| UČNI NAČRT PREDMETA / COURSE SYLLABUS | |
|---|---|
| **Predmet:** | **Novi mediji** |
| **Course title:** | New Media |

| Študijski program in stopnja<br>Study programme and level | Študijska smer<br>Study field | Letnik<br>Academic year | Semester<br>Semester |
|---|---|---|---|
| Slovenski študiji II, 2. stopnja | | **1,2** | **1,2,3** |
| Slovenian studies II, 2nd degree | | **1,2** | **1,2,3** |

**Vrsta predmeta / Course type**  Izbirni / Optional

**Univerzitetna koda predmeta / University course code:**

| Predavanja<br>Lectures | Seminar<br>Seminar | Vaje<br>Tutorial | Klinične vaje<br>work | Druge oblike<br>študija | Samost. delo<br>Individ. work | ECTS |
|---|---|---|---|---|---|---|
| **30** | **20** | **-** | **-** | **-** | **100** | **6** |

**Nosilec predmeta / Lecturer:**  Prof. dr. Polona Tratnik

| Jeziki /<br>Languages:<br>Slovenščina/<br>Slovene | Predavanja /<br>Lectures: | slovenščina/Slovene<br>angleščina/English |
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| | Vaje / Tutorial: | slovenščina/Slovene<br>angleščina/English |

| **Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:** | **Prerequisits:** |
|---|---|
| / | / |

| **Vsebina:** | **Content (Syllabus outline):** |
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| Pri predmetu se bodo študentke in študenti seznanili s sodobno medijsko prakso, jo analizirali in vrednotili uporabnost, učinkovitost in družbeno odgovornost (novih) medijev. Analizirali bodo primere dobre in slabe (nove) medijske prakse in se seznanjali s potrebo po medijski pismenosti. Raziskave kažejo, da mnogi državljani informacije dobivajo samo še na spletu in da ne ločijo med pravimi in lažnimi novicami. V Evropski uniji se vse bolj zavedajo, da smo Evropejci premalo medijsko pismeni. Medijska pismenost je – podobno kot bralna pismenost – nujen pogoj, da medijski | In the course, students will get acquainted with modern media practice, analyze it and evaluate its usefulness, efficiency and social responsibility of (new) media. They will analyze examples of good and bad (new) media practice and acquainted with the need for media literacy. Research shows that many citizens only get information online and not to distinguish between true and false news. The European Union is increasingly aware that we Europeans have too little media written. Media literacy is - like reading literacy - a prerequisite for media users to become aware and responsible citizens who will be able to distinguish |

uporabniki postanejo ozaveščeni in odgovorni državljani, ki bodo znali ločevati med resnico in neresnico in ki jim bo obenem mar za to razliko. Pri predmetu se bodo študenti seznanili tudi s sodobnimi mediji in osnovami družbene in medijske komunikacije ter z osnovami novinarstva, pa tudi s pomenom razlikovanja med lažnimi in resničnimi novicami, med pravimi in tako imenovanimi alternativnimi dejstvi. Vsebina bo podana v naslednjih glavnih sklopih: 1. Mediji, novi mediji in družbena omrežja; 2. Medijska pismenost; 3. Identifikacija moralnih dilem v medijski praksi; 4. Odnos medijev do družbenega okolja; 5. Pravica do svobode govora, informiranosti in zasebnosti; 6. Medijske reprezentacije vsebin in koncept družbene odgovornosti medijev; 7. Mediji kot dejavnik družbene moči; 8. Preiskovalno novinarstvo; 9. Medijska sporočila in primeri učinkovite in dobre komunikacijske prakse.

between truth and untruth and who will at the same time care about this difference. At the subject students will also get acquainted with modern media and the basics of social and media communication, as well as with the basics of journalism, as well as the importance of distinguishing between fake and real news, between real and so-called alternative facts. The content will be presented in the following main sections: 1. Media, new media and social networks; 2. Media literacy; 3. Identification of moral dilemmas in media practice; 4. The attitude of the media towards the social environment; 5. The right to freedom of speech, information and privacy; 6. Media representations of content and the concept of social responsibility of the media; 7. Media as a factor of social power; 8. Investigative journalism; 9. Media messages and examples effective and good communication practices.

## Temeljni literatura in viri / Readings:

- Jean Baudrillard, *Simulaker in simulacija*, Ljubljana: ŠOU, Študentska založba, 1999.
- Terry Eagleton, *Literary Theory. An Introduction*, Univ Of Minnesota Press, 2008.
- John Fiske, *Television Culture*, London: Routledge, 2002.
- Vilém Flusser, *Digitalni videz*, Ljubljana: Študentska založba, 2000.
- Vilém Flusser, *K filozofiji fotografije*, Ljubljana: ZSKZ: Društvo za oživljanje zgodbe 2 koluta, 2010.
- Donaldo Macedo, Shirley R. Steinberg (eds.), *Media literacy: a reader*, Peter Lang Inc., International Academic Publishers, New York: 2009.
- W. James Potter, *Media Literacy 9th edition*, London: SAGE Publications, 2020.
- Michael Rush, *New Media in Art*, New York: Thames & Hudson, 2005.

## Cilji in kompetence:

Predmet je namenjen teoretski utemeljitvi in praktični ponazoritvi delovanja medijev s poudarkom na novih medijih, pa tudi na njihovi družbeni odgovornosti, obenem pa medijskem opismenjevanju slušateljev. Poleg podajanja temeljnih znanj iz teorije in zgodovine medijev je osrednji cilj predmeta razumevanje medijev v razmerju do sodobne družbe. Študentke in študente želimo spodbuditi k razmišljanju o vlogi medijev v družbi, okrepiti njihovo kritično refleksijo medijev in aktualizirati konzumacijo sodobnih medijskih sporočil. S podajanjem

## Objectives and competences:

The course is intended for theoretical justification and practical illustration of the operation of the media with an emphasis on new media, as well as on their social responsibility, and at the same time media literacy of listeners. In addition to providing basic knowledge of media theory and history, the main goal of the course is to understand the media in relation to modern society. We want to encourage students to think about the role of the media in society, strengthen their critical reflection on the media and update the consumption of modern media messages. By presenting newer

novejših spoznanj jih želimo spodbuditi k premisleku o ideoloških in drugih mehanizmih v medijskih sporočilih in spodbuditi k samostojnem in kritičnem razmišljanju tudi o širših družbenih vprašanjih. Pri predmetu jim bomo pomagali razviti metodološke in analitične sposobnosti ter jih usposobiti za strokovno poglobljeno izražanje in argumentacijo. Študentke in študenti bodo spremljali in analizirali primere delovanja (novih) medijev kot ključnih sredstev za komunikacijo in za prenašanje sporočil. Osredotočali se bodo na primere dobre (a tudi slabe) prakse v Sloveniji (jih po potrebi primerjali s tujino) in tako krepili razumevanje njihovega delovanja ter zavest o njihovi družbeni odgovornosti. Seznanili se bodo z razsežnostmi vplivov, s katerimi posegajo mediji v vse segmente vsakdanjega življenja posameznika in družbe. Krepili bodo sposobnost prepoznavanja moralnih dimenzij problemov, ki se pojavljajo v medijski praksi. Usposobili se bodo z orodji, s katerimi si lahko pomagajo pri njihovem reševanju. Usposobili se bodo za kritično mišljenje o medijski praksi, za strokovno analizo različnih primerov uporabe novih medijev v družbi ter za prepoznavanje problematik. Predmet bo dal študentom in študentkam koherentno temeljno znanje s področja teorije novih medijev in usposobljenost za uporabo pri komunikaciji sporočil ter kritični analizi primerov.

insights, we want to encourage them to think about ideological and other mechanisms in media messages and to encourage them to think independently and critically about broader social issues. In the course, we will help them develop methodological and analytical skills and train them for professionalism in-depth expression and argumentation. Students will monitor and analyze examples of the operation of (new) media as key means of communication and transmission of messages. They will focus on examples of good (but also bad) practice in Slovenia (if necessary, compare them with foreign countries) and thus strengthen the understanding of their work and awareness of their social responsibility. They will get acquainted with the dimensions of the influences with which the media intervene in all segments of everyday life of an individual and society. They will strengthen the ability to recognize the moral dimensions of problems that arise in media practice. They will get equipped with the tools they can use to help solve them. They will be able to think critically about media practice, to professionally analyze various examples of the use of new media in society, and to identify issues. The course will give students a coherent basic knowledge in the field of new media theory and the ability to use it in communicating messages and critical case analysis.

**Predvideni študijski rezultati:**

**Intended learning outcomes:**

Znanje in razumevanje:
Po zaključku tega predmeta bodo študenti sposobni:
- izkazati poznavanje ključnih tem s področja medijev s poudarkom na povezavah z ideološkimi, političnimi, ekonomskimi in tehnološkimi mehanizmi delovanja medijev;
- kritično reflektirati medijska sporočila;
- vrednotiti kredibilnost virov informacij;
- uporabiti in analizirati teoretična znanja s področja medijev v lastni ustvarjalni, uporabniški, raziskovalni in pedagoški izkušnji;
- ovrednotiti svoje lastno raziskovalno delo ter ga umestiti v širši družbeno-komunikološki

Knowledge and understanding:
On completion of this course students will be able to:
- demonstrate knowledge of key topics in the field of media with an emphasis on connections with ideological, political, economic and technological mechanisms of media operation;
- critically reflect media messages;
- evaluate the credibility of information sources;
- use and analyze theoretical knowledge in the field of media in their own creative, user, research and pedagogical experience;
- evaluate their own research work and place it in a broader socio-communicative context;

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| kontekst;<br>- sodelovati v sodobnem družbenem diskurzu.<br>Prenesljive/ključne spretnosti in drugi atributi:<br>- kritična refleksija medijev in njihova konzumacija;<br>- sposobnost povezovanja | - to participate in contemporary social discourse.<br>Transferable / Key Skills and other attributes:<br>- critical reflection of the media and their consumption;<br>- ability to connect |

**Metode poučevanja in učenja:** / **Learning and teaching methods:**

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| Predavanja potekajo frontalno, vendar ob aktivnem sodelovanju študentov v diskusiji in ob samostojnem delu študentov zbesedili ter pri proučevanju in vključevanju praktičnih primerov. Za seminar študenti pripravljajo esejske naloge, s katerimi prenašajo znanje (obravnavane problematike in koncepte) na praktične primere in ga tako preverjajo ter utrjujejo. Opravljene naloge predstavijo na seminarju, kjer se jih prediskutira. Študenti oddajo esejske in projektne naloge v pisni obliki. | Lectures are held frontally, but with the active participation of students in the discussion and with the independent work of students with texts and in the study and integration of practical examples. For the seminar, students prepare essay assignments with which they transfer knowledge (issues and concepts discussed) to practical examples and thus test and consolidate it. Done assignments are presented at a seminar where they are discussed. Students submit essays and project assignments in writing. |

**Načini ocenjevanja:**

| | Delež (v %) /<br>Weight (in %) | Assessment: |
|---|---|---|
| Seminarska naloga in predstavitev | 40% | Paper and presentation |
| Pisni izpit | 60% | Written exam |

**Reference nosilca / Lecturer's references:**

TRATNIK, Polona. *Conquest of body : biopower with biotechnology*, (Springer briefs in philosophy). Cham: Springer, 2017. XVIII, 100 str. ISBN 978-3-319-57323-6, doi: 10.1007/978-3-319-57324-3. [COBISS.SI-ID 1591693]

RATNIK, Polona, *Hacer la presencia : fotografía, arte y (bio)tecnología*. Ciudad de México: Herder, cop. 2013. 276 str., [32] str. ilustr. pril., avtorj. sl. ISBN 978-607-7727-28-6. ISBN 978-84-254-3260-6. [COBISS.SI-ID 2438355]

TRATNIK, Polona. Entering brave new sociality with super intelligent, emotional, and wet brained robots. *Phainomena : glasilo Fenomenološkega društva v Ljubljani*, ISSN 1318-3362, jun. 2014, letn. 23, št. 88/89, str. 69-78. [COBISS.SI-ID 513307010]

TRATNIK, Polona. *Umetnost kot intervencija*, (Zbirka Naprej!). 1. natis. Ljubljana: Sophia, 2016. [VIII], 249 str., ilustr. ISBN 978-961-7003-09-3. [COBISS.SI-ID 288254208]

TRATNIK, Polona. *Transumetnost kultura in umetnost v sodobnih globalnih pogojih*, (Digitalna knjižnica, Dissertationes, 10). Ljubljana: Pedagoški inštitut, 2010. [COBISS.SI-ID 251593984]

RATNIK, Polona. Body visualizations and power/knowledge. V: JIMÉNEZ DEL VAL, Nasheli (ur.). *Body between materiality and power : essays in visual studies*. Newcastle upon Tyne: Cambridge Scholars Publishing. 2016, str. 109-121. [COBISS.SI-ID 22793224]

TRATNIK, Polona. Un nuevo capítulo acerca del poder sobre la vida y el cuerpo: la biotecnología. V: *Pròs bíon : reflexiones naturales sobre arte, ciencia y filosofía*. México: Universidad Nacional

Autónoma de México. 2014, str. 151-169, ilustr. [COBISS.SI-ID 21711368]

TRATNIK, Polona. The drizzly identity: a dissolution of the body as a solution of life. *Technoetic arts*, ISSN 1477-965X, 2015, vol. 13, no. 1/2, str. 103-113, ilustr., doi: 10.1386/tear.13.1-2.103_1. [COBISS.SI-ID 21711112]