

<b>Mediji in antropologija občinstev</b>	<b>Media and Anthropology of Audiences</b>
<p>Predmet predstavlja specializacijo v spoznavanje medijev kot specifičnih individualnih in kolektivnih kulturnih praks konsumpcije in je zasnovan tako, da študente in študentke pripravi, da se seznanijo z različnimi vrstami in aspekti medijev kot oblik popularne kulture in množičnega občinstva. Osrednji cilj predmeta je podati pregled teorij medijskih občinstev in konzumacije ter refleksijo njihovega družbenega, kulturnega, ekonomskega in političnega pomena pri ustvarjanju nacionalnih in drugovrstnih medijskih kultur.</p>	<p>The course represents a specialisation into understanding of media as specific individual and collective cultural practices of consumption. By that it is founded in a way that students are able to get acquainted with different kinds and aspects of media as forms of popular culture and mass audiences and consumers. The central objective of the course is related with the accent on the outline of theories of media audiences and consumership as well as on the reflection of its social, cultural, economic and political meaning in creating and recreating national and other mediascapes and cultures.</p>