

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Elektronsko komuniciranje in pismenost
Course title: Electronic Communication and Literacy

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

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

1-ISD-VS-IP-EKP-2025-11-20

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	-	20	-	-	130	6

Nosilec predmeta / Lecturer:

Prof. dr. Mateja Rek

Jeziki / Languages:**Predavanja / Lectures:**

Slovenski / Slovenian, Angleški / English

Vaje / Tutorial:

Slovenski / Slovenian, Angleški / English

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

Pogoj za vključitev v delo je vpis v 2. oz. 3. letnik študija.
 Študent/študentka mora pred pristopom k izpitu pripraviti in zagovarjati seminarsko nalogo.

Prerequisites:

The prerequisite is enrolment into the second or third year of the study.
 Prior to the exam, the student has to prepare and defend seminar work.

Vsebina:

- Uvod: predstavitev predmeta, njegovih ciljev in kompetenc; predstavitev literature ter dodatnih virov za študij.
- Pregled koncepta komuniciranja: preko primerov pristopov k preučevanju komuniciranja prikažemo večdimenzionalnost koncepta in njegove uporabe.
- Oblike elektronskega komuniciranja: predstavitev različnih, vendar v tehnološkem smislu povezanih načinov

Content (Syllabus outline):

- Introduction: presentation of the course, its goals and competences; literature review and additional resources.
- Review of the communication as a notion: through various views on the subject we present multidimensionality of the subject and its use.
- Forms of electronic communication: presentation of different but technologically interconnected ways of

komuniciranja in njihova klasifikacija glede na namen ter naravo. • Sodobna uporaba e-medijev: primeri uporabe elektronskih medijev ter njihove vseprisotnosti v našem družbenem življenju. • Poslovna uporaba e-medijev: primeri poslovnega izkoriščanja in priložnosti elektronskih medijev; dodatni poudarki na tveganja pri poslovni uporabi. • Elektronsko komuniciranje v skupini: predstavitev posebnosti izkoriščanja e-komuniciranja za sodelovanje, predvsem v smislu sodelovanja projektnih skupin. • Etika poslovnega komuniciranja: etika in etiketa elektronskih komunikacij, poslovni dopisi in oblike poslovnih dokumentov ter njihov namen; komuniciranje v mednarodnem okolju. • Pisanje za elektronske vire: predstavitev posebnosti in omejitev različnih tipov elektronskih medijev s poudarkom na razumevanju priprave vsebin v poslovnem okolju. • Priprava učinkovite predstavitve: posebnosti predstavitvenega praktikuma v poslovnem okolju.	communication and its classification through means and nature. • Contemporary use of e-media: examples of e-media usage and its omnipresence in everyday social life. • E-media business usage: examples of business exploitation and opportunities of e-media with additional emphasis on risks present in business use. • Electronic communications in the groups: presentation of special cases in using e-communication as a valuable tool for cooperation, especially in project groups. • Ethics of business communication: ethics and etiquette in electronic communication, business letters and other forms of business correspondence and its purpose; communication in international setting. • Writing for electronic media: presentation of special rules and limitations of various types of e-media with emphasis on understanding content preparation in business setting. • Preparing efficient presentation: practical course and special considerations in business presentation.
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Temeljni literatura in viri / Readings:

- Rek, M. (2025). *Media Literacy and E-Democracy in the EU*. Taylor & Francis.
- REK, M. (2019). *Umetnost komuniciranja v kontekstu pozne moderne*. Ljubljana: Vega Press.
- Fiske, J. (2005): *Uvod v komunikacijske študije*. FDV, Ljubljana.
- Rek, M. (2021): *Medijska vzgoja in pismenost v Sloveniji*. Ljubljana, Založba Vega.
- Dixon, T. & O'Hara, M. (2018). *Communication Skills. Making practice based learning work*. University of Ulster. Dostopno na: https://www.academia.edu/25247764/Practice-Based_Learning_Communication_SKILLS.
- Europe's Digital Decade: digital targets for 2030, Evropska komisija. Dostopno na: https://ec.europa.eu/info/strategy/priorities-2019-2024/europe-fit-digital-age/europes-digital-decade-digital-targets-2030_en
- Blundel, R. in Ippolito, K. (2008): *Effective Organisational Communication: Perspectives, Principles and Practices*. Prentice Hall.

Cilji in kompetence:

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

Splošne kompetence:

- poznavanje in razumevanje družbenih procesov ter sposobnost za njihovo analizo, sintezo in predvidevanje rešitev in njihovih posledic
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela nediskriminatornosti in multikulturalnosti
- razvoj (samo)kritične presoje
- sposobnost uporabe znanja v praksi
- poznavanje in razumevanje širokega nabora aplikacij informacijsko komunikacijske tehnologije v sodobni družbi ter razumevanje interakcij med informacijsko komunikacijsko tehnologijo in sodobno družbo
- zmožnost vzpostavljanja in vzdrževanja odnosov za delo v skupini in z drugimi uporabniki ter skupinami (lokalna skupnost, organizacije javne uprave, gospodarstvo, nevladne organizacije) ter zmožnost strpnega dialoga

Predmetno-specifične kompetence:

- poznavanje vseh pglavitnih elektronskih poslovnih komunikacijskih orodij in njihova učinkovita uporaba
- obvladovanje učinkovitega in smotrnega komuniciranja v poslovnem okolju, tako ustno kot pisno, z uporabo ustrezne terminologije
- poznavanje etike poslovnega komuniciranja in ustrezna aplikacija v praktičnih situacijah

Objectives and competences:

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

General competences:

- familiarity with and understanding of social processes and competence for their analysis, synthesis and prediction of solutions as well as consequences thereof
- ethical reflection and commitment to professional ethics in the social environment, respecting the principles of non-discrimination and multiculturalism
- development of (self)critical judgement
- ability of application of knowledge in practice
- knowledge and understanding of a wide range of applications of information communication technology in the modern society, and understanding of the interactions between ICT and modern society
- skill to establish and maintain relationships for working in teams, with other individuals or groups (local community, public administration organizations, economy, nongovernmental organizations) and the ability to have a humane dialogue

Subject-specific competences:

- familiarity with all principal electronic business communication tools and their effective use
- mastering effective and goal-oriented communication in the business world, oral as well as written, by using appropriate terminology
- familiarity with business communication ethics and its adequate application to practical situations

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/študentka:

- učinkovito uporablja poglavitna poslovna elektronska komunikacijska orodja
- ustrezno jezikovno in oblikovno pripravi različne oblike poslovnih komunikacij, poročil in dokumentov
- demonstrira sposobnost izbire ustreznega elektronskega komunikacijskega orodja ali poslovne komunikacije v različnih poslovnih dogodkih
- prilagodi stil in način komunikacije pričakovanju prejemnika; interaktivno se prilagaja komunikacijski situaciji
- je sposoben oblikovati in voditi komunikacijo v skupini ter pri tem uporabljati sodobna komunikacijska orodja
- aplicira pravila etike poslovnega komuniciranja v praktičnih situacijah in zmore selektivno presojati ustreznost uporabe pravil
- pripravi osnovno poslovno predstavitev ter jo na razumljiv način predstavi javnosti

Intended learning outcomes:

Knowledge and understanding:

The student:

- is effective in usage of common business electronic communication tools
- uses appropriate language and form for various business communications, reports and documents
- demonstrates the ability to choose appropriate electronic communication tool or business communication in variety of business events
- adapts communication style and form to expectations of the recipient and is interactively adapting to communication situation
- is able to establish and maintain communication within the group by using modern communication tools
- apply the rules of ethics of business communication in practical situations and is able to selectively assess the adequacy of the rules
- is able to prepare basic business presentation with comprehensive public

Metode poučevanja in učenja:

- *predavanja* z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov)
- *seminarske vaje* (refleksija z lastnimi izkušnjami, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija)

Learning and teaching methods:

- *lectures* with active student participation (explanation, discussion, questions, examples, problem solving)
- *seminars* (reflexion about experiences, project work, team work, methods of critical thinking, discussion)

Načini ocenjevanja:

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

- Izpit
- Seminarska naloga ali serija poročil z vaj

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

Delež (v %) /

Weight (in %)

Assessment:

Type (examination, oral, coursework, project):

- Exam
- Seminar work or several written assignments

Grading is in accordance with the Faculty's evaluation Ordinance.

Reference nosilca / Lecturer's references:

- REK, M. (2025). *Media Literacy and E-Democracy in the EU*. Taylor & Francis.
- REK, M. (2021). *Medijska vzgoja in pismnost v Sloveniji*. Ljubljana: Vega.
- REK, M. Digital gap: media habits of youth and senior citizens in Slovenia. V: MAKAROVIC, M. (ur.), RONCEVIC, B. (ur.). *Technology and social choices in the era of social transformations*. Berlin [etc.]: P. Lang. 2020.
- REK, M. (2019). *Umetnost komuniciranja v kontekstu pozne moderne*. 1. izd. Ljubljana: Vega.
- REK, M., GORJUP, N. (2019). Planning and implementing promotion in small and micro enterprises: bridging the gap between intentions and actual behaviour. *Innovative issues and approaches in social sciences*, vol. 12, no. 1, str. 6-25.
- GORJUP, N., REK, M. (2016). Mala in mikro podjetja v vrtincu promocijskih naporov. 1. izd. Ljubljana: Vega.
- GORJUP, N., REK, M. (2016). Odnos do promocije v poslovno uspešnih malih in mikro podjetjih. 1. izd. Ljubljana: Vega.
- REK, M., MAKAROVIC, M., ŠKABAR, M. (2017). Identifying complex cultural conditions of globalization in late modernity: a fuzzy set analysis of 30 countries. *European Journal of Science and Theology*, vol. 13, no. 1, str. 173-188.
- REK, M., OZVATIC, T. (2017). Using the specific affect coding system to observe affective behaviour in public speaking. *Research in social change*, vol. 9, iss. 1, str. 28-48.