

COURSE SYLLABUS FOR DOCTORAL STUDIES

Name of the course	Field of study and its code	Faculty
Theory of Journalism	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	

<p>Course abstract</p> <p>Course content</p> <p>Mass media: object, specificity, relevance. Functions and development of mass media. The analysis of definitions in the Law on the Provision of Information to the Public (1996–2016). The pluralism and impact of mass media in the context of globalisation processes. The concentration process of media in Lithuania and the world.</p> <p>The factor of periodical media in the information warfare. Freedom of press and its application at different stages of society's progress (in Europe in the 19–21st c.). Society's trust in media – a rapporteur of news important to the society.</p> <p>The schedule of mass media topics. The problem of balance between information and analytical journalism. Selection criteria of news. News: between information and analytical journalism. The problem of sources in the news.</p> <p>The place of media among other social institutes (ratings-based analysis) and formation of a public opinion.</p> <p>Criticism in periodical press: genres, the problem of objectivity, the magnitude of impact.</p> <p>The concept and object of journalism. Features of a journalistic report in the context of social communication. Convergence of contemporary journalism in mass media. The role of contemporary journalism in maturation of the civil society.</p> <p>Citizen journalism: features of development and functioning. Manifestations of citizen journalism in Lithuania. The role of investigative journalism in the public life. The context of pluralism of communication: dissemination features of entertainment and information journalism.</p> <p>The dilemma of subjectivity of journalism and the theory of objectivity of journalism.</p> <p>Legislation regulating mass media: The essence of laws of the Republic of Lithuania and key related documents of the European Union (Audiovisual Media Services Directive).</p> <p>News agencies: the role and impact to contemporary journalism.</p> <p>Features of the development of Internet media in Lithuania. The impact of social media to journalism.</p> <p>Changes in Lithuanian mass media system in late 20th c. – early 21st c., their relation with global systems of mass communication. The latest changes in the Lithuanian media system. Features of creation and presentation of images, features of development of press photography. An image in the Internet media. The problem of multimedia in journalism.</p> <p>The main principles, definitions and articles defining the freedom of information and the duties of journalists of the Republic of Lithuania Law on the Provision of Information to the Public. The definition of the source in the Law. The ethics of journalism (provision of information to the public) and its features in Lithuanian media. Legal conditions of regulation of journalist ethics in Lithuania.</p> <p>Economics and management of media. Media organisations, models and factors. Journalist's profession in media business: the problem of business impact on journalism.</p>
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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.
2. An oral discussion on the basis of the scientific paper.

Course literature

Alia, V. (2004). *Media ethics and social change*. Edinburgh University Press.

Bezanson, R. P. (2008). *How free can the press be?* University of Illinois Press.

Boyd, A. (2001). *Broadcast journalism: Techniques of radio and television news*. Focal Press.

Bull, A. (2010). *Multimedia journalism: A practical guide*. Routledge.

Burgh, H. de. (2008). *Investigative journalism*. Routledge.

Dennis, E., & Merrill, J. C. (1997). *Pokalbiai apie žurnalistiką*. Pradai.

Hallin, D. C., & Mancini, P. (2004). *Comparing media systems: Three models of media and politics*. Cambridge University Press.

Iorio, S. H. (2004). *Qualitative research in journalism: Taking it to the streets*. Lawrence Erlbaum Associates.

Jastramskis, D. (2011). Lietuvos žiniasklaidos sistemos modelio bruožai. *Informacijos mokslai*, 55, 52–70.

Manovich, L. (2009). *Naujųjų medijų kalba*. Mene.

Marcinkevičienė, R. (2008). *Žanro ribos ir paribiai: Spaudos patirtys*. Versus aureus.

McQuail, D. (2010). *McQuail's mass communication theory* (6-asis leid.). SAGE Publications.

McQuail, D. (2013). *Journalism and society*. SAGE Publications.

Meškauskaitė, L. (2018). *Žiniasklaidos teisė*. Registrų centras.

Meškys, K. (2010). *Kaip valdyti medijas: Audiovizualinių projektų prodiusavimo pagrindai*. Vilniaus dailės akademijos leidykla.

Muhlmann, G. (2008). *A political history of journalism*. Polity Press.

O'Neill, B., Jauert, P., Lomax, S., & Fedorov, A. (2010). *Digital radio in Europe: Technologies, industries and cultures*. Intellect.

Pečiulis, Ž. (2007). *Iki ir po televizijos: Žvilgsnis į XX amžiaus audiovizualinės masinės komunikacijos fenomeną*. Vilniaus universiteto leidykla.

Pečiulis, Ž. (2016). Digital era: From mass media towards a mass of media. *Filosofija. Sociologija*, 27(3), 238–246.

Pečiulis, Ž. (Red.). (2012). *Medijos, žiniasklaida, žurnalistika tradicinėje ir tinklaveikos visuomenėje*. Vilniaus universiteto leidykla.

Pečiulis, Ž. (2018). *Bokštą gaubianti paslaptis: Televizijos medijos radimasis Lietuvoje*. Vilniaus universiteto leidykla.

Randall, D. (2005). <i>Universalus žurnalistas</i> . Lietuvos žurnalistikos centras.
Vaišnys, A. (2010). Dienoraščio žanras žurnalistinės kaitos dramose. <i>Žurnalistikos tyrimai</i> , (3), 191–207. http://www.vu.lt/leidyba/lt/mokslo-zurnalai/zurnalistikos-tyrimai
Vinogradnaitė, I. (2009). <i>Kalbėjimas paraštėse: Alternatyvios viešosios erdvės Lietuvoje. Versus aureus</i> .
Vos, T. P. (2018). <i>Journalism</i> . Walter de Gruyter.
Walton, D. (2007). <i>Media Argumentation: Dialectic, Persuasion and Rhetoric</i> . Cambridge University Press.

Name of consulting lecturer	Academic rank	Major works published in the last 5 years
Andrius Vaišnys (Coordinating lecturer)	Prof. Dr	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/
		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
		Katelbach, T. (2023). <i>Atvirai ir slaptai apie Lietuvos politiką: T. 1. Atvirai</i> (B. Mikalonienė & A. Vaišnys, vert.). Lietuvos nacionalinė Martyno Mažvydo biblioteka.
		Katelbach, T. (2023). <i>Atvirai ir slaptai apie Lietuvos politiką: T. 2. Slaptai</i> (B. Mikalonienė & A. Vaišnys, vert.). Lietuvos nacionalinė Martyno Mažvydo biblioteka.
		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
		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

		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
Deimantas Jastramskis	Prof. Dr	<p>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</p> <p>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</p> <p>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</p> <p>Jastramskis, D. (2024). Raštingos visuomenės ramsčiai: kaip stiprinti žiniasklaidą? Iš <i>Artimas tolimas medijų pasaulis: Virsmai, ribos ir būdai tai suprasti: Kolektyvinė monografija</i> (p. 94–102). Vytauto Didžiojo universitetas. https://doi.org/10.7220/9786094676253</p> <p>Jastramskis, D. (Red.). (2024). <i>Žurnalistika Lietuvoje: Žurnalistų laisvė, saugumas ir įtakos: Monografija</i>. Vilniaus universiteto leidykla.</p> <p>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</p> <p>Kõuts-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</p>

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