

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
Računalništvo in spletne tehnologije, visokošolski strokovni študijski program prve stopnje	-	Drugi	Tretji
Computer Science and Web Technologies, first cycle Professional Study Programme	-	Second	Third

Vrsta predmeta / Course type

Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:

2-RST-VS-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 1. letnik študija.

Prerequisites:

The prerequisite is enrolment into the first year of the study.

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

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

tehnološkem smislu povezanih načinov 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 procesov, ki jih je mogoče informacijsko podpreti z uporabo spletnih tehnologij, ter sposobnost za njihovo analizo, sintezo in predvidevanje rešitev ter njihovih posledic
- sposobnost razumevanja zahtev končnih uporabnikov oz. prepoznavanja priložnosti za nove spletne storitve in pretvorba s tem povezanih vsebinskih zahtev v tehniške specifikacije

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 processes allowing information-aided use of web technologies, and the ability to analyse and synthesize them as well as predict solutions and their consequences
- ability to understand requirements of the final user or identify opportunities for new web services and conversion of related substantive requirements into technical specifications

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.