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	Četrti
Informatics in Contemporary Society, first cycle Professional Study Programme	-	Second	Fourth

Vrsta predmeta / Course type | Izbirni / Elective

Univerzitetna koda predmeta / University course code: | 1-ISD-VS-IP-EKP-2020-05-14

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	-	45	-	-	105	6

Nosilec predmeta / Lecturer: | izr. prof. dr. Andrej Kovačič

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. letnik študija.
- Študent/študentka mora pred pristopom k izpitu pripraviti in zagovarjati seminarsko nalogo.

Prerequisits:

- Condition for participation is enrolment into 2nd year of study.
- Prior to the exam, the student has to prepare and defend seminar work.

Vsebina:	Content (Syllabus outline):
• Uvod: predstavitev predmeta, njegovih ciljev in kompetenc; predstavitev literature ter dodatnih virov za študij.	• Introduction: presentation of the course, its goals and competences; literature review and additional resources.
• Pregled koncepta komuniciranja: preko primerov pristopov k preučevanju komuniciranja prikažemo večdimenzionalnost koncepta in njegove uporabe.	• Review of the communication as a notion: through various views on the subject we present multidimensionality of the subject and its use.
• Oblike elektronskega komuniciranja: predstavitev različnih, vendar v tehnološkem smislu povezanih načinov komuniciranja in njihova klasifikacija glede na namen ter naravo.	• Forms of electronic communication: presentation of different but technologically interconnected ways of communication and its classification through means and nature.
• Sodobna uporaba e-medijev: primeri uporabe elektronskih medijev ter njihove vseprisotnosti v našem družbenem življenju.	• Contemporary use of e-media: examples of e-media usage and its omnipresence in everyday social life.
• Poslovna uporaba e-medijev: primeri poslovnega izkoriščanja in priložnosti elektronskih medijev; dodatni poudarki na tveganja pri poslovni uporabi.	• E-media business usage: examples of business exploitation and opportunities of e-media with additional emphasis on risks present in business use.
• Elektronsko komuniciranje v skupini: predstavitev posebnosti izkoriščanja elektronskega komuniciranja za sodelovanje, predvsem v smislu sodelovanja projektnih skupin.	• Electronic communications in the groups: presentation of special cases in using e-communication as a valuable tool for cooperation, especially in project groups.
• Etika poslovnega komuniciranja: etika in etiketa elektronskih komunikacij, poslovni dopisi in oblike poslovnih dokumentov ter njihov namen; komuniciranje v mednarodnem okolju.	• 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.
• Pisanje za elektronske vire: predstavitev posebnosti in omejitev različnih tipov elektronskih medijev s poudarkom na razumevanju priprave vsebin v poslovnem okolju.	• 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.
• Priprava učinkovite predstavitve: posebnosti predstavitvenega praktikuma v poslovnem okolju.	• Preparing efficient presentation: practical course and special considerations in business presentation.

Temeljni literatura in viri / Readings:

- Dixon, T. & O'Hara, M. (2018). *Communication Skills. Making practice based learning work.* University of Ulster. Pridobljeno iz https://www.academia.edu/25247764/Practice-Based_Learning_Communication_SKILLS.
- Kovačič, A. (2014). The ACTION model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, 7(3), str. 90–103.
- Kovačič, A. (2019). *Pro-active Communication Techniques - ACTION your Influence* (učno gradivo).
- Time project partnership (2016). *Communication techniques.* Uniwersytet Papieski Jana Pawla II w Krakowie. Pridobljeno iz http://www.mediation-time.eu/images/TIME_O5_Trainer_Course_Module_4.pdf.

Dodatna literatura:
- Chen, M. & Rybak, C. J. (2017). *Group Leadership Skills: Interpersonal Process in Group Counseling and Therapy*. SAGE Publications, Inc. (str. 151–199).
- Hargie, O. (2010). *Skilled Interpersonal Communication: Research, Theory and Practice*. Routledge (str. 42–136).
- O'Connor, J. & Lages, A. (2007). *How coaching works.* A & C Black Publishers Ltd. (str.148–231).

Cilji in kompetence:

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

- poznavanje in razumevanje družbenih procesov ter sposobnost za njihovo analizo, sintezo in predvidevanje rešitev in njihovih posledic
- sposobnost etične refleksije in zavezanost profesionalni etiki v družbenem okolju
- razvoj (samo)kritične presoje
- sposobnost fleksibilne in aplikativne uporabe teoretičnega znanja
- poznavanje in razumevanje širokega nabora aplikacij informacijsko komunikacijske tehnologije v sodobni družbi
- sposobnost zapisati problem v obliki algoritma in pretvorba algoritma v računalniški program z uporabo sodobnih programskih orodij
- razumevanje in uporaba računalniških sistemov in arhitektur
- komuniciranje s strokovnjaki iz različnih področij gospodarskega in družbenega življenja ter z različnimi interesnimi skupinami

Objectives and competences:

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

- familiarity with and understanding of social processes and competence for their analysis, synthesis and prediction of solutions as well as consequences thereof
- ability to ethical reflexion and commitment to professional ethics in the social environment
- development of (self)critical judgement
- ability toflexibly apply knowledge in practice
- knowledge and understanding of a wide range of applications of information communication technology in the modern society
- The ability to write the problem in the form of an algorithm and converting the algorithm into a computer program using modern programming tools
- understanding and use of computer systems and architectures
- communication with experts from various fields of economic and social life and with various interest groups

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/študentka:
- učinkovito uporablja poglavitna poslovna elektronska komunikacijska orodja

Intended learning outcomes:

Knowledge and understanding:

The student:
- is effective in usage of common business electronic communication tools

• 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 ali skupini	• 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 presentation

Metode poučevanja in učenja:

Learning and teaching methods:

• *predavanja* z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov) • *seminarske vaje* (predelava opisanih konceptov s praktičnim prikazom, povezava z lastnimi izkušnjami in njihovo osmišljanje, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija)	• *lectures* with active student participation (explanation, discussion, questions, examples problem solving) • *seminar practice* (reflexion about experiences, project work, team work, method of critical thinking, discussion)

Načini ocenjevanja:	Delež (v %) / Weight (in %)	**Assessment:**
Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
• seminarske naloge na vajah	20	• tutorial work
• pisni izpit	60	• written exam
• ustni izpit	20	• oral exam

Reference nosilca / Lecturer's references:

• KOVAČIČ, Andrej, PODGORNIK, Nevenka. The sociological view of a late-modern individual's identity. Innovative issues and approaches in social sciences, ISSN 1855-0541, May 2017, vol. 10, no. 2, str. 21-41, ilustr. http://www.iiass.com/pdf/IIASS-volume10-number2-2017.pdf, doi: 10.12959/issn.1855-0541.IIASS-2017-no2-art02.
• KOVAČIČ, Andrej, PODGORNIK, Nevenka, PRISTOV, Zorica, RASPOR, Andrej. Mobbing in a non-profit organisation. Organizacija : revija za management, informatiko in

kadre, ISSN 1318-5454. [Tiskana izd.], May 2017, vol. 50, no. 2, str. 178-187, tabele. http://organizacija.fov.uni-mb.si/index.php/organizacija/article/view/761, doi: 10.1515/orga-2017-0012.

- KOVAČIČ, Andrej. An international research on internet media news reporting. Innovative issues and approaches in social sciences, ISSN 1855-0541, May 2015, vol. 8, no. 2, str. 112-129. http://www.iiass.com/pdf/IIASS-2015-no2-art06.pdf, doi: 10.12959/issn.1855-0541.IIASS-2015-no2-art06.
- KOVAČIČ, Andrej. The action model for measuring influence in advertising. Innovative issues and approaches in social sciences, ISSN 1855-0541, 2014, vol. 7, no. 3, str. 90-103. http://www.iiass.com/pdf/IIASS-2014-no3-art05.pdf.
- KOVAČIČ, Andrej. Internet marketing. London: Vega Press, 2015.
- KOVAČIČ, Andrej. Media influence in the 21th century. London: Vega Press, 2015.