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# Diplomirani komunikolog (un)/diplomirana komunikologinja (un)

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## Selected qualifications

Name of qualification	Diplomirani komunikolog (un)/diplomirana komunikologinja (un)
Translated title (no legal status)	Bachelor of Arts of Communication
Type of qualification	Diploma prve stopnje (UN)
Category of qualification	Izobrazba
Type of education	Academic bachelor's education
Duration	3 years
Credits	180 credits
Admission requirements	<ul style="list-style-type: none"><li>• general matura certificate or</li><li>• completed four-year upper secondary school programme prior to 1 June 1995.</li></ul>

## ISCED field

Field  
Družbene vede, novinarstvo in informacijska znanost

## ISCED subfield

subfield novinarstvo in medijske študije

## Qualification level

SQF 7  
EQF 6  
First level

## Learning outcomes

The qualification holder will be able to:

### General competences:

- oral and written communication in the mother tongue,
- the understanding of diversity and multiculturalism,
- the knowledge of the study field,
- the ability to perform analysis and synthesis,
- the ability to use knowledge in practice,
- the ability to form new ideas (creativity),
- the ability to adapt to new situations,
- the ability to learn,
- the ability to be critical and self-critical,
- decision-making,
- basic computer skills (word processors, databases, other tools),
- interpersonal skills,
- knowledge of a second language,
- the ability to cooperate in a multidisciplinary group,
- research skills.

### Subject-specific competences

Basic knowledge is complemented by specific (interdisciplinary) knowledge, namely:

- related to special research problem areas (e.g. communication technology, communication organisations, visual culture, models and methods for media audience research, etc.),
- related to special disciplines (e.g. psychology of communication, political economy of communication or economics of communication organisations, sociology of popular culture and media, etc.).

The key subject-specific competences are:

- The understanding and defining of key intellectual traditions from within the field of media and communication studies;
- The understanding of the key concepts that shape contemporary debate about media and communication;
- The understanding of how the key debates within communication studies connect to other disciplines;

- The understanding of the role of the media in the shaping of the historical and current role of the media in shaping the historic and current experience;
- The ability of critical reflection about media and communications;
- The ability of (self)reflection about their own output;
- The ability to conceptualise and methodologically carry out their own research;
- The ability of persuasive spoken and written expression and of various persuasion strategies, the ability to present one's argument, the formation of composition, the choice of appropriate vocabulary and syntax in stylistics, and in performance, efficient use of the voice, facial expressions and gestures;
- The ability to analyse visual materials;
- The ability to critically analyse and interpret visual representations and trends within the field of visual culture;
- The ability to use the main research approaches and methods in communication research with ICT support;
- The drafting of basic research plans and implementation of research in collaboration with others;
- Professional, responsible and critical presentation of research results in oral and in writing;
- The knowledge, understanding and consideration of ethical standards in research;
- The knowledge and understanding of key theoretical frameworks within internet studies;
- The ability to analyse, synthesise and be critical in relation to internet-conditioned transformations and social phenomena;
- The ability of using a critical approach in analysis, the preparation of texts and public appearances of politicians, communication with the press, collaboration in the planning and implementation of political campaigns;
- The knowledge of the basic theoretical notions from the field of critical theory of society and critical linguistics, and the ability to recognise, understand and use the methodological apparatus based on the above;
- Practical skills of media production.

## Assessment and completion

Examination performance is graded as follows: 10 (excellent); 9 (very good: above-average knowledge but with some mistakes); 8 (very good: solid results); 7 (good); 6 (adequate: knowledge satisfies minimum criteria); 5-1 (inadequate). In order to pass an examination, a candidate must achieve a grade between adequate (6) and excellent (10).

## Progression

Progression to a higher year is possible by completing the obligations corresponding to a minimum of 54 credit points (without special application) of the current year and by completing all obligations from the preceding years. In the case of extraordinary circumstances (set out in the Statutes of the University of Ljubljana), also those students who have accumulated at least 48 credit points of their current year may progress to the following year, provided that they have completed all obligations from the preceding years.

## Transitions

Second-cycle master's study programmes (SQF level 8)

## Condition for obtaining certificate

Students complete the study course upon the completion of regulatory obligations from the curriculum or recognised obligations corresponding to a total of 180 credit points.

## Awarding body

University of Ljubljana, Faculty of Social Sciences

URL

<https://www.fdv.uni-lj.si/en/study/study-at-the-FDV/bachelor-programmes>

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