COURSE SYLLABUS FOR DOCTORAL STUDIES

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

Course abstract
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.

Content of the subject
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.
The methodological background of the cultural contexts of communication. Complex outlook to the communication of cultures.
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.
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.
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.

Study methods:
1. Individual consultations with the lecturers supervising the subject.

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.

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. A discussion and debates based on the topic(s) related with the academic paper presented by the student.

Course literature
Barry, P. (2017). *Beginning theory: An introduction to literary and cultural theory* (4-asis leid.). Manchester University Press.
Cunningham, S., & Craig, D. (2019). *Social media entertainment: The new intersection of Hollywood and Silicon Valley*. New York University Press.
Eagleton, T. (2016). *Culture*. Yale University Press.
EY. (2015). *Cultural times: The first global map of cultural and creative industries*. UNESCO. https://en.unesco.org/creativity/files/culturaltimesthefirstglobalmapofculturalandcreativeindustriespdf
Gudykunst, W. B. (Red.). (2003). *Cross-cultural and intercultural communication*. SAGE Publications.
Hofstede, G. (2001). *Comparing values, behaviours, institutions and organizations across nations*. SAGE Publications.
Keith, K. D. (Red.). (2019). *Cross-cultural psychology: Contemporary themes and perspectives* (2-asis leid.). John Wiley & Sons.
Ring, G., Rasinger, M. (2023). *The Cambridge introduction to intercultural communication.* Cambridge University Press.
The international encyclopedia of intercultural communication. (2017). John Wiley & Sons. https://doi.org/10.1002/9781118783665.ieicc0025
The Journal of Intercultural Communication. Immigrant Institute. ISSN 1404-1634.

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. *The Journal of Academic Librarianship*, *51*(6), straipsnis 103145. https://doi.org/10.1016/j.acalib.2025.103145
		Wilson, T. D., & Macevičiūtė, E. (2025). Information seeking in a time of war: Coping with stress in Lithuania during the Russia/Ukraine war.

		Journal of Documentation, *81*(7), 31–62. https://doi.org/10.1108/JD-06-2024-0156
		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.), *Human-centered design, operation and evaluation of mobile communications. HCII 2025* (Lecture Notes in Computer Science, t. 15824). Springer. https://doi.org/10.1007/978-3-031-93064-5_21
		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.), *Linking theory and practice of digital libraries. TPDL 2023* (Lecture Notes in Computer Science, t. 14241, p. 396–402). Springer. https://doi.org/10.1007/978-3-031-43849-3_32
		Macevičiūtė, E., Manžuch, Z., & Gudinavičius, A. (2023). The role of curiosity triggers and features in digital literacy training. *Library & Information Science Research*, *45*(4), straipsnis 101268. https://doi.org/10.1016/j.lisr.2023.101268
		Macevičiūtė, E., & Kepalienė, F. (2022). Factors influencing Lithuanian researchers' use of open access repositories as a publishing channel. *Information Research*, *27*(Special Issue), straipsnis 2210. https://doi.org/10.47989/irisic2210
		Wilson, T. D., & Macevičiūtė, E. (2022). Information misbehaviour: Modelling the motivations for the creation, acceptance and dissemination of misinformation. *Journal of Documentation*, *78*(7), 485–505. https://doi.org/10.1108/JD-05-2022-0116
Renata Matkevičienė	Prof. Dr	Esbit, S., Kaim, A., Kimhi, S., Bankauskaitė, D., Baran, M., Baran, T., Cosciug, A., Eshel, Y., Dumbadze, S., Gabashvili, M., Jiglau, G., Kaniasty, K., Koubova, A., Maricano, H., Matkevičienė, R., Matichescu, M., Nazarov, M., Teperik, D., 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., Matichescu, 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.ijdrr.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., Matichescu, 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.ijdrr.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 changed initiatives in CSR and sustainability. Iš I. G. Arraiano, B. Díaz, M. Del Baldo, R. Schmidpeter, & S. O. Idowu (Red.), *Corporate social responsibility in a dynamic global environment: Sustainable*

		management in challenging times (p. 365–380). Springer. https://doi.org/10.1007/978-3-031-24647-0_19
		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.), *Remote learning in times of pandemic: Issues, implications and best practice* (p. 74–89). Routledge.
		Dāvidsone, A., Seppel, K., Telyčėnaitė, A., Matkevičienė, R., Uibu, M., Silkāne, V., Jurāne-Brēmane, A., & Allaje, Õ. (2021). Exploring students' perceptions on acquisition of transversal skills during an online social simulation. Iš L. Daniela (Red.), *Human, technologies and quality of education, 2021* (p. 727–738). University of Latvia. https://doi.org/10.22364/htqe.2021.57

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