

SYLLABUS OF A SUBJECT OF DOCTORAL STUDIES

Title of the subject	Science Category (Code)	Faculty	
Theory of Communication	Communication and Information S 008	Communication	
Mode of study	Number of allocated ECTS credits	Mode of study	Number of allocated ECTS credits
Lectures		Consultations	2 ECTS
Individual work	4 ECTS	Seminars	1 ECTS

Course abstract

The aim of the subject is to analyze the currently relevant issues of the theory of communication science(s) as well as the main schools/traditions and prospective directions of development while advancing the critical and analytical skills of doctoral students in the course of exploring and assessing historical and contemporary issues pertaining to the field of communication on the grounds of the latest theory of the communication and media sciences.

Content of the subject

Theories of communication, their fundamental principles and key concepts. The main schools of the theory of communication and their key authors. The social theories applied in communication science(s). Models of the process of communication. Semiotic structural models. Psychological needs and the functions of social communication. Expression through text and image, the specific aspects and culture of communication. Discourse of media and medias. The rhetoric of medias. Methods of communication research.

Classification of communication by its contexts. Relationship of communication contexts. Theoretical insights into interpersonal communication. Communication of organizations; key software of communication management. Theoretical attitude to integrated communication, elements of integrated communication, their relationship and interaction. Theoretical models of the research of group communication. Problem areas of the internal communication within an organization; key theories. The culture and identity of organizations. Management of corporate communication. Image of an organization and the reputation of an organization. Research of organization communication. Use of social networks in corporate communication.

Public communication. Researches of the discourse of public communication. Specific features of the discourse of social media. The key theoretical concepts of political communication. The interaction/relationship between political communication and the mass media. Communication of citizen involvement. The impact of the Internet and mobile communication on political communication. Global, international, and intercultural communication.

Mass communication as an element of the public environment. Mass communication as a system and as an object of communication theory. The structure and institutions of mass communication, the causes and trends of its alteration and development. Functions of mass communication. The critical theories of mass communication. The objects and methods of research of mass communication. Messages of mass communication, methods and models of their research. The audience of mass communication, methods of its research and the core theories – the critical theory and the normative theory. Theories of the effects of mass communication. Impact of mass communication on culture and the position/placement of mass communication within the structure of culture.

Visual communication and methods of its research (research of the content and composition;

semiotic, psychoanalytical, discourse and audience research). Visual material as a source of research and a means of the distribution of the research output. Concepts of visual rhetoric and their research in communication science(s). The social impact of visual phenomena. Critical research of visibility.

Study methods

1. Individual consultations with the lecturers supervising the subject.
2. Individual research of academic literature and the preparation of an academic paper focusing on the questions posed by the lecturers supervising the subject.

Methods of assessment

1. Academic paper (from 30 000 to 40 000 symbols including spaces) focusing on the questions posed by the lecturers supervising the subject.
2. Oral discussion on the grounds of the academic paper presented by the student.

Course literature

- BARAN, Stanley J.; DAVIS, Dennis K. 2010. *Mass Communication Theory: Foundations, Ferment, and Future*. WADSWORTH Cengage Learning.
- CASTELS, Manuel. *Communication power*. London, 2012.
- FINN, Jonathan. *Visual Communication and Culture: Images in Action*. OUP Canada, 2012.
- FISKE, John. *Populiariosios kultūros supratimas*. Vilnius, 2008. 174 p.
- FORTNER, Robert S. (Ed.), FACKLER, P. Mark (Ed.). 2014. *The Handbook of Media and Mass Communication Theory*. Wiley-Blackwell.
- HOLMES, David. *Communication theory: media, technology and society*. London, 2005. 255 p.
- JENSEN, Klaus Bruhn. *A handbook of media and communication research: qualitative and quantitative methodologies*. London, New York, 2007. 332 p.
- LITTLEJOHN, SW, FOSS, K. *Theories of Human communication*. Belmont. CA, 2008.
- Mass communication research methods: Anders Hansen ... [et al.]*. Basingstoke, 2003. 350 p.
- MCQUAIL, D. *McQuail's mass communication theory*. London, 2012.
- OLSON, C. Lester; FINNEGAN, A. Cara; HOPE, S. Diane. *Visual Rhetoric: A Reader in Communication and American Culture*. Sage Publications, 2008.
- ROSE, Gillian. *Visual Methodologies*. Sage Publications, 2016.
- SPARKS, G. G. *Media effects research: a basic overview*. Belmont [Calif.], 2006. 250 p.

Name of consulting lecturer	Academic rank	Major works published in the last 5 years
Elena Macevičiūtė	Prof. dr.	MACEVIČIŪTĖ, Elena; KEPALIENĖ, Fausta. Factors influencing Lithuanian researchers' use of open access repositories as a publishing channel // <i>Information research: Proceedings of ISIC: the information behaviour conference, Berlin, Germany, 26 - 29 September, 2022</i> . Sheffield : University of Sheffield. ISSN 1368-1613. 2022, vol. 27, spec. iss., art. no. 2210, p. [1–17]. DOI: 10.47989/irisic2210.
		WILSON, Thomas D.; MACEVIČIŪTĖ, Elena. Information misbehaviour: modelling the motivations for the creation, acceptance and dissemination of misinformation // <i>Journal of documentation</i> . Cambridge : Emerald Publishing Limited. ISSN 0022-0418. eISSN 1758-7379. 2022, first published online, p. [1–21]. DOI: 10.1108/JD-05-2022-0116.
		MANŽUCH, Zinaida; MACEVIČIŪTĖ, Elena. A

		<p>life goals perspective on the information behaviour of elderly adults // <i>Information research: vol. 25. no 4: Proceedings of ISIC, the Information Behaviour Conference, Pretoria, South Africa, 28 September - 01 October, 2020.</i> Sheffield : University of Sheffield. eISSN 1368-1613. 2020, vol. 25, no. 4, p. [1–18]. DOI: 10.47989/irisic2005.</p> <p>MANŽUCH, Zinaida; MACEVIČIŪTĒ, Elena. Digital comics reading program for reducing the digital exclusion of people with hearing impairments // <i>Sustainable digital communities: 15th international conference, iConference 2020, Boras, Sweden, March 23–26, 2020</i> : proceedings. Cham : Springer, 2020. ISBN 9783030436865. eISBN 9783030436872. p. 456–469. (Lecture Notes in Computer Science ; vol. 12051). DOI: 10.1007/978-3-030-43687-2_36.</p> <p>MANŽUCH, Zinaida; MACEVIČIŪTĒ, Elena. Getting ready to reduce the digital divide: scenarios of Lithuanian public libraries // <i>Journal of the Association for Information Science and Technology.</i> Hoboken : Wiley. ISSN 2330-1635. eISSN 2330-1643. 2019, first published online, p. [1–13]. DOI: 10.1002/asi.24324.</p> <p>MACEVIČIŪTĒ, Elena; MANŽUCH, Zinaida. Conceptualising the role of digital reading in social and digital inclusion // <i>Information research.</i> Sheffield : University of Sheffield. 2018, Vol. 23, no. 4, paper isic1805, p. [1–20]. ISSN 1368-1613.</p>
Renata Matkevičienė	Prof. dr.	<p>DĀVIDSONE, Agnese; MATKEVIČIENĒ, Renata; TELYČĒNAITĒ, Austē; SILKANE, Vineta; JURĀNE BRĒMANE, Anžela. Social simulation transfer to online: Pedagogical reflections on teaching presence // <i>Remote learning in times of pandemic: issues, implications and best practice</i> / edited by Linda Daniela and Anna Visvizi. London : Routledge, 2021, chapter no. 4. ISBN 9780367765705. eISBN 9781003167594. p. 74–89.</p> <p>DĀVIDSONE, Agnese; SEPPEL, Kūlliki; TELYČĒNAITĒ, Austē; MATKEVIČIENĒ, Renata; UIBU, Marko; SILKĀNE, Vineta; JURĀNE-BRĒMANE, Anžela; ALLAJE, Ūne. Exploring students' perceptions on acquisition of transversal skills during an online social simulation // <i>Human, technologies and quality of education, 2021 = Cilvēks, tehnoloģijas un izglītības kvalitāte, 2021</i> / Editor Linda Daniela. Rīga : University of Latvia, 2021. ISBN 9789934187353. p. 727–738. DOI: 10.22364/htqe.2021.57.</p>

MATKEVIČIENĖ, Renata; JAKUČIONIENĖ, Lina. Communication professionals as social change agents in times of uncertainty // *Accelerating the progress towards the 2030 SDGs in times of crisis: 27th annual conference, of the International Sustainable Development Research Society, Östersund, Sweden, July 13-15 2021* : proceedings of abstracts and papers. Östersund : Mid Sweden University, 2021. ISBN 9789189341173. p. 1514–1529.

MATKEVIČIENĖ, Renata; JAKUČIONIENĖ, Lina. Change in communication management roles due to globalization: A case of communication management competencies mapped by international professional public relations associations (2015-2020) // *Ekonomicko-manazerske spektrum* : University of Zilina. ISSN 1337-0839. eISSN 2585-7258. 2021, vol. 15, iss. 2, p. 65–86. DOI: 10.26552/ems.2021.2.65-86.

MATKEVIČIENĖ, Renata. How media constructs topics on public interest: case of internet media reaction to the political corruption scandal in Lithuania in 2016 // *Public interest communication: selected articles* / editor-in-chief Renata Matkevičienė, Andris Petersons. Riga : Turība University, Ltd., 2019. p. 64–77. ISBN 9789934543227.

MATKEVIČIENĖ, Renata. Politikų ir žiniasklaidos sąveikos: cinizmas kaip politinės komunikacijos stilius = Interactions of politicians and media: cynicism as political communication style // *Parlamento studijos*. Vilnius: Lietuvos nacionalinė Martyno Mažvydo biblioteka. 2019, Nr. 26, p. 26–44. ISSN 1648-9896. eISSN 1822-749X. Prieiga per internetą: <<http://www.parlamentostudijos.lt/Nr26/files/26-44.pdf>>.

STONKIENĖ, Marija; MATKEVIČIENĖ, Renata. Public interest in the Lithuanian media: protection of human rights initiated by individual as a case of the public interest in the Lithuanian online media // *Public interest communication: selected articles* / editor-in-chief Renata Matkevičienė, Andris Petersons. Riga : Turība University, Ltd., 2019. p. 95–129. ISBN 9789934543227

TAMUTIENĖ, Lina; MATKEVIČIENĖ, Renata. Quality in the higher education sector: comparison of communication of criteria for quality assurance in webpages of state universities in Lithuania and Latvia. *Acta Prosperitatis*. Riga, Turība University, 2019, No.

		10, p. 109–130. ISSN 1691-6077.
		MATKEVIČIENĖ, Renata; STONKIENĖ, Marija. Viešasis interesas žiniasklaidoje: asmens iškelta vartotojų teisių apsaugos problema kaip viešojo intereso atvejis Lietuvos interneto žiniasklaidoje // <i>Informacijos mokslai</i> . Vilnius : Vilniaus universiteto leidykla. 2018, t. 82, p. 36–49. ISSN 1392-0561. eISSN 1392-1487.
Renata Šukaitytė-Coenen	Assoc. Prof. Dr.	NÄRIPEA, Eva; ŠUKAITYTĖ-COENEN, Renata; BALČUS, Zane. Economic and social precarity in Baltic cinema // <i>Precarity in European film: depictions and discourses</i> / Edited by: Elisa Cuter, Guido Kirsten and Hanna Prenzel : De Gruyter, 2022. ISBN 9783110707724. eISBN 9783110707816. p. 289–302. DOI: 10.1515/9783110707816-016.
		ŠUKAITYTĖ-COENEN, Renata. Contemporary Lithuanian documentary cinema: a critical overview of main film directions // <i>Apertūra. Film–Vizualitās–Elmélet</i> : Pompeji Alapítvány. ISSN 1787-7245. 2021, Fall, p. [1–23]. DOI: 10.31176/apertura.2021.17.1.9.
		ŠUKAITYTĖ-COENEN, Renata. Istorija Lietuvos režisierių moterų dokumentiniuose filmuose: faktai, emocijos, asmeninė perspektyva // <i>Fokuse: moterys Lietuvos kine</i> / sudarė: Natalija Arlauskaitė, Lina Kaminskaitė. Vilnius : Lapas, 2021. ISBN 9786098198379. p. 188–213.
		MIKONIS-RAILIENĖ, Ana; ŠUKAITYTĖ, Renata; MARTIŠIUS, Mantas; STONYTĖ, Renata; Mikonis-Railienė, Ana (sudaryt.); Šukaitytė, Renata (sudaryt.). <i>Politinis lūžis ekrane: (po) komunistinė transformacija Lietuvos dokumentiniame kine, videokronikoje ir televizijoje</i> . Vilnius : Vilniaus universiteto leidykla, 2020. 374 p. ISBN 9786090703625. eISBN 9786090703632.
		MAZIERSKA, Ewa; ŠUKAITYTĖ, Renata. Representation of poverty in Polish, Lithuanian and Latvian documentary films of the postcommunist period // <i>Studies in Eastern European cinema</i> . London : Taylor&Francis. ISSN 2040-350X. eISSN 2040-3518. 2020, vol. 11, iss. 1, p. 67–81. DOI: 10.1080/2040350X.2018.1465672.
		ŠUKAITYTĖ, Renata; Mazierska, Ewa. Representation of Poverty in Polish, Lithuanian and Latvian Documentary Films of the Postcommunist Period // <i>Studies of Eastern European Cinema</i> , Routledge (Francis & Taylor leidėjų grupė), 2018, Vol. 9, no 1.
		ŠUKAITYTĖ, Renata. Šaltasis karas, Sovietų Sąjungos griūtis ir Baltijos šalių nepriklausomybė

		<p>Jaak Kilmi „Disko ir atominis karas“ ir Jono Meko „Lietuva ir SSRS žlugimas“ filmuose // <i>Socialinės tikrovės mediacija: kultūra, politika ir visuomenė</i> / sudarytojai Renata Šukaitytė, Kęstas Kirtiklis. Vilnius : Vilniaus universiteto leidykla, 2018. p. 105–129. ISBN 9786094599316.</p>
Rita Repšienė	Assoc. Prof. Dr.	<p>REPŠIENĖ, Rita. Nepaprastumo kodas, medijos ir „paprasčia“ kasdienybė skaitmeniniame amžiuje = The Code of the Extraordinary, the Media and the “Simple” Everyday Life in the Digital Age // <i>Sovijus</i> : tarpdalykiniai kultūros tyrimai. Vilnius : Lietuvos kultūros tyrimų institutas. ISSN 2351-471X. eISSN 2351-4728. 2021, t. 9, Nr. 2, p. 96–108.</p> <p>REPŠIENĖ, Rita. Šiuolaikinės medijos, „naujoji“ mitologija ir kultūros (de)komunikacija, <i>Medijų mitai ir mitai kaip medijos</i>. Vilnius: LKTI, 2018, p. 14–31. Lietuvos kultūros tyrimai, 10. ISSN 2029-8560.</p>
Kęstas Kirtiklis	Assoc. Prof. Dr.	<p>KELPŠIENĖ, Ingrida; ARMAKAUSKAITĖ, Donata; DENISENKO, Viktor; KIRTIKLIS, Kęstas; LAUŽIKAS, Rimvydas; STONYTĖ, Renata; MURINIENĖ, Lina; DALLAS, Konstantinos. Difficult heritage on social network sites: An integrative review // <i>New media & society</i>. London : SAGE Publications. ISSN 1461-4448. eISSN 1461-7315. 2022, first on line, p. [1–28]. DOI: 10.1177/14614448221122186.</p> <p>GEDUTIS, Aldis; KIRTIKLIS, Kęstutis; KRANIAUSKAS, Liutauras. Book publishing patterns in social sciences and humanities in Lithuania: analysing trends in DB “Lituanistika” = Monografijų leidybos tendencijos Lietuvos socialiniuose ir humanitariniuose moksluose: duomenų bazės „Lituanistika“ analizė // <i>Sociologija. Mintis ir veiksmai</i>. Vilnius : Vilniaus universiteto leidykla. ISSN 1392-3358. eISSN 2335-8890. 2021, t. 1, Nr. 48, p. 7–25. DOI: 10.15388/SocMintVei.2021.1.29.</p> <p>KIRTIKLIS, Kęstutis. Humanist limits of Craig's communication theory // <i>Practicing communication theory: exploring, applying, and teaching the constitutive metamodel</i> / Eds.: Marc Howard Rich, Jessica S. Robles. San Diego, CA : Cognella, Inc, 2020. ISBN 9781793506795. p. 175–189.</p> <p>KIRTIKLIS, Kęstas; GEDUTIS, Aldis. Ancient narrative and modern promise: the political arguments for the value of the humanities in Lithuania // <i>Journal of Baltic studies</i>. Portland. 2020, vol. 51, iss. 2, p. 275–287. ISSN 0162-9778. eISSN 1751-7877. DOI:</p>

	<p>10.1080/01629778.2020.1747509.</p> <p>KIRTIKLIS, Kęstutis. "A convenient way to describe communication...": Towards the transmission model as a metamodel // <i>Models of communication: theoretical and philosophical approaches</i> / edited by Mats Bergman, Kęstas Kirtiklis, Johan Siebers. New York : Routledge : Taylor & Francis, 2020. p. 78–94. ISBN 9781138294554. eISBN 9781315231402. (Routledge studies in European communication research and education).</p> <p>BERGMAN, Mats (red.); KIRTIKLIS, Kęstutis (red.); SIEBERS, Johan (red.). <i>Models of communication: theoretical and philosophical approaches</i> / edited by Mats Bergman, Kęstas Kirtiklis, Johan Siebers. New York : Routledge:Taylor & Francis Group, 2020. 240 p. (Routledge studies in European communication research and education). ISBN 9781138294554. eISBN 9781315231402.</p> <p>KIRTIKLIS, Kęstutis. Jam session klasikine tema // <i>Savasties praktikos</i> / Zygmunt Baum, Rein Raud; vertė Kęstas Kirtiklis. Vilnius: Apostrofa, 2019. p. 246–253. ISBN 9786098205121.</p> <p>KIRTIKLIS, Kęstutis. Mediocentrinis požiūris į socialinę tikrovę: estetizavimas ar mediatizacija? = A mediacentric perspective on social reality: aestheticization or mediatization? // <i>Socialinės tikrovės mediacija: kultūra, politika ir visuomenė</i> / sudarytojai Renata Šukaitytė, Kęstas Kirtiklis. Vilnius : Vilniaus universiteto leidykla, 2018. p. 15–34. ISBN 9786094599316. eISBN 9786094599309.</p>
--	---

Approved by the Doctoral Committee of the field of Communication and Information of the Social Sciences area on 19 December 2022, minutes of the meeting No. (7.17 E) 15600-KT-518

Chair of the Committee Prof. Dr. Aušra Navickienė