

## COURSE SYLLABUS FOR DOCTORAL STUDIES

Name of the course	Field of study and its code	Faculty
Culture of reading	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

**Course aim** is to deepen the knowledge on the theoretical access and problems of reading culture research, develop the skills to perform lectological, reading on screens and reading development research by applying the methodology of communication and information and interdisciplinary sciences.

**Course content:** reading culture, book culture and the concept of book culture. Lectology, reading, readability and reading history. Psychological, physiological, social, communication aspects of reading research. Methodological paradigms of reading culture research. Cultural anthropology, microhistory, history of emotions research in the context of reading knowledge. Reading and communication. Reading history sources. Paratexts, book (ownership) marks and marginalia. Book graffiti. Mass reading sources (catalogue, inventories, subscribers lists), features of their analysis and interpretations. Reading and writing strategies in Antiquity, Middle Ages and Modern Period. Rhetorical discourse and silent reading. Aggressive reading. The development of literacy and impact on the art of memory and reading practices. Reading in the context of speaking and writing: the tenacity and development of cultural models. Public and private reading space. Newspaper and magazine as means of mass communication. Club-reading-room and a public library in the Age of Enlightenment. Information space and reading. Reading and information communities. Development of book repertoire. The concept, content and interpretations of the reading revolution. National and religious reading context. Censorship and reading. Political regimes of the 20th c. and reading. Reading and propaganda. The impact of cinema, radio, television and the Internet on the form and content of reading. Reading and communication in the global village. Reading and digital culture. Wreading. Reading on screens. Digital reading devices, software and their impact on reading. Reading comprehension and reading tactics in different reading devices and paper. The use of eye tracking in reading research.

**Study methods:** individual consultations, source and literature studies.

**Evaluation and examination methods:** an oral and written examination, intermediate examination – a scientific paper on an agreed topic which reflects the problems discussed in the doctoral thesis.

### Course literature

ALIŠAUSKAS, Vytautas. *Sakymas ir rašymas. Kultūros modelių tvermė ir kaita Lietuvos Didžiojoje Kunigaikštystėje*. Vilnius: Aidai, 2009. 260 p. ISBN 9789955656715.

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CHARTIER, Roger. *Forms and meanings: texts, performances, and audiences from codex to computer*. Philadelphia: University of Pennsylvania Press. 1995. 128 p. ISBN 9780812215465.

FISCHER, Steven Roger. *A history of reading*. London: Reaktion books. 2004. 384 p. ISBN 9781861892096.

*Good book, good library, good reading. Studies in the history of the book, libraries and reading from the network HIBOLIRE and its friends* / Aušra Navickienė, Ilkka Mäkinen, Magnus Torstensson,

Martin Dyrbye and Tiiu Reimo (eds.). Tampere: Tampere University Press and Authors, 2013. 320 p. ISBN 9789514491429.
MANGUEL, Alberto. <i>The history of reading</i> . New York: Viking Press, 1997. 384 p. ISBN 9780143126713.
NAUDE, Gabrielis. <i>Patarimai kuriančiam biblioteką / Arvydas Pacevičius (sud.); iš prancūzų kalbos vertė Vidas Račius</i> . Vilnius, 2007. 227 p. ISBN 9789955331261.
PACEVIČIUS, Arvydas. Bibliotekos. Mokyklos. Skaitymas. In <i>Lietuvos Didžiosios Kunigaikštijos kultūra: tyrinėjimai ir vaizdai / Vytautas Ališauskas, Liudas Jovaiša, Mindaugas Paknys, Rimvydas Petrauskas, Eligijus Raila (sud.)</i> . Vilnius: Aidai, 2001. p. 94–108; 378–396; 655–673. ISBN 9955445262.
PACEVIČIUS, Arvydas. <i>Vienuolynų bibliotekos Lietuvoje 1795–1864 metais. Dingęs knygos pasaulis</i> . Vilnius: Versus Aureus, 2005. 311 p. ISBN 9955601795.
<i>Vilniaus viešosios bibliotekos dienoraštis 1910–1911 = Дневникъ Виленской публичной бібліотеки 1910–1911</i> . Sudarytojas ir parengėjas Arvydas Pacevičius. Vilnius: Vilniaus universiteto leidykla, 2014. 178 p. ISBN 978-609-459-462-5.
WOLF, Maryanne, & STOODLEY, J. Catherine. <i>Proust and the squid: The story and science of the reading brain</i> . New York, NY: Harper Collins, 2007. ISBN 1848310307.
CARR, G. Nicholas. <i>The shallows: What the Internet is doing to our brains</i> . New York: W.W. Norton, 2010. ISBN 9780393339758.
GRIGAS, Vincas; ŠUMINAS, Andrius; GUDINAVIČIUS, Arūnas, GRIGALIŪNAS, Modestas. <i>Šiuolaikinės medijos ir informacija: požeminiai garažai Google karalystėje</i> . Vilnius : Akademine leidyba, 2016. 248 p. ISBN 978-9955-33-700-3.
GUDINAVIČIUS, Arūnas. Towards understanding the differences between reading on paper and screen: measuring attention changes in brain activity. <i>Libellarium: journal for the research of writing, books, and cultural heritage institutions</i> . 2016, Vol. 9, No. 1.
CORDON-GARCIA, José-Antonio; ALONSO-AREVALO, Julio; GOMEZ-DIAZ, Raquel; LINDER, Daniel. <i>Social Reading: Platforms, Applications, Clouds and Tags</i> . Elsevier: Chandos Publishing, 2013. 200 p. ISBN 978-1-84334-726-2.

Name of consulting lecturer	Academic rank	Major works published in the last 5 years
Arvydas Pacevičius	Prof. Dr.	PACEVIČIUS, Arvydas. Kolekcje prywatne w zbiorach historycznych Biblioteki Uniwersytetu Wileńskiego // <i>Kolekcje prywatne w zbiorach książki dawnej : studia = Private libraries in collections of early printed books : studies</i> . T. 1 / pod redakcją Doroty Sidorowicz-Mulak i Agnieszki Franczyk-Cegły. Wrocław : Wydawnictwo Ossolineum, 2020. ISBN 9788366267442. p. 15–34.
		PACEVIČIUS, Arvydas. Komunikacija ir informacija žanrų aspektu. <i>Duomenų bazė „Lituanistika“: objektas ir žanrai</i> : studija. Sud. Algis Krupavičius, Rūta Petrauskaitė. Vilnius : Lietuvos mokslo taryba, 2019, p. 140–145. eISBN 9786094674419.
		PACEVIČIUS, Arvydas. Komunikacijos ir informacijos mokslai: objekto aspektas. <i>Duomenų bazė „Lituanistika“: objektas ir žanrai</i> : studija. Sud. Algis Krupavičius, Rūta Petrauskaitė. Vilnius : Lietuvos mokslo taryba, 2019, p. 49–55. eISBN 9786094674419. DOI: 10.7220/9786094674419.
		PACEVIČIUS, Arvydas. Księgozbiór jezuitów grodzieńskich z „kolekcji wileńskiej“ w Bibliotece Narodowej Finlandii. <i>Краянау́чыя запіскі</i> .

		<p>Grodna : ЮрСаПринт, 2019, p. 91–127. ISBN 9789857134885.</p> <p>PACEVIČIUS, Arvydas. Ignoto Oginskio (1755–1786) biblioteka: genealoginio ir religinio tapatumo atspindys. <i>Knygotyra</i>, 2019, t. 72, p. 90–140.</p> <p>PACEVIČIUS, Arvydas. Germans and the “New Enlightenment“, 1792–1832: The Case of Vilnius University Library. <i>Baltisch-deutsche Kulturbeziehungen vom 16. bis 19. Jahrhundert</i>. Band II: Zwischen Aufklärung und nationalem Erwachen. Heidelberg : Universitätsverlag Winter GmbH Heidelberg, 2019, p. 69–88. (Akademiekonferenzen ; Bd. 29). ISBN 9783825368814.</p>
Arūnas Gudiniavičius	Assoc. Prof. Dr.	<p>GUDINAVIČIUS, Arūnas; GRIGAS, Vincas. Two decades of e-book publishing in a small language market: publishers lag behind pirates // <i>Publishing research quarterly</i>. New York : Springer. ISSN 1053-8801. eISSN 1936-4792. 2022, vol. 38, iss. 3, p. 490-502. DOI: 10.1007/s12109-022-09894-1.</p> <p>GRIGAS, Vincas; GUDINAVIČIUS, Arūnas. Stakeholders’ perceptions of book piracy’s benefits to society in Lithuania // <i>Global knowledge, memory and communication</i> : Emerald Publishing Limited. ISSN 2514-9342. 2022, vol. 71, no. 6-7, p. 605–618. DOI: 10.1108/GKMC-08-2020-0118.</p> <p>GUDINAVIČIUS, Arūnas; GRIGAS, Vincas. Causes and consequences of unauthorized use of books: readers, authors, and publishers' perspective // <i>Online information review</i>. Bingley : Emerald Group Publishing Ltd. ISSN 1468-4527. eISSN 1468-4535. 2022, vol. 46, iss. 5, p. 886–903. DOI: 10.1108/OIR-03-2021-0133.</p> <p>GRIGAS, Vincas; GUDINAVIČIUS, Arūnas; ČERNEVIČIŪTĖ, Emilija. Nelegaliai platinamų knygų naudojimas Lietuvoje = Use of illegally distributed books in Lithuania // <i>Informacijos mokslai</i>. Vilnius : Vilniaus universiteto leidykla. ISSN 1392-0561. eISSN 1392-1487. 2021, t. 91, p. 83–99. DOI: 10.15388/Im.2021.91.53.</p> <p>GUDINAVIČIUS, Arūnas. Knygynai Lietuvoje 2013–2018 metais: mažiau fizinių knygynų, mažiau knygų pasirinkimo = Bookstores in Lithuania in 2013–2018: less physical bookstores, less choice of books // <i>Knygotyra</i>. Vilnius : Vilniaus universiteto leidykla. ISSN 0204-2061. eISSN 2345-0053. 2020, t. 75, p. 162–198. DOI: 10.15388/Knygotyra.2020.75.65.</p> <p>GUDINAVIČIUS, Arūnas; MARKELEVIČIŪTĖ, Greta. Using augmented reality in book publishing from a small language market perspective // <i>Publishing research quarterly</i>. New York : Springer. ISSN 1053-8801.</p>

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Vol. 74 Issue 2, p. 430–446.

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