

COURSE SYLLABUS FOR DOCTORAL STUDIES

Title of the subject	Field of study and its code	Faculty
Theory of 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	

<p>Course abstract</p> <p>The aim of the subject is to analyze the currently relevant issues of the theory of communication science(s) as well as the main schools/traditions and prospective directions of development while advancing the critical and analytical skills of doctoral students in the course of exploring and assessing historical and contemporary issues pertaining to the field of communication on the grounds of the latest theory of the communication and media sciences.</p> <p>Content of the subject</p> <p>Theories of communication, their fundamental principles and key concepts. The main schools of the theory of communication and their key authors. The social theories applied in communication science(s). Models of the process of communication. Semiotic structural models. Psychological needs and the functions of social communication. Expression through text and image, the specific aspects and culture of communication. Discourse of media and medias. The rhetoric of medias. Methods of communication research.</p> <p>Classification of communication by its contexts. Relationship of communication contexts. Theoretical insights into interpersonal communication. Communication of organizations; key software of communication management. Theoretical attitude to integrated communication, elements of integrated communication, their relationship and interaction. Theoretical models of the research of group communication. Problem areas of the internal communication within an organization; key theories. The culture and identity of organizations. Management of corporate communication. Image of an organization and the reputation of an organization. Research of organization communication. Use of social networks in corporate communication.</p> <p>Public communication. Researches of the discourse of public communication. Specific features of the discourse of social media. The key theoretical concepts of political communication. The interaction/relationship between political communication and the mass media. Communication of citizen involvement. The impact of the Internet and mobile communication on political communication. Global, international, and intercultural communication.</p> <p>Mass communication as an element of the public environment. Mass communication as a system and as an object of communication theory. The structure and institutions of mass communication, the causes and trends of its alteration and development. Functions of mass communication. The critical theories of mass communication. The objects and methods of research of mass communication. Messages of mass communication, methods and models of their research. The audience of mass communication, methods of its research and the core theories – the critical theory and the normative theory. Theories of the effects of mass communication. Impact of mass communication on culture and the position/placement of mass communication within the structure of culture.</p>

Visual communication and methods of its research (research of the content and composition; semiotic, psychoanalytical, discourse and audience research). Visual material as a source of research and a means of the distribution of the research output. Concepts of visual rhetoric and their research in communication science(s). The social impact of visual phenomena. Critical research of visuality.

Study methods

1. Individual consultations with the lecturers supervising the subject.
2. Individual research of academic literature and the preparation of an academic paper focusing on the questions posed by the lecturers supervising the subject.

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. Oral discussion on the grounds of the academic paper presented by the student.

Course literature

Baran, S. J., & Davis, D. K. (2010). *Mass communication theory: Foundations, ferment, and future*. Wadsworth Cengage Learning.

Castells, M. (2012). *Communication power*. Oxford University Press.

Finn, J. (2012). *Visual communication and culture: Images in action*. OUP Canada.

Fiske, J. (2008). *Populiariosios kultūros supratimas*. Žara.

Fortner, R. S., & Fackler, P. M. (Eds.). (2014). *The handbook of media and mass communication theory*. Wiley-Blackwell.

Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (2003). *Mass communication research methods*. Palgrave Macmillan.

Holmes, D. (2005). *Communication theory: Media, technology and society*. SAGE Publications.

Jensen, K. B. (2007). *A handbook of media and communication research: Qualitative and quantitative methodologies*. Routledge.

Littlejohn, S. W., & Foss, K. (2008). *Theories of human communication*. Thomson Wadsworth.

McQuail, D. (2012). *McQuail's mass communication theory*. SAGE Publications.

O'Boyle, N. (2022). *Communication theory for humans: Communicators in a mediated world*. Palgrave Macmillan.

Olson, C. L., Finnegan, A. C., & Hope, S. D. (2008). *Visual rhetoric: A reader in communication and American culture*. SAGE Publications.

Rose, G. (2016). *Visual methodologies*. SAGE Publications.

Name of consulting lecturer	Academic rank	Major works published in the last 5 years
Elena Macevičiūtė	Prof. Dr	Ilako, C., Bukirwa, J. M., & Maceviciute, E. (2025). "The library is my everything": Mapping the meaning of university library spaces in Uganda. <i>The Journal of</i>

		<p><i>Academic Librarianship</i>, 51(6), straipsnis 103145. https://doi.org/10.1016/j.acalib.2025.103145</p>
		<p>Wilson, T. D., & Macevičiūtė, E. (2025). Information seeking in a time of war: Coping with stress in Lithuania during the Russia/Ukraine war. <i>Journal of Documentation</i>, 81(7), 31–62. https://doi.org/10.1108/JD-06-2024-0156</p>
		<p>Yousefi Mojir, K., Maceviciute, E., Olson, N., & Gebka, E. (2025). Application of human-centered design in citizen engagement in wildfire management. Iš J. Wei & G. Margetis (Red.), <i>Human-centered design, operation and evaluation of mobile communications. HCII 2025</i> (Lecture Notes in Computer Science, t. 15824). Springer. https://doi.org/10.1007/978-3-031-93064-5_21</p>
		<p>Maceviciute, E., & Olson, N. (2023). Real experienced needs for accessible and inclusive cultural heritage - First results in MuseIT. Iš O. Alonso, H. Cousijn, G. Silvello, M. Marrero, C. Teixeira Lopes, & S. Marchesin (Red.), <i>Linking theory and practice of digital libraries. TPDL 2023</i> (Lecture Notes in Computer Science, t. 14241, p. 396–402). Springer. https://doi.org/10.1007/978-3-031-43849-3_32</p>
		<p>Macevičiūtė, E., Manžuch, Z., & Gudiniavičius, A. (2023). The role of curiosity triggers and features in digital literacy training. <i>Library & Information Science Research</i>, 45(4), straipsnis 101268. https://doi.org/10.1016/j.lisr.2023.101268</p>
		<p>Macevičiūtė, E., & Kepalienė, F. (2022). Factors influencing Lithuanian researchers' use of open access repositories as a publishing channel. <i>Information Research</i>, 27(Special Issue), straipsnis 2210. https://doi.org/10.47989/irisic2210</p>
		<p>Wilson, T. D., & Macevičiūtė, E. (2022). Information misbehaviour: Modelling the motivations for the creation, acceptance and dissemination of misinformation. <i>Journal of Documentation</i>, 78(7), 485–505. https://doi.org/10.1108/JD-05-2022-0116</p>
Renata Matkevičienė	Prof. Dr	<p>Esbit, S., Kaim, A., Kimhi, S., Bankauskaitė, D., Baran, M., Baran, T., Cosciug, A., Eshel, Y., Dumbadze, S., Gabashvili, M., Jigla, G., Kaniasty, K., Koubova, A., Maricano, H., Matkevičienė, R., Matichescu, M., Nazarov, M., Teperik, D.,</p>

Kochiashvili, N., & Adini, B. (2025). Hope and distress: A cross-country study amid the Russian-Ukrainian war. *Stress and Health*, 41(2), straipsnis e70033. <https://doi.org/10.1002/smi.70033>

Kaim, A., Geva, K., Siman-Tov, M., Scholder, N., Kimhi, S., Bankauskaitė, D., Baran, M., Baran, T., Cosciug, A., Eshel, Y., Dumbadze, S., Gabashvili, M., Jiglau, G., Kaniasty, K., Koubova, A., Marciano, H., Matkevičienė, R., Maticescu, M., Teperik, D., & Adini, B. (2024). Mapping societal resilience across eight European nations in the context of multifaceted associations with global indices: An ecological study. *International Journal of Disaster Risk Reduction*, 108, straipsnis 104562. <https://doi.org/10.1016/j.ijdr.2024.104562>

Kaim, A., Kimhi, S., Siman-Tov, M., Bankauskaitė, D., Baran, M., Baran, T., Cosciug, A., Eshel, Y., Dumbadze, S., Gabashvili, M., Jiglau, G., Kaniasty, K., Koubova, A., Marciano, H., Matkevičienė, R., Maticescu, M., Naomi, S., Teperik, D., Sukhashvili, J., & Adini, B. (2024). From compassion to controversy: Unraveling the impact of societal resilience on the tapestry of attitudes towards Ukrainian refugees. *International Journal of Disaster Risk Reduction*, 105, straipsnis 104326. <https://doi.org/10.1016/j.ijdr.2024.104326>

Matkevičienė, R. (2024). NGOs as catalysts for societal resilience: Examining their role and impact during risk situations. Iš A. Thrassou, D. Vrontis, L. Efthymiou, Y. Weber, S. M. Riad Shams, & E. Tsoukatos (Red.), *Non-profit organisations: Vol. 4. Structures, models and technology* (p. 123–148). Palgrave Macmillan. https://doi.org/10.1007/978-3-031-62538-1_6

Kimhi, S., Kaim, A., Bankauskaitė, D., Baran, M., Baran, T., Eshel, Y., Dumbadze, S., Gabashvili, M., Kaniasty, K., Koubova, A., Marciano, H., Matkevičienė, R., Teperik, D., & Adini, B. (2024). A full-scale Russian invasion of Ukraine in 2022: Resilience and coping within and beyond Ukraine. *Applied Psychology: Health and Well-Being*, 16(3), 1005–1023. <https://doi.org/10.1111/aphw.12466>

Matkevičienė, R., & Jakučionienė, L. (2023). Communication professionals as social change agents in times of crisis: How pandemic situation has

		<p>changed initiatives in CSR and sustainability. Iš I. G. Arraiano, B. Díaz, M. Del Baldo, R. Schmidpeter, & S. O. Idowu (Red.), <i>Corporate social responsibility in a dynamic global environment: Sustainable management in challenging times</i> (p. 365–380). Springer. https://doi.org/10.1007/978-3-031-24647-0_19</p>
		<p>Dāvidsone, A., Matkevičienė, R., Telyčėnaitė, A., Silkane, Vineta., & Jurāne-Brēmane, A. (2021). Social simulation transfer to online: Pedagogical reflections on teaching presence. Iš L. Daniela & A. Visvizi (Red.), <i>Remote learning in times of pandemic: Issues, implications and best practice</i> (p. 74–89). Routledge.</p>
		<p>Dāvidsone, A., Seppel, K., Telyčėnaitė, A., Matkevičienė, R., Uibu, M., Silkāne, V., Jurāne-Brēmane, A., & Allaje, Ū. (2021). Exploring students' perceptions on acquisition of transversal skills during an online social simulation. Iš L. Daniela (Red.), <i>Human, technologies and quality of education, 2021</i> (p. 727–738). University of Latvia. https://doi.org/10.22364/htqe.2021.57</p>
<p>Renata Šukaitytė-Coenen</p>	<p>Assoc. Prof. Dr</p>	<p>Šukaitytė, R. (2025). Mantas Kvedaravičius's Mariupolis (2016) and Šarūnas Bartas's Frost (2017): Soft advocacy for the Ukrainians in the Russo-Ukrainian War. <i>Studies in Eastern European Cinema</i>, 16(2), 164–183. https://doi.org/10.1080/2040350X.2024.2412387</p> <p>Šukaitytė, R. (2024). Kino raštingumas – kritiniam pasaulio ir jo įvairovės pažinimui. Iš A. Balčytienė (Sud. & Moksl. red.). <i>Artimas tolimes medijų pasaulis. Virsmi, ribos ir būdai tai suprasti: kolektyvinė monografija</i>. Vytauto Didžiojo universitetas.</p> <p>Šukaitytė, R. (2024). The immersive experience of the era of nuclear energy in Emilija Škarnulytė's ecodocumentary <i>Burial</i> (2022) = Įtraukianti branduolinės energetikos eros patirtis Emilijos Škarnulytės ekodokumentiniame filme <i>Kapinynas</i> (2022). <i>Acta Academiae Artium Vilnensis: The Personal Perspective and Essay Form in Non-Fiction Cinema and Art</i>, 115. https://doi.org/10.37522/aaav.115.2024.269</p> <p>Šukaitytė, R. (2024). Kanonų kaitos metas Lietuvos kine. <i>Kinas</i>, (1), 60–61.</p>

		<p>Näripea, E., Šukaitytė, R., & Balčius, Z. (2022). Economic and social precarity in Baltic cinema. Iš E. Cuter, G. Kirsten, & H. Prenzel (Red.). <i>Precarity in European film: Depictions and discourses</i> (p. 289–302). De Gruyter. https://doi.org/10.1515/9783110707816-016.</p> <p>Šukaitytė, R. (2021). Contemporary Lithuanian documentary cinema: A critical overview of main film directions. <i>Apertúra. Film–Vizualitás–Elmélet</i>, 17(1), 1–23. https://doi.org/10.31176/apertura.2021.17.1.9</p> <p>Šukaitytė, R. (2021). Istorija Lietuvos režisierių moterų dokumentiniuose filmuose: faktai, emocijos, asmeninė perspektyva. Iš N. Arlauskaitė & L. Kaminskaitė (Sud.) <i>Fokuse: moterys Lietuvos kine</i> (p. 188–213). Lapas.</p>
Kęstas Kirtiklis	Assoc. Prof. Dr	<p>Kelpšienė, I., Armakauskaitė, D., Denisenko, V., Kirtiklis, K., Laužikas, R., Stonytė, R., Murinienė, L., & Dallas, K. (2023). Difficult heritage on social network sites: An integrative review. <i>New Media & Society</i>, 25(11), 3137–3164. https://doi.org/10.1177/14614448221122186</p> <p>Kirtiklis, K., Laužikas, R., Kelpšienė, I., & Dallas, K. (2023). An ontology of semiotic activity and epistemic figuration of heritage, memory and identity practices on social network sites. <i>SAGE Open</i>, 13(3), 1–25. https://doi.org/10.1177/21582440231187367</p> <p>Gedutis, A., Kirtiklis, K., & Kraniauskas, L. (2021). Book publishing patterns in social sciences and humanities in Lithuania: Analysing trends in DB “Lituanistika”. <i>Sociologija. Mintis ir veiksmai</i>, 48(1), 7–25. https://doi.org/10.15388/SocMintVei.2021.1.29</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

Chairperson of the Committee Prof. Dr Aušra Navickienė