

Zgodovina medijev

V ospredju podajanja snovi bodo družbeno-zgodovinske predpostavke in razsežnosti za nastanek in razvoj medijev kot specifičnih kulturnih form človeškega udejstvovanja, s poudarkom na specifikaciji značilnosti komunikacijskih razmerij posameznih vrst medijev, kakor tudi njihovih dominantnih vzajemnih vlogah in pomenih pri produkciji in reprodukciji različnih družbenih realnosti. Zaradi kompleksne fenomenologije medijev, njihovih zgodovinskih korelacij in večplastnih kontekstov družbene pogojenosti bodo začetne vsebine zajele razlago nekaterih temeljnih pojmov, ki so skupni in konstitutivni za obstoj in delovanje vseh vrst medijev: pomen govornice kot oblike posredovanosti sporočanja, nastanek in izvor pisave kot komunikacijskega sredstva, zgodovina knjige in njen pomen za razvoj množičnih medijev, tehnologija komuniciranja in informacije, pojem institucije, ideologije, subjekta, diskurza, konstrukcije, reprezentacije, družbene realnosti idr.

Nadalje se bodo slušatelji seznanili z razvojem posameznih vrst medijev, zlasti pa z družbeno-zgodovinskimi in kulturnimi predpostavkami za njihov razvoj in delovanje od začetka nastanka do danes. Ker mediji niso homogene kulturne forme, temveč izrazito heterogene prakse, pogojene s svojimi specifičnimi režimi zgodovinskosti, tehnološkega napredka, družbene recepcije, politične in simbolne geografije, bodo vsebine predmeta organizirane po sklopih, in sicer tako, da bodo slušateljem omogočile razpoznavo tako razlik in kontrastov v strukturi, delovanju, namenu in funkciji posameznih vrst medijev kakor tudi razpoznavo stičnih točk ali podobnosti med njimi. Obravnava vsake posamezne vrste medija bo sledila tudi analiza konkretnih primerov iz sveta obravnavanega medija, s čimer bo predmet realiziral še najmanj dve bistveni pridobitvi podanih vsebin: 1 omogočal bo slušateljem praktično osmisliti pridobljeno teoretsko podlago, 2 pripravil jih bo za boljše,

History of Media

We will concentrate on social and historical presumptions and dimensions related to emergence and development of media as specific cultural forms of human activity. Emphasis will be laid on specification of characteristics of communication relations proper to individual media types, as well as on their dominant mutual roles and significances in production and reproduction of various social realities. Due to complex phenomenology of media, as well as their historical correlations and multilayer contexts of social conditioning, the first lessons will include explanation of some fundamental concepts which are common to all media types and are therefore of key importance to their existence and operation, such as significance of language as a form of transmission of communication; emergence and source of writing as a means of communication; history of book and its significance to the development of mass media; technology of communication and information; concepts of institution, ideology, subject, discourse, construction, representation, social reality, etc. Furthermore, students will be acquainted with the development of individual media types, and particularly with social, historical and cultural, presumptions regarding their development and operation from their emergence to present days. Since media are not homogeneous cultural forms, but distinctly heterogeneous practices conditioned by their specific regimes of historical perceptions, technological progress, social reception and symbolic geography, the contents of the lectures will be organised in blocks, in order to allow students to discern differences and contrasts in structure, operation, purpose and function of individual media types, as well as to discern their convergences and similarities. Study of every individual media type will be followed by analysis of concrete examples drawn from the world of this media type, thus allowing students to take advantage of at least two additional aspects: (1) they will be able to develop a

bolj reflektirano razumevanje vloge in pomena medijev v družbi, predvsem pa razumevanja družbenih realnosti kot posledic konstrukcije medijev.

V tem kontekstu bo predmet realiziral naslednje teme: zgodovina posameznih medijev (tisk, fonograf, gramofon, telefon, TV, radio idr.), razvoj in pomen različnih vrst medijev na Slovenskem, teorija in teoretizacije medijev (različni pristopi k razumevanju medijev in razlage temeljnih pojmov), mediji kot "mass media", mediji kot tehnologije, mediji kot institucije, mediji kot kulturne forme in prakse, mediji kot producenti družbenih realnosti in kreatorji sveta, mediji-občinstvo: konceptualizacija komunikacijskih razmerij, recipientske prakse, medijske reprezentacije vs reprezentacije medijev, konteksti rabe medijev.

practical approach towards the acquired theoretical knowledge; (2) they will be formed to better reflect and understand the role and significance of media in society, and especially to understand social realities as being constructed by media.

The following topics will be included: history of individual media types (press, phonograph, gramophone, telephone, TV, radio, etc.); development and significance of various media types in Slovenia; theory and theorisations of media (different approaches to understanding of media and explanations of basic concepts); media as "mass media"; media as technologies; media as institutions; media as cultural forms and practices; media as producers of social realities and creators of the world; media and audience: conceptualisation of communication relations; recipient practices; media representations vs. representations of media; contexts of media use.