

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
Informacijske znanosti, doktorski študijski program tretje stopnje	Informacijska družba	Prvi ali drugi	Prvi ali tretji
Information Sciences, third cycle Doctoral Study Programme	Information society	First or Second	First or Third

Vrsta predmeta / Course type

Izbirni/elective

Univerzitetna koda predmeta / University course code:

1-IZ-ID-DR-IP-DM-2022-01-28

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
0	30	0	0	0	270	10

Nosilec predmeta / Lecturer: Prof. dr. Mateja Rek

**Jeziki /
Languages:**

**Predavanja /
Lectures:** slovenski, angleški /
Slovenian, English

Vaje / Tutorials: /

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

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Prerequisites:

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Vsebina:

- Zgodovina in trendi digitalnih medijev
- Umeščanje digitalni medijev in praks v širši kontekst medijskih teorije
- Digitalno komuniciranje in interakcija človek-računalnik/stroj
- Virtualne skupnosti in interakcija
- Zasebnost, varnost, nadzor in moč v digitalni dobi
- Post-faktična resničnost digitalnega okolja

Content (Syllabus outline):

- History and trends of digital media
- Placing digital media and digital practices in the broader context of media theory
- Digital communication and human-computer/machine interaction
- Virtual communities, networks and interaction
- Privacy, security, control and power in the digital age

<ul style="list-style-type: none"> • Digitalizacija potrošništva, iger, zabave in užitka • Digitalne kompetence in medijska pismenost • Medijska in kreativna digitalna industrija • Raba in dodana vrednost digitalnih medijev v tržnem komuniciranju • Raba in dodana vrednost digitalnih medijev v strateškem, organizacijske komuniciranju • Digitalni mediji in aktivna participacija v družbi 	<ul style="list-style-type: none"> • Post-truth reality of digital communication • Digitization of consumerism, games, entertainment, and pleasure • Digital competences and media literacy • Media and creative digital industry • Use and added value of digital media in marketing communication • Use and added value of digital media in strategic, organizational communication • Digital media and active participation in society
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Temeljni literatura in viri / Foundational literature and sources:

<ul style="list-style-type: none"> • 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. • Pond, P. (2020). Complexity, Digital Media and Post Truth Politics: A Theory of Interactive Systems. Springer Nature. • 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. Ljubljana: Vega.
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Cilji in kompetence:

<p>Splošne kompetence:</p> <ul style="list-style-type: none"> • sposobnost identificiranja danega raziskovalnega problema, njegove analize ter možnih rešitev, • ustvarjanje novega znanja, ki pomeni relevanten prispevek k razvoju znanosti, • 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. • zavezanost profesionalni etiki. <p>Predmetno-specifične kompetence:</p> <ul style="list-style-type: none"> • sposobnost razumevanja implikacij rabe digitalni medijev in digitalne interakcije
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Objectives and competences:

<p>General competences:</p> <ul style="list-style-type: none"> • ability to identify a research problem, analyze it, and offer possible solutions. • ability to create new knowledge, which represents a contribution to science • mastery of standard research methods, procedures and processes in diverse scientific fields • ability for independent research-development work and leadership of a research group • familiarity with the notion of quality and strive for professional quality through autonomy, (self-) criticism, (self-) reflection and (self-) evaluation • Commitment to professional ethics <p>Subject-specific competencies:</p> <ul style="list-style-type: none"> • ability to understand the implications of digital media use and digital interaction

- sposobnost refleksije post-faktične resničnosti digitalnega okolja
- sposobnost analize digitalizacije komunikacijskih procesov za različne sub-sisteme družbe
- sposobnost za reševanje konkretnih raziskovalnih problemov na posameznih področjih,
- razvoj veščin in spretnosti v uporabi znanja na raziskovalnem področju doktorske disertacije,
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih znanj in zmožnost njihove interpretacije,
- sposobnost oblikovanja in implementacije izvornih rešitev danih znanstvenih problemov,
- sposobnost kompleksnega systemskega pogleda in interdisciplinarnega pristopa, ki se kaže kot razumevanje splošne povezanosti med posameznimi posameznimi disciplinami in poddisciplinami,
- sposobnost predstavitve pridobljenih znanstvenih izsledkov v obliki publikacij v mednarodni znanstveni periodiki.

- ability to reflect the post-factual reality of the digital environment
- ability to analyze the digitization of communication processes for various subsystems of society
- ability to solve concrete research problems in individual scientific fields
- development of skills and abilities in usage of knowledge in the scientific field of doctoral dissertation
- ability to acquire, interpret, select, evaluate and insert new knowledge
- ability to design and implement original solutions of given scientific problems
- ability of a complex systemic view and interdisciplinary approach, which shows as understanding of the connections between specific disciplines and subdisciplines
- ability to present the obtained scientific results in the form of publications in international scientific journals.

Predvideni študijski rezultati:

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 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

Intended learning outcomes:

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. 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.

informacij in zmožnost interpretacije v kontekstu medijskih študij.

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:

- seminarji 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:

- seminars 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).

Delež (v %) /

Weight (in %)

Načini ocenjevanja:

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Assessment:
Izpitna naloga v obliki znanstvenega članka	100 %	Type (examination, oral, coursework, project): Essay in the form of a scientific article
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, MAKAROVIC, 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 (2019). Umetnost komuniciranja v kontekstu pozne moderne. 1. izd. Ljubljana: Vega.
- 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, REK, Mateja. Factors increasing media exposure of preschool children. *The new educational review*, ISSN 1732-6729, 2016, vol. 45, str. 249-257.
- 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.
- 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.