

Predmet je vsebinsko razdeljen na štiri sklope. V prvem delu se ukvarjamo z vlogo medijev v političnih procesih ter definiramo razmerje med mediji in politiko. V drugem delu analiziramo načine poročanja o politiki in razčlenjujemo različne mehanizme, ki vplivajo na politizacijo medijev in mediatizacijo politike. Tretji sklop se osredotoča na politične kampanje, politično oglaševanje in različne oblike komunikacijskih praks s pomočjo katerih se informacijska funkcija medijev spreminja v prepričevalno. Četrty del je namenjen analizi učinkov političnega komuniciranja in možnostih oblikovanja novih participativnih oblik komuniciranja.

### 1. Mediji in politika

Odnos med mediji in politiki, analiza medijskih politik, razmerje komunikacijske (ne)moči med različnimi skupinami v družbi, medijska moč in kdo jo nadzoruje, tržni mediji in tržno vodena odgovornost, odgovornost medijev in odgovornost politike, od koncepta kritične javnosti in državljana k potrošnikom medijskih in političnih sporočil.

### 2. Mediji o politiki in politika v medijih

Analiza različnih načinov poročanja o politiki, kaj je še političnega v konceptu politike, izbira novic (kdo ima vpliv in zakaj), izginjanje javnih prostorov in zaton javne razprave, mediji kot politične institucije.

### 3. Politično komuniciranje

Analiza političnih kampanj (politično oglaševanje, prepričevanje, propaganda), vzpon medijsko vodene oz. mediatizirane politike, razmerje med mediji, politiki in državljani, analiza koncepta »going public«.

The course is by its content divided by four topics. The first topic exposes the role of media in political processes and defines relationships between media and politics. In the second topic, different ways of reporting about politics are analysed, and different mechanisms which have influence on the politisation of media as well as on the mediatisation of politics, are elaborated. The third topic is focused on political campaigns, political advertisements and on different forms of communication acts. According to these acts, the information function of media is transformed into a persuasive one. The fourth topic is dedicated to the analysis of effects of political communication as well as of possibilities how to create new participatory forms of communication.

### 1. Media and Politics

The relationship between media and politics, the analysis of media policies, the relationship of communication power(lessness) between different groups in society, media powers and who controls them, marketing media and market-oriented responsibility, the responsibility of media and the responsibility of politics, from the conception of critical public and citizenship to the image of consumers of media and political messages.

### 2. Media about Politics and Politics in Media

The analysis of different ways of reporting about politics; what is political within the conception of politics; the selection of news (who has the impact on it and why); the disappearance of public spaces and the decline of public dialogue; media as political institutions.

### 3. Political Communication

The analysis of political campaigns (political advertising, persuasion, propaganda); the rise of media-conducted or mediatized politics; the relationship between media, politicians and citizens; the analysis of the concept »going public«.

#### 4. Mediji in javnost

Analiza učinkov političnega komuniciranja, novi načini političnega delovanja in oblikovanje

novih načinov političnega komuniciranja, javnost in javni mediji.

#### 4. Media and Public

The analysis of political communication's effects; new ways of political functioning and forming new ways of political communication; the public and public media.