# SYLLABUS OF A SUBJECT OF DOCTORAL STUDIES

| Title of the subject | Science Category (Code) | Faculty |
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| **Culture Communication** | Communication and Information S 008 | Communication |

| Study method | Number of credits ECTS | Study method | Number of credits ECTS |
|---|---|---|---|
| Lectures | | Consultations | 2 ECTS |
| Individual work | 5 ECTS | Seminars | |

## Course abstract

The aim of the subject is to provide knowledge for and to develop skills of the critical, analytical and creative assessment/interpretation of the polylogue of cultures on the grounds of the relevant theories of culture communication, to conduct research of the processes taking place in cultures and subcultures, to investigate alterations observed in the process of communication, to develop skills of competent analysis of the interaction of (sub)cultures, to identify, analyze, assess and evaluate the issues of intercultural communication at the theoretical and practical levels.

Content of the subject

The concept of culture. The development of the concept. The key terms and structure of the subject. The concepts and theories of intercultural, multicultural and culture communication. The internal communication within a culture. Subcultures. The impact of culture of communication. The context of culture and communication and the theoretical model of this relationship. The psychoanalytical theory of culture. Semiotic research of cultures. Communication research of cultures and subcultures: ethnographic and community research, verbal stories as a peculiar strategy of the application of the research methods.

The methodological background of the cultural contexts of communication. Complex outlook to the communication of cultures.

Contexts of culture communication. The latest studies of cultures. National priorities, narratives and the construction of an identity. The interrelation of the country, the state, the nation and culture. Research of ethnicity and theories of multiculturalism. Culture communication and digital culture. Intercultural communication in the popular culture. Culture and the latest medias. The culture of memory, its specific aspects and prospects.

The contemporary communication of cultures. Interaction(s) of cultures. The scope of cultures from the point of view of communication. Multiculturalism, the internal communication of cultures and manifestations of ideology. Ethnic minorities. The variety of cultures and research of development. Cultural relativism. The processes of acculturation. Stereotypes and the controversy of impact. Intercultural cooperation.

Theories of intercultural communication. Obstacles for intercultural communication. Applied aspects of intercultural communications: impact of cultural differences on management; intercultural negotiation; intercultural advertising; peculiarities and specific aspects of work of intercultural teams; corporate culture, and other relevant aspects of intercultural communication. Competencies of intercultural communication.

Study methods

1. Individual consultations with the lecturers supervising the subject.
2. Individual research of academic literature and the preparation of an academic paper. The doctoral student selects the topic of the academic paper and discusses it with a consultant of the subject. In addition to the list of literature outlined in the syllabus, the doctoral student independently researches additional sources of literature.

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. A discussion and debates based on the topic(s) related with the academic paper presented by the student.

| Course literature |
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| BARRY, Peter. *Beginning Theory: An Introduction to Literary and Cultural Theory: Fourth Edition.* Manchester University Press, 2017. 384 p. |
| *Cultural times. The first global map of cultural and creative industries.* UNESCO: EY, 2015. 120 p. https://en.unesco.org/creativity/files/culturaltimesthefirstglobalmapofculturalandcreativeindustriespdf |
| EAGLETON, Terry. *Culture.* Yale University Press, 2016. 192 p. |
| GUDYKUNST, W. B. (ed.) *Cross-cultural and Intercultural Communication.* Sage, 2003. |
| HOFSTEDE, Geert. *Comparing Values, Behaviors, Institutions and Organizations across Nations.* London: Sage Publications, Inc., 2001. |
| KEITH, K. D. (ed.). *Cross-cultural Psychology: Contemporary Themes and Perspectives.* 2nd ed. John Wiley & Sons, 2019. 752 p. |
| *The International Encyclopedia of Intercultural Communication,* John Wiley & Sons, Inc., 2017. https://doi.org/10.1002/9781118783665.ieicc0025 |
| *The Journal of Intercultural Communication* by the Immigrant Institute, Sweden - ISSN 1404-1634. |
| CUNNINGHAM, S.; CRAIG, D. Social media entertainment. The new Intersection of Hollywood and Silicon Valley. New York, 2019. 353 p. |

| Name of consulting lecturer | Academic rank | Major works published in the last 5 years |
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| Elena Macevičiūtė | Prof. Dr. | MACEVIČIŪTĖ, Elena; KEPALIENĖ, Fausta. Factors influencing Lithuanian researchers' use of open access repositories as a publishing channel // *Information research: Proceedings of ISIC: the information behaviour conference, Berlin, Germany, 26 - 29 September, 2022.* 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 // *Journal of documentation.* 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 life goals perspective on the information behaviour of elderly adults // *Information research: vol. 25. no 4: Proceedings of ISIC, the Information Behaviour Conference, Pretoria, South Africa, 28 September - 01 October, 2020.* Sheffield : |

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| | | University of Sheffield. eISSN 1368-1613. 2020, vol. 25, no. 4, p. [1–18]. DOI: 10.47989/irisic2005. |
| | | OLSON, N. & MACEVICIUTE, E. (2020). Information worlds of people with deafblindness. In *Proceedings of ISIC, the Information Behaviour Conference, Pretoria, South Africa, 28-30 September, 2020. Information Research, 25*(4), paper isic2012. Retrieved from http://InformationR.net/ir/25-4/isic2020/isic2012.html (Archived by the Internet Archive at https://bit.ly/3qNWkD7) https://doi.org/10.47989/irisic2012 |
| | | MACEVIČIŪTĖ, Elena; MANŽUCH, Zinaida. Conceptualising the role of digital reading in social and digital inclusion // *Information research*. Sheffield : University of Sheffield. 2018, Vol. 23, no. 4, paper isic1805, p. [1–20]. ISSN 1368-1613. |
| Renata Matkevičienė | Prof. Dr. | DĀVIDSONE, Agnese; MATKEVIČIENĖ, Renata; TELYČĖNAITĖ, Austė; SILKANE, Vineta; JURĀNE BRĒMANE, Anžela. Social simulation transfer to online: Pedagogical reflections on teaching presence // *Remote learning in times of pandemic: issues, implications and best practice* / edited by Linda Daniela and Anna Visvizi. London : Routledge, 2021, chapter no. 4. ISBN 9780367765705. eISBN 9781003167594. p. 74–89. |
| | | DĀVIDSONE, Agnese; SEPPEL, Külliki; TELYČĖNAITĖ, Austė; MATKEVIČIENĖ, Renata; UIBU, Marko; SILKĀNE, Vineta; JURĀNE-BRĒMANE, Anžela; ALLAJE, Õnne. Exploring students' perceptions on acquisition of transversal skills during an online social simulation // *Human, technologies and quality of education, 2021 = Cilvēks, tehnoloģijas un izglītības kvalitāte, 2021* / Editor Linda Daniela. Rīga : University of Latvia, 2021. ISBN 9789934187353. p. 727–738. DOI: 10.22364/htqe.2021.57. |
| | | 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, |

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| | | 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 : Turiba University, Ltd., 2019. p. 64–77. ISBN 9789934543227. |
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| | | 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 : Turiba 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 // *Informacijos mokslai*. Vilnius : Vilniaus universiteto leidykla. 2018, t. 82, p. 36–49. ISSN 1392-0561. eISSN 1392-1487. |
| Rita Repšienė | Assoc. Prof. Dr. | REPŠIENĖ, Rita. Nepaprastumo kodas, medijos ir „paprasta" kasdienybė skaitmeniniame amžiuje = The Code of the Extraordinary, the Media and |

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| | | the "Simple" Everyday Life in the Digital Age // *Sovijus* : tarpdalykiniai kultūros tyrimai. Vilnius : Lietuvos kultūros tyrimų institutas. ISSN 2351-471X. eISSN 2351-4728. 2021, t. 9, Nr. 2, p. 96–108. |
| | | REPŠIENĖ, Rita. Šiuolaikinės medijos, „naujoji" mitologija ir kultūros (de)komunikacija, *Medijų mitai ir mitai kaip medijos.* Vilnius: LKTI, 2018, p. 14–31. Lietuvos kultūros tyrimai, 10. ISSN 2029-8560. |
| Axel Ernst Walter | Prof. Dr. | WALTER, Axel Ernst (sudarytojas, redaktorius). *Ostholsteinische Schriftstellerinnen des 19. Jahrhunderts. Eine Anthologie* / Herausgegeben, kommentiert und mit einem Nachwort versehen von Axel E. Walter. Eutin : Verlag Eutiner Landesbibliothek, 2021. 505 p. ISBN 9783939643258. |
| | | WALTER, Axel Ernst. Schulbibliotheken im Kontext der frühneuzeitlichen Bibliothekslandschaften // *Historische Schulbibliotheken. Eine Annäherung* / Herausgeber: Klosterberg, Brigitte. Halle : Verlag der Franckeschen Stiftungen Halle, 2021. ISBN 9783447114790. eISBN 9783447390637. p. 1–26. (Hallesche Forschungen, ISSN 0949-0086 ; Band 56). |
| | | WALTER, Axel Ernst. 500 Jahre deutsh-baltische Buch- und Bibliotheksbeziehungen – Ein erstes Jahrhundert (1525–1638) im Zeichen der Reformatio(en) // *Achthundert Jahre Deutsch-Baltischer Beziehungen: Kulturelle Wechselwirkung im baltischen Sprachraum* / Harald Bichlmeier, Jolanta Gelumbeckaitė (Hrsg.). Hamburg : Baar-Verlag, 2020. ISBN 9783935536172. p. 247–272. (Schriftenreihe der Gesellschaft für Baltische Studie, ISSN 2510-2664 ; Band 3). |
| | | WALTER, Axel Ernst. "...to compile the answers into a history." Spitzbergische oder Groenlandische Reise Beschreibung (1671) by Friderich Martens from Hamburg and the Royal Society of London for improving natural knowledge // *German representations of the far north (17th-19th centuries): writing the Arctic* / Edited by Jan Borm and Joanna Kodzik. Newcastle upon Tyne : Cambridge Scholars Publishing, 2020. ISBN 9781527560222. p. 46–64. |
| | | WALTER, Axel Ernst. Zacharias Konrad von Uffenbach und das Bibliothekswesen seiner Zeit // *Zacharias Conrad von Uffenbach: a book collector and polymath in academic culture* |

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| | | WALTER, Axel. Pellicers *Lob des Floridan*. In: *Sigmund von Birken (1626–1681). Ein Dichter in Deutschlands Mitte*. Ed. Klaus Garber, Hartmut Laufhütte and Johann Anselm Steiger.– Berlin et al.: de Gruyter, 2019 (= Frühe Neuzeit, 215), p. 273–296. ISSN 0934-5531. |
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| 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 |
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| Chair of the Committee Prof. Dr. Aušra Navickienė |