

Osnove medijskih študijev in komunikoloških teorij

Predmet je razdeljen na pet vsebinskih sklopov. Prvi sklop je namenjen spoznavanju temeljnih pojmov in predstavitvi začetnikov in utemeljiteljev raziskovanja (množičnega) komuniciranja.

Drugi sklop vsebuje pregled osnovnih modelov (množičnega) komuniciranja, zgodovinski razvoj raziskovanja medijev in komuniciranja ter omejenost in uporabnost konceptov množičnega komuniciranja. Tretji del povzema ključne tradicije proučevanja medijev s poudarkom na teorije medijev in teorije družbe, mediji kot kulturna industrija, politična ekonomija medijev, normativne teorije in demokratično-participativne pristope.

Četrty del je usmerjen na problematiziranje različnih tem medijskih študij kot so analiza

medijskih institucij, ideologije, reprezentacij, analiza občinstva, političnega komuniciranja

in oglaševanja. V petem delu se bodo študenti seznanili z analizo učinkov množičnega komuniciranja. Vsebina predmeta je zastavljena tako, da je namenjena tudi študentom ostalih smeri, ki bodo pridobili temeljna znanja potrebna za razumevanje vloge medijev in komuniciranja v moderni družbi.

Introduction into Media Studies and Communication Theories

The subject course is divided by five organised thematic topics. The first one is dedicated to better understanding of some basic notions in the field, and to the presentation of beginners and founders of mass communication research.

The second topic contains an overview of basic models of (mass) communication, of historical development of media and communication research, and an evaluation of applicability of some fundamental concepts concerning mass communication.

The third topic summarise most influential traditions of media reserch with a stress on theories of media and society, media as cultural industry, political economy of media, normative theories and on democratic-participative approaches.

The fourth topic is turned toward the problematisation of different themes in the field of media studies, such as the analysis of media institutions, ideologies, representations, the analysis of audience, political communication and advertising.

The fifth topic will be there to inform students about the analysis of media communication effects.

The content of the course is organised in a way that is accessible also for students coming from other departments and disciplines.