

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Mediji in komuniciranje
Course title: Media and Communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Informatika v sodobni družbi, univerzitetni študijski program prve stopnje	-	Drugi ali tretji	Četrty ali šesti
Informatics in Contemporary Society, first cycle Academic Study programme	-	Second or third	Fourth or sixth

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

1-ISD-UN-IP-MIK-2016-10-01

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	-	45	-	-	105	6

Nosilec predmeta / Lecturer:**Jeziki /
Languages:****Predavanja /
Lectures:** Slovenski, angleški / Slovene, English**Vaje / Tutorial:** Slovenski, angleški / Slovene, English**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

Študent/študentka mora pred pristopom k izpitu izdelati seminarsko nalogo.

Prerequisites:

Prior to the exam, the student has to prepare and present the seminar work.

Vsebina:

- Predstavitev osnovnih pojmov, komunikacijskih prvin in opredelitev komuniciranja.
- Temeljne paradigme, teorije in modeli v komunikoloških študijah.
- Vpliv medijev na posameznika in skupnost.
- Javno nastopanje – posredno in neposredno.
- Etika komuniciranja.
- Mediji, kultura in družba:

Content (Syllabus outline):

- Presentation of basic concepts, elements of communication and definitions of communication.
- Fundamental paradigms, theories and models in communication studies.
- The impact of the media on the individual and the community.
- Public Speaking - direct and indirect.
- Ethics of Communication.
- Media, culture and society:

predstavitev in razprave o zgodovinskem razvoju, osnovnih karakteristikah, sočasnem pomenu in družbenem vplivu medijev (radio, popularna glasba, televizija, film, knjige, časopisi, revije in internet).

- *Mediji v obdobju globalizacije.*

presentation and discussion of the historical development, basic characteristics, significance and social impact of the media (radio, popular music, television, film, books, newspapers, magazines and Internet).

- *The media in the era of globalization.*

Temeljni literatura in viri / Readings:

- Fiske, John (2004): *Uvod v komunikacijske študije*. Ljubljana: FDV.
- Croteau, R.D. in Haynes W. (2002): *Media/Society: Industries, Images and Audiences*, Pihe Science Press, 3rd edition.
- Day, L.A. (2006): *Ethics in media communication. Cases and controversies*. Thomson-Wadsworth.
- Habermas, J. (1989): *Strukturne spremembe javnosti*, ŠKUS, Znanstveni inštitut Filozofske fakultete, Ljubljana.
- Smith, K.L. (2005): *Handbook of Visual Communication: Theory, Methods and Media*, Lawrence Erlbaum Associates, London, New York.
- Trenholm, S. (2006): *Thinking through communication. An introduction to the study of human communication*. Pearson: Allyn&Bacon.

Cilji in kompetence:

Učna enota prispeva k razvoju naslednjih splošnih in predmetno specifičnih kompetenc:

- 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 v kontekstu družboslovja
- sposobnost fleksibilne uporabe znanja v praksi
- poznavanje pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem

Objectives and competences:

The instructional unit contributes to the development of the following general and subject-specific competences:

- competence for solving actual social and work problems with the use of social scientific methods and procedures
- the ability to connect coherently obtained basic knowledge from compulsory subjects and its use in practice
- the ability to acquire, select, evaluate and place new information and the ability to interpret within the context of social sciences
- the ability of flexible use of knowledge in practice
- knowledge of the meaning of quality and striving to achieve quality of professional work through autonomy, (self) criticism, (self) reflexivity and (self) evaluation in professional work
- sensitivity for people and social environment and development of

delu

- občutljivost za ljudi in socialno okolje ter razvoj komunikacijskih sposobnosti in spretnosti, posebej komunikacije v mednarodnem okolju
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela nediskriminatornosti in multikulturalnosti

communication competences and skills, especially for communication in the international environment

- ethical reflexion and commitment to professional ethics in the social environment with respect to the principle of non – discrimination and multiculturalism

Predvideni študijski rezultati:

Znanje in razumevanje:

Sposobnost študenta/študentke bo:

- poznavanje osnovnih komunikoloških znanj in kompetenc, potrebnih za razumevanje množičnega komuniciranja
- poznavanje osnovnih konceptov teorij komuniciranja in medijskih študij
- razumevanje osnovnih karakteristik in vplivov komuniciranja preko različnih medijev na delovanje družbe in posameznikov
- demonstracija zmožnosti kritične analize posameznih pojavov medijske komunikacije
- refleksija in kritično ovrednotenje ustreznosti določenih teorij in modelov za analizo konkretnega problema
- v javnih predstavitev demonstracija aplikacije osvojenih znanj

Intended learning outcomes:

Knowledge and understanding:

The students will:

- have knowledge of basic communicational skills and competences necessary for the understanding of mass communication
- be aware of fundamental concepts in communication theories and media studies
- understand basic characteristics and impact of communication through various media on the functioning of the society and individuals
- demonstrate the ability of critical analysis of individual phenomena of media communication
- reflect and critically evaluate the adequacy of certain theories and models for the analysis of a concrete problem
- in public demonstrations present the application of the acquired knowledge

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)

Learning and teaching methods:

- *lectures* with active student participation (explanation, discussion, questions, cases, problem solving).
- *seminars* (reflexion on experiences, project work, team work, methods of critical thinking, discussion, feedback, social games).
- *experimental exercises* based on experience, co-operation, problem learning (individual study, discussion, explanation, observation, team work, case study, method of critical reading and writing, role play, co-operative learning, portfolio, evaluation and self-evaluation).
- *individual and group consultations* (discussion, additional explanation, treatment of specific questions)

Delež (v %) /

Weight (in %)

Načini ocenjevanja:**Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
• pisni/ustni izpit • seminarske vaje • eksperimentalne vaje	45 25 30	• written/oral exam • seminar • experimental demonstrations