

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

<b>Predmet:</b>	Tehnizirana dom in družina med mediji: antropologija novih tehnologij
<b>Course title:</b>	Technicized home and family among media: anthropology of new technologies

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Humanistične znanosti, 3. stopnja	/	2	4

**Vrsta predmeta / Course type**

**Univerzitetna koda predmeta / University course code:**

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	20			20	90	5

**Nosilec predmeta / Lecturer:**

**Jeziki / Languages:** Predavanja / Lectures:   
Vaje / Tutorial:

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**   
**Prerequisites:**

**Vsebina:**

Tehnologije so sestavni del sodobnih družb. Sodoben razvoj znanosti, v katerem tehnološki artefakti dejansko postajajo sestavni del človekovega organizma in materialnega okolja, raziskovalce s področja humanistike in družboslovja postavlja pred doslej neznane izzive, saj morajo na novo premisliti osnovne pojme narave, človeka in življenja, pa tudi lastnine, dela in produkcije. Predmet je osredotočen na epistemološko problematiko, študente seznanja s konceptualnimi pristopi in jim s tem omogoča, da te konceptualne

**Content (Syllabus outline):**

Technologies are a constitutive part of contemporary societies. As contemporary sciences are making technologies an intrinsic part of human organism and its environment, social and human scientists are facing an unprecedented challenge of rethinking the basic notions of nature, human, life, and also property, work and production. The course focuses on the epistemological issues. Students learn about basic concepts and are invited to apply these concepts for the use along their own research interests.

pristope razvijejo in uporabijo glede na lastna raziskovalna področja in interese.

V tem okviru predstavimo:

- različne filozofske pristope k problematiki konstrukcije subjekta, ki so osnova za filozofsko zasnovano koncepta dispozitiva;
- različne pristope, ki omogočajo koncepcijo družbenih razsežnosti tehnologij (od tehnologije kot podaljška do ANT)
- koncept dispozitiva, kot tistega pojmovnega ogrodja, ki na eni strani omogoča mišljenje tehnologije v kontekstu rabe, po drugi pa konceptualizira povezanost produkcije in potrošnje, ki se v sodobnih praksah, zlasti v družbenih medijih, dejansko povezuje v »potrošnji«.

The course is composed of the following:

- various philosophical approaches to the construction of subjectivity, which were the basis for philosophical conception of the dispositive;
- various approaches, dedicated to the study of social dimensions of technologies (from technology as prosthesis to the ANT);
- the concept of dispositive proper, as the tool for thinking of technology in the context of its use, and as the conceptual linking of production and consumption, which in contemporary practices, in particularly in social media, indeed merge into "prosumption".

#### Temeljni literatura in viri / Readings:

- BAUDRY, J.-L. , 'Ideological Effects of the Basic Cinematographic Apparatus,' Cinématique 7-8, Paris 1970.
- BAUDRY, J.-L. , 'Le dispositif: approches métapsychologiques de l'impression de réalité,' Communications 23, Psychanalyse et cinéma, Seuil, Paris, 1975.
- RITZER, G. & JURGENSON, N., 'Production, Consumption, Prosumption: The Nature of Capitalism in the Age of the Digital "Prosumer"', Journal of Consumer Culture, 10 (1), pp. 13-36, 2010.
- SIGAUT, Francois, 'Technology', v Tim Ingold (ur.) Companion Encyclopedia of Anthropology, str. 420-59. London: Routledge, 1994.
- ZAJC, Melita, Tehnologije in družbe, ISH, 1995
- ZAJC, Melita, 'Social media, prosumption, and dispositives : new mechanisms of the construction of subjectivity'. Journal of consumer culture, vol. 15, no. 1, str. 28-47, 2015.

#### Cilji in kompetence:

Cilj predmeta je seznaniti študente s temeljnimi koncepti in problemi obravnave družbenih razsežnosti tehnologij: z zgodovinskim razvojem razumevanja tehnologij, razlikami v obravnavi med posameznimi disciplinami, od antropologije do filozofije, predvsem pa z različnimi pristopi in konceptualnimi obravnavami, ki so primerni za analizo in kritično obravnavo aktualnega stanja in problemov, povezanih z

#### Objectives and competences:

The objective of this course is to acquaint the students with the key concepts and issues of the exploration of social dimensions of technologies: with historical development of understanding of technologies; differences among various disciplines, from anthropology to philosophy; and with different approaches and conceptualizations, suitable for analysis and critical exploration of contemporary issues and problems, related to the role of technologies in

razumevanjem vloge tehnologij v sodobnih družbah.

Poseben poudarek je na dispozitivu kot konceptu, ki omogoča koncepcijo rab tehnologij v okviru filozofije in politične ekonomije, kot tudi aplikacijo pri analizi posameznih aktualnih praks (od filma do družbenih medijev).

Študentje spoznajo kompleksnost problematike, z dispozitivom pridobijo potrebno konceptualno ostrino, poudarek na epistemoloških vidikih pa jih pripravi na soočanje z izzivi razumevnaja družbenih razsežnostih tehnologij v okviru posameznih ožjih področji in kulturnih praks.

Razvijejo metodološke in analitične sposobnosti, potrebne za razumevanje sodobnih tokov znanstvenega in tehnološkega razvoja, sposobni so kritične presoje in kontekstualizacije v širšem družbeno-kulturnem kontekstu.

contemporary societies.

Focus is on dispositive as the contemporary notion, which enables conceptualization of the uses of technology in philosophy and political economy, as well as application in analyzing more specific contemporary practices (from film to social media).

The students gain knowledge of the complexity of the issues, with dispositive they gain conceptual clarity, and the stress on epistemological issues makes them ready to face contemporary challenges of understanding social aspects of technologies within particular fields and cultural practices.

They develop conceptual and analytical capacity for understanding the contemporary technological advancement, and methodological skills for its critical evaluation and contextualization in broader social and cultural context.

#### **Predvideni študijski rezultati:**

Znanje in razumevanje:

Po zaključku tega predmeta bo študent sposoben:

- izkazati poznavanje in razumevanje ključnih tem s področja obravnave družbenih razsežnosti tehnologij;
- analizirati in uporabiti teoretična znanja s področja družbenih razsežnosti tehnologij pri razumevanju aktualnih praks in problemov razvoja znanosti in tehnologij;
- razumeti in kritično ovrednotiti obravnavo tehnologij v okviru posameznih teoretskih usmeritev;
- analizirati in razumeti družbene razsežnosti recepcije novih tehnologij v okviru posameznih kulturnih praks;
- sodelovati v sodobnem diskurzu o novih tehnologijah in problematiki recepcije v okviru posameznih družbenih področji in kulturnih praks.

Prenesljive/ključne spretnosti in drugi atributi:

- uspešno soočanje s problemi družbene

#### **Intended learning outcomes:**

Knowledge and understanding:

After completing this course the student will be able to:

- demonstrate knowledge of key topics of the exploration of social aspects of technologies;
- analyze and use the theoretical knowledge of social aspects of technologies in understanding actual practices and problems of scientific and technological development;
- understand and critically evaluate conceptualization of technologies in various theoretical schools;
- analyze and understand social aspects of the reception of new technologies within various cultural practices;
- participate in the contemporary discourse on new technologies and their reception within various cultural fields and cultural practices.

Transferable/Key Skills and other attributes:

receptije ter kulturnih vidikov razvoja znanosti in tehnologij;

- sposobnost javne predstavitve problematike in aktualnih tem družbene receptije novih tehnologij;
- sposobnost vključevanja obravnave tem s področja družbenih razsežnosti tehnologij v splošne in specializirane izobraževalne programe;
- sposobnost oblikovanja praktičnih politik in regulatornih mehanizmov na področju družbene receptije novih tehnologij.

- effectively evaluate social and cultural aspects of the scientific and technological development;
- ability to publicly present current problems and issues of social reception of new technologies;
- ability to introduce the study of social aspects of technologies into general and specialized educational programs;
- ability to develop practical politics and regulatory mechanisms in the field of social reception of new technologies.

**Metode poučevanja in učenja:**

Osnovne vsebine so predstavljene v predavanjih, vendar se od študentov pričakuje, da se na predavanja pripravijo in vnaprej preberejo priporočeno literaturo – poleg osnovne, v tem načrtu prepisane literature tudi besedila na izbrano temo.

Tako so predavanja obenem priložnost za poglobljeno razpravo s študenti, ki obravnavano tematiko premislijo in kritično ovrednotijo z vidika lastnih raziskovalnih problematik. V okviru seminarja je poudarek, nasprotno, na tem, da študentje obravnavano problematiko in koncepte nadgradijo s študjem dodatne literature v okviru lastnih raziskovalnih področij in interesov, ter jo ovrednotijo z vidika lastne raziskovalne prakse. Seminarsko delo poteka ustno, v obliki predstavitev in pogovorov, osnovo pa predstavlja napisana seminarska naloga.

**Learning and teaching methods:**

The main topics are presented in the form of lectures. The students are obliged to read in advance the recommended literature – apart from basic literature also the texts selected for the particular topic. The lectures are thus also the opportunity for a comprehensive debate with students, who are invited to reflect on the topic of the lecture and evaluate it critically from their own research perspective. Within the seminar, on the contrary, the focus is on the work of students, who further reflect the topics and concepts discussed. They study texts from their own research fields and interests, and evaluate them in the view of their own research practice. Seminar work is performed orally with the presentations and discussions, while the basis is a written seminar work.

Delež (v %) /

Weight (in %)

**Assessment:**

**Načini ocenjevanja:**

<p>Način (sodelovanje na predavanjih, pri seminarju, esej):</p> <p>seminarsko delo, izpit v obliki kritičnega eseja.</p> <p>Seminarsko delo in aktivno sodelovanje pri prevajanju teorije v prakso: do 30 točk.</p>	<p><b>SN = 30%</b></p>	<p>Type (participation at the lectures and in the seminar, essay):</p> <p>seminar work, exam in the form of critical essay.</p> <p>Seminar work and active participation in translation of theory into practice: up to 30 points.</p>
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<p>Pisni izpit: do 70 točk.</p> <p>Merila za oceno pri seminarju: trud (aktivno sodelovanje/priprave v obliki študija gradiv), utemeljenost pripravljenih primerov, analitičnost, izvirnost.</p> <p>Na izpitu se zahteva poznavanje predpisane literature, razumevanje tematike iz predavanj in aplikacijo v okviru lastnih raziskovalnih področij.</p>	<p>I = 70%</p>	<p>The written exam: up to 70 points.</p> <p>The criteria for the seminar work: engagement (active participation/study of texts), argumentation of the studied cases, analytical capacity, originality.</p> <p>For the exam, knowledge of the literature, comprehension of the subject matter and application within ones' own research field is required.</p>
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**Reference nosilca / Lecturer's references:**

ZAJC, Melita. The social media dispositive and monetization of user-generated content. *The Information society*, ISSN 0197-2243, 2015, vol. 31, no. 1, str. 61-67, ilustr., doi: [10.1080/01972243.2015.977636](https://doi.org/10.1080/01972243.2015.977636). [COBISS.SI-ID [18376470](#)], [JCR, SNIP, WoS do 26. 1. 2015: št. citatov (TC): 0, čistih citatov (CI): 0, čistih citatov na avtorja (CIAu): 0, normirano št. čistih citatov (NC): 0, Scopus do 21. 1. 2015: št. citatov (TC): 0, čistih citatov (CI): 0, čistih citatov na avtorja (CIAu): 0, normirano št. čistih citatov (NC): 0]

ZAJC, Melita. Social media, prosumption, and dispositives : new mechanisms of the construction of subjectivity. *Journal of consumer culture*, ISSN 1469-5405, Mar. 2015, vol. 15, no. 1, str. 28-47, doi: [10.1177/1469540513493201](https://doi.org/10.1177/1469540513493201). [COBISS.SI-ID [17011222](#)], [JCR, SNIP, WoS do 21. 4. 2015: št. citatov (TC): 1, čistih citatov (CI): 0, čistih citatov na avtorja (CIAu): 0, normirano št. čistih citatov (NC): 0, Scopus do 30. 3. 2015: št. citatov (TC): 0, čistih citatov (CI): 0, čistih citatov na avtorja (CIAu): 0, normirano št. čistih citatov (NC): 0]

VOLČIČ, Zala, ZAJC, Melita. Hybridisation of Slovene public broadcasting : from national community towards commercial nationalism. *Media international Australia*, Feb. 2013, no. 146, str. 93-102. <http://search.informit.com.au/documentSummary;dn=182698839201527;res=IELLCC>. [COBISS.SI-ID [16771862](#)], [JCR, SNIP, WoS do 3. 6. 2014: št. citatov (TC): 0, čistih citatov (CI): 0, čistih citatov na avtorja (CIAu): 0, normirano št. čistih citatov (NC): 0, Scopus do 9. 7. 2013: št. citatov (TC): 0, čistih citatov (CI): 0, čistih citatov na avtorja (CIAu): 0, normirano št. čistih citatov (NC): 0]

ZAJC, Melita. Video games as an enhancement of human communication : the case of documentary video games. V: BRACKIN, Adam L. (ur.), GUYOT, Natacha (ur.). *Cultural perspectives of video games : from designer to player*. Oxfordshire: Inter-disciplinary Press, cop. 2012, str. 159-169. <http://interdisciplinarypress.net//online-store/ebooks/digital-humanities/cultural-perspectives-of-video-games>. [COBISS.SI-ID [16604694](#)]

ZAJC, Melita. Prepisani : slovenske spletne serije in participativna medijska kultura. V: KREČIČ, Jela (ur.), NOVAK, Ivana (ur.). *Proti koncu : sodobna TV serija in serialnost*, (Jesenska filmska šola). 1. izd. Ljubljana: Slovenska kinoteka, 2011, str. 75-90. [COBISS.SI-ID [15756566](#)]