

## Teorije množičnega komuniciranja in izzivi sodobne javnosti

### Vsebina predmeta:

Vsebine predmeta so zastavljene na način, da študentom/kam omogoči podrobnejši vpogled v teorije množičnega komuniciranja v družbenem in zgodovinskem kontekstu njihovega nastajanja. Poudarek je na razumevanju njihovih ciljev in namenov, kako so znotraj njih bili redefinirani temeljni pojmi iz tradicije politične misli in na preučevanju njihove konstitutivne vloge za današnje politične in medijske prakse ter kako le-te z njihovo pomočjo razumeti.

Predmet je sestavljen iz dveh sklopov. Prvi obravnava izbrana poglavja iz teorij množičnega komuniciranja. S pomočjo pridobljenih spoznanj iz prvega sklopa, je drugi namenjen problematiziranju in razumevanju konkretnih problemov in dilem sodobne javnosti.

### Prvi sklop:

1. Uvod v metodo preučevanja ter kratka genealogija in razdelava temeljnih pojmov: družba, množična družba, komuniciranje, množično komuniciranje, družbena omrežja, javnost, javno in privatno, znanost in tehnika; značilnosti historičnega pristopa v preučevanju teorij množičnega komuniciranja, specifičnosti in razlike teoretično-znanstvenih in programskih besedil.
2. Družbeni in zgodovinski kontekst ob nastajanju utemeljitvenih teorij in raziskovanja množičnega komuniciranja; ZDA v prvi polovici 20. stoletja, 1. in 2. svetovna vojna, vprašanje integracije imigrantov, delavski nemiri.
3. Moderno pojmovanje komunikacije kot transmisije simbolov za doseganja predvidljivih učinkov (H. Lasswell, C. Shannon, W. Weaver)
4. Problematizacija razumevanja medijskih tehnik in tehnologij kot nevtralnih ter odnos medijev do lastne vloge in učinkovanja v javni sferi (Günther Anders)

## Theories of mass communication and

### Course content:

The selected course content is set in such a way as to enable students a more detailed insight into the theories of mass communication and their social and historical context of origin. The main emphasis is placed on understanding their goals and purpose, how their propositions helped to redefine the basic concepts from the tradition of political thought and on studying which constitutive role they had in establishing today's political and media practices .

The subject is composed of two sets. The first deals with selected topics from mass communication theories. With the help of the acquired knowledge from the first section, the second is intended to problematize and understand the concrete problems and dilemmas of the modern public.

### First set:

1. Introduction to the study method and short genealogy of basic concepts: society, mass society, communication, mass communication, social networks, the public, public and private, science and technology; characteristics of the historical approach in studying theories of mass communication, the specificity and difference of theoretical-scientific and program texts.
2. The social and historical context of foundational theories and mass communication research; The USA in the first half of the 20th century, the First and Second World War, integration of immigrants, workers' unrest.
3. Modern views of communication as a transmission of symbols for the achieving predictable effects (H. Lasswell, C. Shannon, W. Weaver)
4. The problem of understanding media techniques and technologies as neutral and the media approach to their own role and effect in the public sphere (Günther Anders)
5. Conceptual constructions of public as a dispersed, absent crowd and "mental collectivities" and the disqualification of the

5. Konstrukcije javnosti kot disperzirane, odsotne množice in »duševne kolektivitet« ter diskvalifikacije javnosti kot iracionalne (G. Tarde, Le Bon, W. Trotter, W.
6. Vpeljava inženirskih principov na področje javnosti in njena depolitizacija; izdelovanje soglasja, enotne volje, harmonije, news management, engineering of consent,... (W. Lippmann)
7. Pragmatistična teorija resnice; odnos do resnice in laži v politiki in odnosih z javnostmi (W. James, H. Arendt, E. L. Bernays)
8. Instrumentalizacija jezika in degradacija pomena; besede kot dražljaji za izzivanje enovitih čustvenih in vedenjskih vzorcev (W. Lippmann, J. B. Watson)
9. Pojmovanje in redefinicija temeljnih političnih kategorij znotraj teorij množičnega komuniciranja (J. Dewey, W. Lippmann, E. L. Bernays, Lasswell)

Drugi sklop:

1. Jezikovne prvine in naracije v novinarskem in političnem diskurzu: dominantne metafore in analogije, izraba emocionalnih apelov, politična korektnost, naracije o nevtralnosti in objektivnosti medijev.
2. Ideje, mnenja in načini življenja kot predmeti tržne kompeticije in dejavnosti; totalni značaj sodobne potrošniške družbe.
3. Problem razločevanja med dejstvi in lažmi v »post-resničnostni« dobi
4. PR-ovsko ustvarjanje novic in dogodkov ter redefinirana vloga javnosti in novinarstva.
5. Izdelovanje privolitve v sodobnih vojnih intervencijah: Irak 2003
6. Novi značaj in obravnave občinstva: od množičnega občinstva do interaktivnih uporabnikov digitalnih medijev, problemi segmentacije in demografske obravnave javnosti.
7. Novi aspekti intime, zasebnega in javnega ter percepcije sveta znotraj družbenih omrežjih.
8. Odtujenost, zapuščenost in novi značaj (samo)konformizma v digitalni dobi.

public as irrational (G. Tarde, Le Bon, W. Trotter, W.

6. The application of engineering principles into the public sphere and its depolitization; manufacturing consent, news management, engineering of consent, ... (W. Lippmann)
7. Pragmatistic theory of truth; truth and lies in politics and public relations (W. James, H. Arendt, E. L. Bernays)
8. Instrumentalization of language and degradation of meaning; words as stimuli to evoke emotional and behavioral patterns (W. Lippmann, J. B. Watson)
9. The specific understanding and redefinition of fundamental political categories within theories of mass communication (J. Dewey, W. Lippmann, E. L. Bernays, Lasswell)

The second set:

1. Language elements and narratives in journalistic and political discourse: the dominant metaphors and analogies, the use of emotional appeals, political correctness, media neutrality and objectivity narratives.
2. Ideas, opinions and ways of life as objects of market competition and activities; the total character of modern consumerist society.
3. The problem of distinguishing between facts and lies in the "post-truth" era.
4. PR's creation of news and events and the redefined role of public and journalism.
5. Manufacturing consent in modern military interventions: Iraq 2003
6. New character of audience: from mass audience to interactive users of digital media, segmentation and demographic issues.
7. New aspects of intimacy, private and public, and the perception of the world within social networks.
8. Alienation, mass abandonment and the new character of (self)conformism in the digital age.

