

COURSE SYLLABUS FOR DOCTORAL STUDIES

Name of the course	Field of study and its code	Faculty
Analysis of the Development of Journalistic Media Content	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
<p>Analysis of the development of journalistic media content is an optional PhD course of Communication and Information Sciences during which PhD students analyse the development of mass media systems and content from a historical, political and technological development perspective.</p> <p>Course aim:</p> <ul style="list-style-type: none"> - to analyse the changes in the system of mass media and its models, content, and relation with the audience during key stages of historical and technological development; - to analyse the history of Lithuanian media in the global context, by focusing on the relation between media and the government, and by analysing the trends in journalism development according to formation features of journalism as a social institute and its system; - interpret the changes in journalist profession and media content from a perspective of freedom of press and the place of mass media in a democratic state. <p>Course objectives</p> <p>Ability to analyse and critically assess the systems and models of mass media, change in media content, and relation with the audience.</p> <p>Ability to perceive Lithuanian mass media in the context of global mass media.</p> <p>Ability to critically analyse the relation between mass media and the government, interpret a journalist's profession in terms of freedom of press and the place of media in a democratic society.</p> <p>Course themes:</p> <p>I. Social formation of a periodical press institute and creation of the media system.</p> <ol style="list-style-type: none"> 1. History of Journalism: document, social conflict, cultural phenomenon studies. Political function of publicistic works of chronicles and releases. Vilnius University: the shortcomings in the role of the first newspaper. 2. The preconditions of social, economic and political changes for the formation of the media system in the second half of the 19th c. The USA and Europe: the birth of media as a business subject, theoretical characteristics of separation of periodical publishing, journalist's profession and journalistic activity from political subordination and direct political influences. 3. Methods, reasons and circumstances of bans of press, and resistance process in the Russian empire in the 18–19th c. Original Lithuanian serials in Lithuania Minor:

problematic themes of a national identity and social conflicts in “Tėvynės varpai” by Vincas Kudirka (1858–1899). Comparative characteristic of *Varpas* and *Aušra* from a journalistic perspective. The consequences of political bans and their relevance to the development of Lithuanian periodical press in the 19th c. and early 20th c.: resistance publicistic works and its leaders, contraband, official, alternative and underground media. The circumstances of formation of professional Lithuanian media in the 20th c.

4. Media of the 20th c. between the two world wars: the problem of synonymous usage of propaganda and journalism terms. The interaction between media and politics from a perspective of freedom of press conception in the USA, USSR and European countries. Six months of word and press freedom in the Republic of Lithuania.
5. The system of the USSR propaganda and agitation: a case of the communist model. The features of the Lithuanian media system of the Soviet period. Propaganda, censorship, self-censorship, functions of Soviet press.
6. Legal and illegal press in the years of the Nazi occupation. Alternative information channels in the Lithuanian language. The role of underground press in the partisan resistance (1944–1953), its characteristics and development. The self-publishing phenomenon. Periodical self-publishing: a response to Soviet propaganda.
7. The functionality of visual and audio media. The transformation of photography (19th c.) into photojournalism (20th c.). The impact of radio and television technologies on the media system. The development of the audiovisual broadcaster. The implementation of public service ideas in Lithuania.
8. The rise of *Sajūdis* press. Events of *Sajūdis* in official press. The last attempts of the Soviet government at controlling media. A comparative characteristic of movements in Lithuania in early and late 20th c. from a perspective of freedom of press. The functions of the first daily *Vilniaus žinios* and *Sajūdžio žinios*.
9. The relation among freedom of press, worldview and media business in Lithuania and Europe, and its impact to the expansion of periodic development (18–21th c.). The role of journalism as a document in the history science. Journalistic criticism in shaping the public space. The case of Alfred Dreyfus.
10. The preconditions for formation of types of journalism: from information towards analytical. The birth of investigative journalism in the USA and Europe. Russian investigative journalism. The development of reportage journalism with the birth of radio and television. The functionality of literary journalism (D. Defoe, J. Steinbeck, J. Savickis, R. Kapuscinski).
11. Late 20th c. – early 21st c. Lithuanian mass media and their relation with international systems of mass communication. The beginning of digital journalism (1999).

II. Creative origin of a journalist’s profession and public role.

12. Methodology of a journalist’s work: distinguishing the interview method from the interview genre in the first half of the 20th c.
13. Formation of author’s research methods (Günter Wallraff, Yuri Shchekochikhin, Anna Politkovskaya). The origins, aims and tradition of the USA Pulitzer Prize.
14. The House Un-American Activities Committee in 1947–1975 and blacklists for media persons. An expression of political ideology in the USSR media during the Stalinism and détente periods; a hidden expression of anti-semitism in the USSR media of the Brezhnev period.
15. The reason for using a pen name and its role in a journalist’s career. A change in a legal status of a journalist in Lithuania.

III. Materialisation of the idea of freedom of press (between philosophy and legislation in the 19–20th c.).

16. John Stuart Mill's principles of press liberty/freedom.
17. The role of culture magazine (culture newspaper) in West Europe (19th c.). Maturation of literary criticism and worldview ideas, interaction of conservatism, liberalism and Marxism ideas with culture journalism. The phenomenon of *Naujoji Romuva* magazine and association (organisation) in Lithuania in 1931–1940. Juozas Keliuotis' principles of journalism theory.
18. The circumstances of the rise of serials of USA Lithuanians and their role in the case of Lithuanian freedom (1940–1990). Electronic media of contemporary diaspora – a part of the development of national journalism.
19. A legislators' initiative to regulate serials in the first half of the 20th c. (1919, 1935) and reflection of freedom of information (journalism) in Lithuanian legislation at the end of the 20th c.
20. Reflection of ideas and policy programmes in Lithuanian serials (1900–1905, 1917–1940, 1989–2004).

Study methods

1. Individual consultations with course lecturers.
2. Individual studies of scientific literature and preparation of a scientific paper according to the questions prepared by course lecturers.

Evaluation methods

1. A scientific paper (30,000–40,000 characters) on the basis of questions formed by course lecturers. The themes of the scientific paper are agreed upon according to a PhD student's scientific interests.
2. An oral discussion on the basis of the scientific paper.

Course literature

- Batūra, R. (2005). *Siekiant Nepriklausomybės: Lietuvos Sąjūdžio spauda 1988–1991 m.* (2 t.). Vilnius.
- Brown, R. S., Jr. (1948). The Commission on Freedom of the Press, A Free and Responsible Press: A General Report on Mass Communications, Newspapers, Radio, Motion Pictures, Magazines and Books. *The Yale Law Journal*, 57.
- Commission on Freedom of the Press. (2015). *A free and responsible press* (Skaitmeninis archyvas; originalas išleistas 1947). Digital Library of India.
- Conboy, M. (2004). *Journalism: A critical history*. SAGE Publications.
- Dapkutė, D., & Kuizininė, D. (2010). *Laisvas žodis laisvame pasaulyje: Atviro žodžio mėnraštis „Akiračiai“ 1968–2005 m.* Versus Aureus.
- Forde, K. R. (2008). *Literary journalism on trial*. University of Massachusetts Press.
- Gaškaitė-Žemaitienė, N. (1998). *Partizanai apie pasaulį, politiką ir save: 1944–1956 m. partizanų spaudos publikacijos*. Lietuvos gyventojų genocido ir rezistencijos tyrimo centras.
- Jastramskis, D. (2016). Reduction of liberalism in Lithuanian media policy. *Central European Journal of Communication*, 9(17), 164–179.
- Jastramskis, D. (2018). Politinė įtaka Lietuvos nacionalinio radijo ir televizijos vadybai ir finansavimui: Kaita ir pasekmės. *Politologija*, 2(90), 5–33.
- Jastramskis, D. (2019). *Žiniasklaidos politika Lietuvoje*. Vilniaus universiteto leidykla.

Mažylė, J. (2016). Lietuvos regionų žiniasklaidos ir žurnalistikos charakteristikos bruožai. Iš J. Mažylė (Sud.), <i>Žiniasklaidos atskaitingumas ir žurnalisto atsakomybė</i> (p. 49–76). Petro ofsetas.
Mažylė, J. (2017). Lithuanian parliamentary election and the regional press (2016). <i>Political Preferences</i> , 14, 63–86.
Misiūnas, R. (2004). <i>Informacinių kovų kryžkelėse: JAV lietuvių informacinės kovos XIX a. pab.–1922 m.</i> Versus Aureus.
Misiūnas, R. (2007). <i>Lietuva prieš LTSR.</i> Versus Aureus.
<i>Naujosios žiniasklaidos formavimasis Lietuvoje (1988–1998).</i> (2000). Vilnius.
Pečiulis, Ž. (2007). <i>Iki ir po televizijos: Žvilgsnis į XX amžiaus audiovizualinės masinės komunikacijos fenomeną.</i> Vilniaus universiteto leidykla.
Pečiulis, Ž. (Red.) (2012). <i>Medijos, žiniasklaida, žurnalistika tradicinėje ir tinklaveikos visuomenėje: monografija.</i> Vilniaus universiteto leidykla.
Pečiulis, Ž. (2015). Genesis of public broadcaster in post-Soviet society: Lithuanian case. <i>Current Issues of Mass Communication</i> , 18, 8–21.
Pečiulis, Ž. (2018a). <i>Bokštą gaubianti paslaptis: Televizijos medijos radimasis Lietuvoje</i> (Monografija). Vilniaus universiteto leidykla.
Pečiulis, Ž. (2018b). Televizijos medijos sampratos formavimasis: Tiesioginio eterio fenomenas. <i>Filosofija. Sociologija</i> , 29(3), 195–202.
Politkovskaja, A. (2012). <i>Tik tiesa, nieko daugiau</i> (Originalas išleistas 2010). Vaga.
Raguotis, B. (2003). <i>Amerikos lietuvių periodinė spauda 1879–1919 m.</i> Marijampolės leidykla.
Štikelis, S. (2001). <i>Eterio šviesa: Nepriklausomos Lietuvos radijas 1919–1940 m.</i> Varpas.
Vaišnys, A. (1998). <i>Spauda ir valstybė 1918–1940: Analizė istoriniu, teisiniu ir politiniu aspektu.</i> Vilniaus universiteto leidykla.
Vaišnys, A. (2007). <i>Naujosios Romuvos fotografija: Dokumentas, organizacija, žurnalistika</i> (1 t.). Vilnius.
Vaišnys, A. (2020). <i>Žurnalistikos potvynis: Lietuvos žiniasklaidos sistemos kaita 1986–1990</i> (Monografija). Vaga.
Vaitkūnas, P. (2005). <i>Perspektyvos: Lietuvos pogrindžio periodinis leidinys: 1978–1981 m.</i> Vilnius.
Vasiliauskaitė, V. (2002). <i>Tautinė ir liberalioji pogrindžio spauda Lietuvoje 1976–1981 m.</i> Vilniaus universiteto leidykla.
Supplementary reading
Aleknonis, G. (2006). <i>Lietuvos radijas: Viena diena ir 80 metų.</i> Vilnius.
Alfredas Dreifusas – manipuliacijų viešąja nuomone auka. (n.d.). <i>Žurnalistikos tyrimai</i> , 1.
<i>Alma Mater, 1979: Lietuvos pogrindžio leidinys.</i> (2009). (p. 5–29). Vilnius.
<i>Lietuvos katalikų bažnyčios kronika</i> (10 t.). (1974–1992). Čikaga.
<i>Lietuvos Laisvės Lyga: Nuo „Laisvės šauklio“ iki nepriklausomybės</i> (1 t.). (2004). Vilnius.
<i>Lietuvos radijas. 1926–2016: Faktai. Kūrėjai. Laidos.</i> (2016). LRT.
Pečiulis, Ž. (2013). Sovietinės televizijos diskurso daugialypumas: Oficialumo ir nuoširdumo drama. <i>Informacijos mokslai</i> , 63, 113–128.

Pečiulis, Ž. (2015). Lietuvos televizijos vaidybinės programos medijų adaptavimo ir konvergencijos aspektu (1957–1967). *Informacijos mokslai*, 71, 35–49.

Name of consulting lecturer	Academic rank	Major works published in the last 5 years
Andrius Vaišnys (Coordinating lecturer)	Prof. Dr	<p>Vaišnys, A. (2026). Transformation of the communist media and its anti-communist rhetoric during the period of national revival: A survival strategy. In T. Hochscherf & G. Aleknonis (Eds.), <i>Conflict resolution and the Cold War: Media encounters across the Iron Curtain</i> (pp. 247–269). Bloomsbury Publishing. https://www.bloomsbury.com/uk/conflict-resolution-and-the-cold-war-9798765127100/</p>
		<p>Vaišnys, A., & Kėvišas, M. T. (2024). Trust in news media: The naïve perception of the causes is dominated by the... <i>Rocznik Historii Prasy Polskiej</i>, 27(2), 143–162. https://doi.org/10.24425/rhpp.2024.150653</p>
		<p>Katelbach, T. (2023). <i>Atvirai ir slaptai apie Lietuvos politiką: T. 1. Atvirai</i> (B. Mikalonienė & A. Vaišnys, vert.). Lietuvos nacionalinė Martyno Mažvydo biblioteka.</p>
		<p>Katelbach, T. (2023). <i>Atvirai ir slaptai apie Lietuvos politiką: T. 2. Slaptai</i> (B. Mikalonienė & A. Vaišnys, vert.). Lietuvos nacionalinė Martyno Mažvydo biblioteka.</p>
		<p>Vaišnys, A. (2022). Metody KGB litewskiej SRR w Polsce: Więzy pokrewieństwa i zainteresowania naukowe jako pomoc w gromadzeniu informacji na temat stosunku do „Solidarności“. <i>Studia Wschodnioeuropejskie</i>, (17), 44–58. http://swe.uw.edu.pl/Nr%2017.pdf</p>
		<p>Vaišnys, A. (2022). Kai kurie informacinės politikos bruožai 1990–1992 m. periodinės žiniasklaidos aspektu [Some features of information politics in 1990–1992 in terms of periodical media]. <i>Istorija</i>, 128(4), 79–122. https://doi.org/10.15823/istorija.2022.128.4</p>
		<p>Vaišnys, A. (2021). Lithuania’s demarcation of information from Poland’s Solidarity Movement in 1980–1981. <i>Studia medioznawcze</i>, 22(2), 908–923. https://doi.org/10.33077/uw.24511617.sm.2021.2.650</p>

Deimantas Jastramskis	Prof. Dr	Jastramskis, D., Plepytė-Davidavičienė, G., & Kupetytė, R. (2025). The role of organisational factors and working conditions for the autonomy of journalists in an unstable economy. <i>Journalism Studies</i> , 26(2), 258–277. https://doi.org/10.1080/1461670X.2024.2420204
		Plepytė-Davidavičienė, G., Jastramskis, D., & Kupetytė, R. (2024, sausio 25–26). <i>Professional threats and its consequences in Lithuanian journalism</i> [Konferencijos pranešimo santrauka]. Digital transformation, media and social inequalities: ESA RN18 Mid-Term Conference, Bukareštas, Rumunija. https://doi.org/10.5281/zenodo.10685301
		Jastramskis, D. (2024). Conformity of public policy and citizens' attitudes towards the public service media. <i>European Journal of Communication</i> , 39(3), 259–276. https://doi.org/10.1177/02673231241239258
		Jastramskis, D. (2024). Raštingos visuomenės ramsčiai: kaip stiprinti žiniasklaidą? Iš <i>Artimas tolimes medijų pasaulis: Virsmas, ribos ir būdai tai suprasti: Kolektyvinė monografija</i> (p. 94–102). Vytauto Didžiojo universitetas. https://doi.org/10.7220/9786094676253
		Jastramskis, D. (Red.). (2024). <i>Žurnalistika Lietuvoje: Žurnalistų laisvė, saugumas ir įtakos: Monografija</i> . Vilniaus universiteto leidykla.
		Jõesaar, A., Rožukalne, A., & Jastramskis, D. (2022). Trust in public service media in the Baltic states. <i>Journal of Baltic Studies</i> , 53(4), 587–611. https://doi.org/10.1080/01629778.2022.2127816
		Kōuts-Klemm, R., Rožukalne, A., & Jastramskis, D. (2022). Resilience of national media systems: Baltic media in the global network environment. <i>Journal of Baltic Studies</i> , 53(4), 543–564. https://doi.org/10.1080/01629778.2022.2103162

Approved by the Doctoral Committee of the field of Communication and Information of the Social Sciences area on 15 December 2025, minutes of the meeting No. (7.17 E)15600-KT-667

Chair of the Committee Prof. Dr. Aušra Navickienė