories
- Recent media theories
- Definition of media, culture and globalization
- Key theoretical approaches in the analysis of strategic communication in the context of culture and globalization

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

Flew, T. (2018): *Understanding Global Media*. London, New York: Red Globe Press.

Jin, Dal Yong (2019): *Globalization and Media in the Digital Platform Age*. London & New York: Routledge.

Lechner, F. (2020): *Globalization Reader*. Hoboken: Wiley-Blackwell.

Albertazzi, D. in D. McDonnell (2015): *Populists in Power*. Abington: Routledge.

Thim, C., M. Anastasiadis in J. Einspänner Pflock (2017): *Media Logic(s) Revisited: Modelling the Interplay between Media Institutions, Media Technology and Societal Change*. London: Palgrave Macmillan.

Bondebjerg, I. in P. Golding (eds.) (2004): *European Culture and the Media*. Portland, Oregon: Intellect Books.

Dodatni najnovejši viri po izbiri predavateljev / Additional most recent sources selected by the lecturers.

**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 oziroma menedžmenta;

**Objectives and competences:**

Acquisition of general competences:

- the ability to identify a given research problem, its analysis and possible solutions;
- creation of new knowledge, which represents a relevant contribution to the development of science;
- the ability to master standard methods, procedures and processes of research work in the field of strategic communication or management;

- razvoj veščin in spretnosti v uporabi znanja na raziskovalnem področju strateškega komuniciranja oziroma menedžmenta,
- zavezanost profesionalni etiki;
- sposobnost kompleksnega systemskega pogleda na družbo in interdisciplinarnega pristopa, ki se kaže kot razumevanje splošne strukture družbenih ved ter povezanosti med njenimi posameznimi disciplinami in poddisciplinami;
- 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;
- razumevanje vloge in funkcij komunikacije za ohranjanje in razvoj medsebojnih odnosov;
- razumevanje vloge medijske in nasploh javne komunikacije na ravni vsakdanjega življenja;
- sposobnost razumevanja, analize in razčlenbe vplivajske in prepričevalne razsežnosti, ki jo izvajajo institucije in posamezniki v okviru vsakdanje komunikacije;
- poznavanje bistvenih elementov in strukture dialoga;
- razumevanje strateškega komuniciranja na globalnem nivoju.

- development of abilities and skills to apply knowledge for research in the field of strategic communication or management;
- the commitment to professional ethics;
- the ability of a complex systemic view of society and an interdisciplinary approach, which manifests itself as an understanding of the general structure of the social sciences and the connections between their individual disciplines and subdisciplines;
- the ability to present the obtained scientific results in the form of publications in international scientific journals.

Acquisition of course-specific competences:

- ability of independent research and development work and leading a research group;
- knowledge of the importance of quality and striving for the quality of professional work through autonomy, (self)criticality, (self)reflexivity and (self)evaluation in professional work;
- understanding the role and functions of communication for maintaining and developing interpersonal relationships;
- understanding the role of media and public communication in general at the level of everyday life;
- ability to understand, analyze and dissect the influential and persuasive dimensions carried out by institutions and individuals in the context of everyday communication;
- knowledge of the essential elements and structure of the dialogue;
- understanding strategic communication at the global level.

**Predvideni študijski rezultati:**

**Intended learning outcomes:**

### Znanje in razumevanje:

#### Študent/študentka:

- obvlada kompleksno analizo medijev, kulture in globalizacije;
- demonstrira poznavanje najnovejših teoretskih pristopov pri obravnavi medijev, kulture in globalizacije;
- demonstrira poznavanje in razumevanje strateškega komuniciranja kot integralne komponente političnega in gospodarskega delovanja;
- demonstrira obvladovanje ključnih raziskovalnih metod;
- izraža sposobnost samostojnega raziskovalnega dela na področju družboslovja in novinarstva;
- je sposoben artikulacije ključnih vprašanj in problemov strateškega komuniciranja v pogojih globalizacije;
- je sposoben prezentacije svojih raziskovalnih rezultatov v znanstvenih publikacijah.

### Knowledge and understanding:

#### The student:

- masters the complex analysis of media, culture and globalization;
- demonstrates knowledge of the latest theoretical approaches in dealing with media, culture and globalization;
- demonstrates knowledge and understanding of strategic communication as an integral component of political and economic action;
- demonstrates mastery of key research methods;
- expresses the ability of independent research work in the field of social sciences and journalism;
- is able to articulate key issues and problems of strategic communication in the context of globalization;
- is able to present his research results in scientific publications.

### 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>	100 %	<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>

#### Reference nosilca / Lecturer's references:

<ul style="list-style-type: none"> <li>• ADAM, Frane, TOMŠIČ, Matevž. Roots and manifestations of populism in contemporary democracies. V: MAKAROVIC, Matej (ur.), RONČEVIĆ, Borut (ur.). <i>Technology and social choices in the era of social transformations</i>. Berlin [etc.]: P. Lang. 2020, str. 167-190.</li> <li>• ADAM, Frane, TOMŠIČ, Matevž. The future of populism in a comparative European and global context. <i>Comparative sociology</i>, ISSN 1569-1322, 2019, vol. 18, iss. 5/6, str. 687-705.</li> <li>• MAKAROVIC, Matej, TOMŠIČ, Matevž. Resilience of pro-European consensus among political elites in crisis: "old" and "new" EU member states compared. V: CONTI, Nicolò (ur.), GÖNCZ, Borbála (ur.), REAL-DATO, José (ur.). <i>National political elites, European integration and the Eurozone crisis</i>, (Routledge research on social and political elites). Abingdon (Oxon); New York: Routledge. 2018, str. 136-160.</li> <li>• TOMŠIČ, Matevž. Decline of elite consensus and destabilisation of political space in East-Central Europe. <i>Corvinus journal of sociology and social policy</i>, ISSN 2062-087X, 2017, vol. 8, no. 3, str. 151-170.</li> <li>• KLEINDIENST, Petra, TOMŠIČ, Matevž. Human dignity as the foundation of democratic political culture : legal and philosophical perspective. <i>Law, culture and the humanities: a publication of the Association for the study of law, culture and humanities</i>, ISSN 1743-8721, 2017, str. 1-20.</li> <li>• TOMŠIČ, Matevž. Elites in the New Democracies. Frankfurt am Main: Peter Lang, 2016.</li> <li>• TOMŠIČ, Matevž, PRIJON, Lea. Person-based politics in Italy and Slovenia: comparing cases of leadership's individualisation. <i>International social science journal</i>, ISSN 1468-2451, 2015, str. 1-12.</li> <li>• ADAM, Frane, TOMŠIČ, Matevž. The dynamics of elites and the type of capitalism: Slovenian exceptionalism?. <i>Historical social research</i>, ISSN 0172-6404, 2012, vol. 37, no. 2, str. 53-70.</li> </ul>
--

- TOMŠIČ, Matevž, VEHOVAR, Urban. Quality of governance in "Old" and "New" EU member states in a comparative perspective. *Sociológia*, ISSN 0049-1225, 2012, ročník 44, č. 3, str. 367-384.