

Antropologija medijev

Antropološko raziskovanje in razumevanje medijev in komuniciranja danes velja, poleg dominantnega komunikološkega in kulturološkega, za enega izmed najbolj uveljavljenih disciplinskih orientacij pri preučevanju medijskih pojavov in komunikacijskih praks. Antropologi menijo, da resnično razumevanje in dokumentiranje družbenih procesov kulturne produkcije, kamor vsekakor sodi tudi medijska produkcija in konsumpcija, zahtevata etnografski pristop. Prakticiranje terenskega dela, ki ga je mogoče kombinirati z drugimi kvalitativnimi in tudi kvantitativnimi metodami, je še vedno najboljši način empiričnega raziskovanja za antropologe, sociologe, etnologe, komunikologe in sorodne družboslovne in humanistične profile pri njihovem ukvarjanju z družbenimi realnostmi v njihovih najbolj raznolikih reprezentacijah in manifestacijah. V ospredju podajanja snovi bodo torej antropološke konceptualizacije medijev in komuniciranja ter njihovi neposredni epistemološki, metodološki in konceptualni prispevki, zlasti pa njihova stalna težnja, da korespondirajo z empirično realnostjo oziroma najde v svoja izhodišča ključno v konkretnih medijskih in komunikacijskih praksah tako v lokalnem, regionalnem, nacionalnem ali globalnem okviru.

Študentje bodo seznanjeni z naslednjimi temeljnimi antropološkimi teorijami, koncepti, pristopi in metodami, ki so osnova vsake antropološke imaginacije medijev in komunikacijskih tehnologij: medijska kultura, medijska etnografija, medijska ekologija, medijski teren, reflektivnost, rurbanost, globalnost, liminalnost, družbena interakcija, družbena transakcija, mreža vs družba vs communitas, komunikacijsko razmerje, komunikacijska praksa, medijska kreolizacija, novinarski šesti K (kvaliteta), holizem, medijski akter, medijska reprezentacija, medijska ritualizacija, medijska mitologizacija, medijska krajina, emski vs etsk pristop, idr.

Anthropology of media

Anthropological research and understanding of the media and communication is today, in addition to the dominant fields of communication science and cultural studies, one of the most established disciplinary orientations in the study of media phenomena and communication practices. True understanding and detailed documenting of the social processes of cultural production require, according to anthropologists, ethnographic fieldwork. Practicing fieldwork is not the only adequate tool to deal scientifically with the media, and cultural worlds, of course, and can usually be combined with other qualitative as well as quantitative methods, but the best possible way is still for anthropologists, sociologists and ethnographers to approach social realities in their most various representations and manifestations. Anthropological conceptions of the media and communication, as well as their direct epistemological, methodological and conceptual contributions, will be at the forefront of the transmission of the contents, in particular, their constant aspiration to correspond with empirical reality or to find their starting points crucially in concrete media and communication practices in local, regional, or a global framework.

Within the content the students will be informed about the basic anthropological theories, concepts, approaches and methods that are fundamental for any anthropological imagination of media and communication technologies: media culture, media ethnography, media ecology, media terrain, reflexivity, rurbanity, glocality, liminality, social interaction, social transaction, network vs society vs communitas, communication relationship, communication practice, media creolization, the journalistic sixt W (Whole), holism, media actor, media representation, media ritualization, media mythologization, mediascape, emic vs etic approach, etc.

