

SYLLABUS OF A SUBJECT OF DOCTORAL STUDIES

Title of the subject	Science Category (Code)	Faculty	
Culture 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	5 ECTS	Seminars	
Subject annotation			
<p>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.</p>			
Content of the subject			
<p>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.</p>			
<p>The methodological background of the cultural contexts of communication. Complex outlook to the communication of cultures.</p>			
<p>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.</p>			
<p>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.</p>			
<p>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.</p>			

Study methods			
<p>1. Individual consultations with the lecturers supervising the subject.</p> <p>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.</p>			
Methods of assessment			
<p>1. Academic paper (from 30 000 to 40 000 symbols including spaces) focusing on the questions posed by the lecturers supervising the subject.</p> <p>2. A discussion and debates based on the topic(s) related with the academic paper presented by the student.</p>			
Main literature			
BARRY, Peter. <i>Beginning Theory: An Introduction to Literary and Cultural Theory: Fourth Edition</i> . Manchester University Press, 2017. 384 p.			
<i>Cultural times. The first global map of cultural and creative industries</i> . UNESCO: EY, 2015. 120 p. https://en.unesco.org/creativity/files/culturalimesthefirstglobalmapofculturalandcreativeindustriespdf			
EAGLETON, Terry. <i>Culture</i> . Yale University Press, 2016. 192 p.			
GUDYKUNST, W. B. (ed.) <i>Cross-cultural and Intercultural Communication</i> . Sage, 2003.			
HOFSTEDE, Geert. <i>Comparing Values, Behaviors, Institutions and Organizations across Nations</i> . London: Sage Publications, Inc., 2001.			
KEITH, K. D. (ed.). <i>Cross-cultural Psychology: Contemporary Themes and Perspectives</i> . 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			
<i>The Journal of Intercultural Communication</i> by the Immigrant Institute , Sweden - ISSN 1404-1634.			
CUNNINGHAM, S.; CRAIG, D. <i>Social media entertainment. The new Intersection of Hollywood and Silicon Valley</i> . New York, 2019. 353 p.			
Consulting Professors	Research title	Pedagogical title	Key publications in the field (branch) of science during the last 5 years
Elena Macevičiūtė	Dr.	Prof.	<p>MANŽUCH, Zinaida; MACEVIČIŪTĒ, Elena. A 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>OLSON, N. & MACEVICIUTE, E. (2020). Information worlds of people with deafblindness. In <i>Proceedings of ISIC, the Information Behaviour Conference, Pretoria, South Africa, 28-30 September, 2020. Information Research, 25(4)</i>, paper isic2012. Retrieved from http://InformationR.net/ir/25-4/isic2020/isic2012.html</p>

			<p>(Archived by the Internet Archive at https://bit.ly/3qNWkd7) https://doi.org/10.47989/irisic2012</p> <p>MACEVIČIŪTĖ, 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> <p>BERGSTRÖM, A.; HÖGLUND, L.; MACEVIČIŪTĖ, E.; NILSSON, K.; WALLIN, B.; WILSON, T. D. <i>Books on screens: Players in the Swedish book market</i>. Göteborg: Nordicom, 2017. 237 p.</p> <p>GUDINAVIČIUS, Arūnas; MACEVIČIŪTĖ, Elena; WILSON, T. D; ŠUMINAS, Andrius. E-books in academic libraries: results of a survey carried out in Sweden and Lithuania. <i>Information Research</i>. Sheffield: University of Sheffield. 2017, 22(3), paper 762. ISSN 1368-1613. Retrieved from http://InformationR.net/ir/22-3/paper762.html (Archived by WebCite® at http://www.webcitation.org/6tRSbGQQR).</p>
Renata Matkevičienė	Dr.	Assoc. Prof.	<p>DĀVIDSONE, Agnese; MATKEVIČIENĖ, 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, Külliki; TELYČĒNAITĒ, Austē; MATKEVIČIENĖ, Renata; UIBU, Marko; SILKĀNE, Vineta; JURĀNE-BRĒMANE, Anžela; ALLAJE, Ōne. 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> <p>MATKEVIČIENĖ, Renata. How media constructs topics on public interest: case of internet media reaction to the political corruption scandal in Lithuania in 2016 // <i>Public interest communication: selected articles</i> / editor-in- chief Renata Matkevičienė, Andris Petersons. Riga : Turiba University, Ltd., 2019. p. 64–77. ISBN 9789934543227.</p> <p>MATKEVIČIENĖ, Renata. Politikų ir žiniasklaidos sąveikos: cinizmas kaip politinės komunikacijos stilius = Interactions of politicians and media: cynicism as political communication style // <i>Parlamento studijos</i>. Vilnius: Lietuvos nacionalinė Martyno Mažvydo biblioteka. 2019, Nr. 26, p. 26–44. ISSN 1648-9896.</p>

			<p>eISSN 1822-749X. Prieiga per internetą: <http://www.parlamentostudijos.lt/Nr26/files/26-44.pdf>.</p> <p>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 // <i>Public interest communication: selected articles</i> / editor-in- chief Renata Matkevičienė, Andris Petersons. Riga : Turība University, Ltd., 2019. p. 95–129. ISBN 9789934543227</p> <p>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. <i>Acta Prosperitatis</i>. Riga, Turība University, 2019, No. 10, p. 109–130. ISSN 1691-6077.</p> <p>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.</p> <p>MATKEVIČIENĖ, Renata. Trust In Governmental Institutions Is The Main Requirement For Effective New Public Governance. <i>New Media and New Public Governance: The Strategic Communication Approach</i>. Vilnius University, Turība University. – Trnava : University of Ss. Cyril and Methodius, 2017. p. 15–38. ISBN 978-80-8105-844-8.</p>
Rita Repšienė	Dr.	Assoc. Prof.	<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> <p>REPŠIENĖ, Rita. Naujosios medijos, „prarastos“ temos ir šiuolaikinės kultūros studijos, <i>Kultūra tinklaveikos visuomenėje: tapatybės industrija</i>, Vilnius: LKTI, 2017, p. 67–82. ISBN 978-9955-868-99-6.</p> <p>REPŠIENĖ, Lietuvos valstybės atkūrimo šimtmečio minėjimas: realybė, vizijos ir vertės dilema, <i>Valstybė ir kultūra: pasitinkant Lietuvos valstybės atkūrimo 100-metį</i>, Vilnius: Lietuvos kultūros tyrimų institutas, 2017, p. 49–69. Lietuvos kultūros tyrimai, 9. ISSN 2029-8560.</p> <p><i>Kultūra tinklaveikos visuomenėje: tapatybės industrija</i>, Sudarytojos Rita REPŠIENĖ, Odeta ŽUKAUSKIENĖ, Vilnius: LKTI, 2017. 200 p. ISBN 978-9955-868-99-6.</p>
Axel Ernst Walter	Dr.	Prof.	<p>WALTER, Axel Ernst. Schulbibliotheken im Kontext der frühneuzeitlichen Bibliothekslandschaften // <i>Historische Schulbibliotheken. Eine Annäherung</i> / Herausgeber: Klosterberg, Brigitte. Halle : Verlag der Franckeschen Stiftungen Halle, 2021. ISBN 9783447114790. eISBN 9783447390637. p. 1–26. (Hallesche Forschungen, ISSN</p>

		0949-0086 ; Band 56).
		WALTER, Axel Ernst. 500 Jahre deutsch-baltische Buch- und Bibliotheksbeziehungen – Ein erstes Jahrhundert (1525–1638) im Zeichen der Reformatio(en) // <i>Achthundert Jahre Deutsch-Baltischer Beziehungen: Kulturelle Wechselwirkung im baltischen Sprachraum</i> / 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 // <i>German representations of the far north (17th-19th centuries): writing the Arctic</i> / 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 // <i>Zacharias Conrad von Uffenbach: a book collector and polymath in academic culture around 1700 = Büchersammler und Polyhistor in der Gelehrtenkultur um 1700</i> / Edited by: Markus Friedrich and Monika Müller. Berlin : De Gruyter Oldenbourg, 2020. ISBN 9783110605310. eISBN 9783110625240. p. 125–164. (Cultures and practices of knowledge in history, ISSN 2568-9487 ; vol. 4). DOI: 10.1515/9783110625240-006.
		WALTER, Axel. Pellicers <i>Lob des Floridan</i> . In: <i>Sigmund von Birken (1626–1681). Ein Dichter in Deutschlands Mitte</i> . Ed. Klaus Garber, Hartmut Laufhütte and Johann Anselm Steiger.– Berlin et al.: de Gruyter, 2019 (= Frühe Neuzeit, 215), p. 273–296. ISSN 0934-5531.
		WALTER, Axel. „der Pegnesis Echo [...] vom Belt“. Zu Struktur und Strategie von Johann Georg Pellicers <i>Lob des Floridan</i> . In: <i>Sigmund von Birken (1626–1681). Ein Dichter in Deutschlands Mitte</i> . Hg. von Klaus Garber, Hartmut Laufhütte und Johann Anselm Steiger. Berlin u.a.: de Gruyter 2019 (= Neuzeit, 215), S. 273–296.
		WALTER, Axel. Kulturkontakte zwischen dem Herzogtum Preußen und dem Großfürstentum Litauen im 17. Jahrhundert – Regionale Gelehrtenmigration und suprakonfessionelle Netzwerke im Spiegel von Lebensläufen und Werken.– In: <i>Baltisch-deutsche Kulturbeziehungen vom 16. bis 19. Jahrhundert</i> . Bd. 1: Zwischen Reformation und Aufklärung. Hg. von Raivis Bičevskis, Jost Eickmeyer, Andris Levans [u.a.]– Heidelberg: Universitätsverlag Winter 2017 (=

			<p>Akademiekonferenzen, 28), p. 403–435. ISBN 978-3-8253-6812-8</p>
			<p>WALTER, Axel. Zwölf Bücher aus der Universitätsbibliothek Vilnius. Die Wechselwirkungen der Reformation im südöstlichen Ostseeraum (Herzogtum Preußen, polnisch-litauische Adelsrepublik, Livland, Herzogtum Kurland) im Spiegel historischer Buchbestände.– In: <i>Reformatio Baltica. Kulturwirkungen der Reformation in den Metropolen des Ostseeraums</i>. Hg. von Heinrich Assel, Johann Anselm Steiger und Axel E. Walter.– Berlin u.a.: de Gruyter 2017 (= Metropolis. Texte und Studien zu Zentren der Kultur in der europäischen Neuzeit, 2), p. 961–1026. ISBN 978-3-11-055825-8</p>
<p>Approved by the Committee of the Doctoral Studies of Communication and Information in the Field of Social Sciences of January 24, 2022, Minutes No. (7.17 E) 15600-KT-29</p>			<p>Chairperson of the Committee: Prof. Dr. Aušra Navickienė</p>