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# Doktor znanosti/doktorica znanosti s področja medijskih komunikacij

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## Selected qualifications

Name of qualification	Doktor znanosti/doktorica znanosti s področja medijskih komunikacij
Translated title (no legal status)	Doctor of Philosophy in the field of media communications
Type of qualification	Doktorat
Category of qualification	Izobrazba
Type of education	Doctoral education
Duration	3 years
Credits	180 credits
ISCED field	Field Informacijske in komunikacijske tehnologije (IKT)

## ISCED subfield

subfield interdisciplinarne izobraževalne aktivnosti/izidi, pretežno informacijske in komunikacijske tehnologije (ikt)

## Qualification level

SQF 10  
EQF 8  
Third level

## Learning outcomes

Qualification holders are qualified to:

(general competences)

- develop innovative solutions by combining different original strategies or by improving existing methods and approaches,
- solve complex problems by creating new tools or methods,
- draft rational plans for introducing new ideas that will bear fruit,
- rapidly find, extract and synthesise information from both complete and incomplete sources,
- deal with unfamiliar and uncertain situations, and anticipate changes and problems,
- accept failure and take appropriate measures,
- work independently, persistently and accurately,
- take a broad, flexible and interdisciplinary view of things,
- cooperate with others,
- manage time, materials and human and financial resources,
- constantly cultivate curiosity, keep abreast of developments and rapidly acquire new skills and knowledge,
- communicate effectively for different purposes and use various media

(subject-specific competences)

- apply theories of political economy, the network society, privacy, the public sphere, and surveillance in contemporary discussion of digital media,
- put contemporary discussions about the development of media in a historical context,
- analyse contemporary visual content with regard to cultural and political potentials, particularly in terms of virtuality, gender and politics,
- plan visual projects, evaluate actual visual production, assess social importance, and recognise aesthetic/political potentials in contemporary visual content,
- analyse results, draw conclusions and propose improvements for regulated fields in the development and monitoring of e-content and e-services,
- develop their own informed creative position in relation to contemporary discussions of visual communication and provide a well-founded critique of the visual space,
- recognise and assess convergent environments and master tools to develop content that is based on convergent environments,
- demonstrate understanding of the importance of dialogue in the development of communication and mastery of the control mechanisms of open dialogue in society and the media, and undertake empirical research into dialogue,
- demonstrate mastery of theoretical and practical knowledge and the principles of communication required to understand the structures and functions of media communications and public relations,
- recognise the dimensions of other cultures and adapt own behaviour and communication to them,
- carry out research and development with respect to management of the intercultural space,

- identify a research problem and plan its solution;
- plan and carry out research, analyse, evaluate and document the results of research, and report the findings and achievements thereof,
- design a research project, critically assess collected materials, assess the social importance and identify the potentials of the studied media technologies,
- research and use new technologies in the field of electronic media, and introduce state-of-the-art technologies to satisfy users' needs in electronic media,
- analyse the possibility of introducing information services in media solutions, and plan innovative information solutions to identify media needs.

## Assessment and completion

Students' knowledge is assessed by means of practical exercises and seminar papers, and also via products, projects, performances, services, etc. and by examinations. Examination performance is scored 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

In order to progress to the second year, students must have completed first-year course units totalling at least 40 ECTS credits, which must include a successfully passed examination in Research Methods and a completed Seminar 1.

Students progress to the third year if they have completed all first-year examinations and accumulated at least 40 additional ECTS credits by completing second-year examinations. They must also complete Seminar 2.

## Condition for obtaining certificate

Students complete their studies when they have successfully met all prescribed requirements of a study programme.

## Awarding body

Faculty of Electrical Engineering and Computer Science, University of Maribor

URL

<https://feri.um.si/en/>

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