UČNI NAČRT PREDMETA / COURSE SYLLABUS	
Predmet:	Digitalni mediji
Course title:	Digital Media

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: DM / DM

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: Prof. dr. Mateja Rek / Prof. Mateja Rek, Ph.D
(nosilka je v vlogi koordinatorice, 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:

Prerequisites:

Vpis v 1. letnik doktorskega študija.

Enrolment in the first year of doctoral study.

Vsebina:

Content (Syllabus outline):

• Zgodovina in trendi digitalnih medijev	• History and trends of digital media
• Umeščanje digitalnih medijev in praks v širši kontekst medijskih teorij	• Placing digital media and digital practices in the broader context of media theory
• Digitalno komuniciranje in interakcija človek-računalnik/stroj	• Digital communication and human-computer/machine interaction
• Virtualne skupnosti in interakcija	• Virtual communities, networks and interaction
• Zasebnost, varnost, nadzor in moč v digitalni dobi	• Privacy, security, control and power in the digital age
• Post-faktična resničnost digitalnega okolja	• Post-truth reality of digital communication
• Digitalizacija potrošništva, iger, zabave in užitka	• Digitization of consumerism, games, entertainment and pleasure
• Digitalne kompetence in medijska pismenost	• Digital competences and media literacy
• Medijska in kreativna digitalna industrija	• Media and creative digital industry
• Raba in dodana vrednost digitalnih medijev v tržnem komuniciranju	• Use and added value of digital media in marketing communication
• Raba in dodana vrednost digitalnih medijev v strateškem, organizacijskem komuniciranju	• Use and added value of digital media in strategic, organizational communication
• Digitalni mediji in aktivna participacija v družbi	• Digital media and active participation in society

Temeljni literatura in viri / Foundational literature and sources:

Pond, P. (2020): *Complexity, Digital Media and Post Truth Politics: A Theory of Interactive Systems.* Springer Nature.

Earnshaw, R. (2017): *State of the art in digital media and applications.* Springer International Publishing.

Abernathy, P. M., & Sciarrino, J. (2018): *The strategic digital media Entrepreneur.* John Wiley & Sons.

Harari, Y. N. (2018): Why technology favours tyranny. *The Atlantic* 322(3): 64-73.

Rek, Mateja (2021): *Medijska vzgoja in pismenost v Sloveniji.* Vega: Ljubljana.

Rek, Mateja (2019): *Umetnost komuniciranja v kontekstu pozne moderne.* 1. izd. Vega: Ljubljana.

Cilji in kompetence:	Objectives and competences:

Splošne kompetence:
• sposobnost identificiranja danega raziskovalnega problema, njegove analize ter možnih rešitev;
• ustvarjanje novega znanja, ki pomeni relevanten prispevek k razvoju znanosti;
• zavezanost profesionalni etiki;
• sposobnost oblikovanja in implementacije izvirnih znanstvenih rešitev danih družbenih problemov.

Predmetno-specifične kompetence:
• 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;
• sposobnost razumevanja implikacij rabe digitalnih medijev in digitalne interakcije;
• sposobnost refleksije post-faktične resničnosti digitalnega okolja;
• sposobnost analize digitalizacije komunikacijskih procesov za različne sub-sisteme družbe;
• razumevanje vloge medijske in nasploh javne komunikacije na ravni vsakdanjega življenja;
• sposobnost razumevanja, analize in razčlembe vplivanjske in prepričevalne razsežnosti, ki jo izvajajo institucije in posamezniki v okviru vsakdanje komunikacije.

General competences:
• 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;
• commitment to professional ethics;
• the ability to design and implement the original scientific solutions to given social problems.

Subject-specific competencies:
• 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) criticism, (self) reflexivity and (self) evaluation;
• ability to understand the implications of digital media use and digital interaction;
• ability to reflect the post-factual reality of the digital environment;
• ability to analyze the digitization of communication processes for various subsystems of society;
• 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.

Predvideni študijski rezultati:

Intended learning outcomes:

Znanje in razumevanje:
Študenti se bodo seznanili z osnovnimi idejami in koncepti medijskih študij, še posebej pa s teorijami, ki tematizirajo digitalne medije. Seznanili se bodo z raziskovalnimi metodami, tehnikami in postopki, ki jih uporabljajo te študije, in to znanje aplicirali tudi na primeru konkretnih analiz. Poglobili bodo znanja o

Knowledge and understanding:
Students will be introduced to the basic ideas and concepts of media studies, and especially to theories that thematize digital media.
They will get acquainted with the research methods, techniques and procedures used in these studies, and they will also apply this knowledge in the case of concrete analyses.

tistih spoznavnih izhodiščih, s katerimi se te študije razlikujejo od drugih vrst raziskovanja komunikacije. Študent bo postal sposoben artikulacije ključnih vprašanj in izzivov razvoja in rabe digitalni medijev v kontekstu dinamičnih družb pozne moderne. Osvojil bo sposobnost za reševanje konkretnih družbenih in delovnih problemov z uporabo družboslovnih znanstvenih metod in postopkov. Razvil bo sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije v kontekstu medijskih študij.	They will deepen their knowledge of the cognitive starting points that distinguish these studies from other types of communication research. The student will become able to articulate the key issues and challenges of the development and use of digital media in the context of dynamic societies of late modernity. He/she will gain the ability to solve concrete social and work problems using social science scientific methods and procedures. He/she will develop the ability to acquire, select, evaluate and place new information and the ability to interpret in the context of media studies.

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:
Način (pisni izpit, ustno izpraševanje, naloge, projekt): Razširjena raziskovalna naloga (cca. 5000 besed), ki se lahko poteguje za objavo v mendnarodni recenzirani reviji/ monografiji ali za prezentacijo na	100%	Type (examination, oral, coursework, project): Extended research paper (cca. 5000 words) able to compete for publication in an international peer reviewed journal/monograph or for the

mednarodni znanstveni konferenci/ delavnici.		presenation at the international scientific conference/workshop.
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		The grading scale is harmonized with the Rules for verification and evaluation of knowledge.

Reference nosilca / Lecturer's references:

- GOLOB, Tea, MAKAROVIČ, Matej, REK, Mateja. Meta-reflexivity for resilience against disinformation = Meta-reflexividad para la resiliencia contra la desinformación. *Comunicar*, ISSN 1134-3478, 2021, str. 1-10.
- REK, Mateja. 2021. *Medijska vzgoja in pismenost v Sloveniji.* Vega: Ljubljana.
- REK, Mateja. *Umetnost komuniciranja v kontekstu pozne moderne.* 1. izd. Ljubljana: Vega, 2019.
- REK, Mateja. Media education in Slovene preschools: a review of four studies. *CEPS journal: Center for Educational Policy Studies Journal*, ISSN 1855-9719, 2019, vol. 9, no. 1, str. 45-60.
- REK, Mateja, KOVAČIČ, Andrej. Media and preschool children: the role of parents as role models and educators. *Medijske studije*, ISSN 1847-9758, 2018, vol. 9, no. 18, str. 27-43.
- REK, Mateja, OZVATIČ, Tanja. Using the specific affect coding system to observe affective behaviour in public speaking. *Research in social change*, ISSN 1855-4202, Jan. 2017, vol. 9, iss. 1, str. 28-48.
- REK, Mateja. Unwanted behaviour among youth: influence of digital media consumption. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2016, vol. 9, no. 3, str. 122-135.
- KOVAČIČ, Andrej, MAVRI, Barbara, REK, Mateja. Predšolski otroci in vpliv medijev. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, 2016, letn. 31, [št.] 2, str. 20-35.
- REK, Mateja. Researching the role of civil society and media in curbing corruption: a need for a more indepth interdisciplinary approach. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, Jan. 2015, vol. 8, no. 1, str. 60-76.
- KOVAČIČ, Andrej, REK, Mateja. Factors increasing media exposure of preschool children. *The new educational review*, ISSN 1732-6729, 2016, vol. 45, str. 249-257.