

Komuniciranje v novih medijih (obvezni predmet/2. Stopnja)

Predmet predstavi splošne značilnosti računalniško posredovane komunikacije (okr. RPK; angl. *CMC-computer-mediated communication*) in še konkretneje partikularnime tipe te komunikacije (elektronska pošta, forumi, klepetalnice, spletne strani, uporabniško generirane spletne vsebine, socialni mediji, Splet 2.0). Izpostavljena je vloga tehnologije računalniško posredovane komunikacije v kontekstu vsakdanjega življenja, v tem smislu pa tudi interakcija oziroma medsebojno delovanje in vplivanje novih komunikacijskih tehnologij na vsakdanje življenje in obratno.

Študenti se seznanijo z različnimi interpretacijami statusa identitete v RPK in z vprašanjem, kako sami uporabniki razumejo lastno identiteto v pogosto anonimnih okoljih RPK. Anonimnost, ki je v določenih tipih RPK takorekoč "naravno stanje", je ena izmed bistvenih posebnosti, ki omogoča privzemanje novih, v virtualnem prostoru konstruiranih identitet. Na problem identitete se navezuje tudi vprašanje virtualnih skupnosti, vprašanje njihove umeščenosti v siceršnjo mrežo intersubjektivnih odnosov, eden izmed izzivov pa je vprašanje, v kolikšni meri novi mediji pravzaprav omogočajo (zgolj) nove načine zamišljanja skupnosti.

Predmet tudi predstavlja pomen interaktivnosti, ki je pomemben element novomedijske kulture, ob tem pa predstavi učinke transformacije tradicionalnih medijskih kategorij, kot so »občinstvo« ter kategorijo, ki je značilna za nove medije, »uporabnik«. Predmet predstavi vlogo tehnologije kot zapletenega aparata, ki skozi različne politične ter ekonomske interese oblikuje in krepi nove kulturne povezave in odnose, ki so bili prej spregledani. Pojav multimedijske produkcije predstavi skozi različne tipe vključevanja, kot ga obljublajo tehnološke forme. Izpostavi pojav transformirane intimnosti v kulturi novih medijev, ki kaže na nove in nestabilne distinkcije med javno in zasebno sfero komunikacije. Končno opozori tudi na svetovni splet kot multimedijsko formo, ki je absorbirala številne medijske oblike (medijska konvergenca) Multimedijska produkcija spletnih strani in drugih kulturnih dobrin je glavni kanal za demokratizacijo kulturne produkcije in mesto izražanja posameznikov skozi javno sfero.

Predmet izpostavi pojav socialnih medijev oziroma spleta 2.0. Oriše nekatere globalne trende na področju novih medijev in izpostavi vlogo softvera kot pomembnega generatorja celotnega vsakdanjega življenja. Predmet predstavi ključne značilnosti tradicionalnega enosmernega množičnega komuniciranja in konzumiranja medijskih produktov, kot protiutež pa predstavi interaktivno naravo novih medijev in v zvezi s tem nov pojav – uporabniško generirane medijske vsebine. Predstavi in pojasni premik od uporabnikov k medijskim producentom (prosumers).

Communication in new media (mandatory course, 2. Level)

The course presents general characteristics of computer-mediated communication (CMC), and particular types of this communication (electronic mail, forums, chat-rooms, web pages, user generated web pages, social media, Web 2.0). The role of technology of computer-mediated communication in a context of everyday life is especially exposed, for example interaction and interdependence of new communication technologies and everyday life of individuals.

Students will get acquainted with different interpretations of identity status in computer-mediated communication, with the question of understanding of identity perception of the very users in often anonymous virtual landscapes. Anonymity, which is for lot of types of CMC almost »natural« state of the art, is key characteristics, which enables the identity switching, identity playing and redefinition of identity. The problem and status of identity is tightly connected to the question of virtual community, its placement into the already established matrix of intersubjective relationships. Does new media enable new patterns for community imagining?

The course explores the meaning of interactivity, one of key and defining elements of new media cultures, and discusses its effect on transforming the traditional media category, such as the category »audience«, and new media category named »user«. The course presents the technology as an elaborate apparatus that through different political and economic interests shapes and fosters new cultural connections and relations, previously more or less overlooked. The process of multimedia production is presented through a different types of inclusion promised in the technological forms. The course also highlights the transformed »intimacy« of new media cultures, which presents further evidence of new and unstable, to a some respect blurring divisions between public and private sphere of communication. Finally the course investigates the World Wide Web as a multimedia form that has absorbed many other media (media convergence). Multimedia production of web pages and other cultural products has been a major channel for the democratization of cultural production and a location for the expression of individuals through a public sphere.

The course exposes the phenomena of a new communication technologies. The course explains the role of social media (Web 2.0) and sketches some global trends within the field of new media. The role of software as important »generator« of everyday life is additionally exposed. The course also focuses on basic characteristics of traditional mass communication and consumption of media products, as a counter-part it represents interactive nature of a new media and the phenomena of user-generated media contents, available in digital form. The course highlights the shift in understanding the very user-they are becoming media producers (prosumers).