

COURSE SYLLABUS FOR DOCTORAL STUDIES

Name of the course	Field of study and its code	Faculty
Theories and Research Methodologies of Political 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

Theories and research methodologies of political communication is an optional course of doctoral studies in Communication and Information sciences during which PhD students analyse theoretical concepts and forms of contemporary and classical political communication; explore the cases and trends of political communication; analyse the most common methods applied in political communication research.

Course aims:

- to analyse and discuss theoretical concepts of contemporary and classical political communication and their development; critically assess participants in the process of political communication; analyse the forms and channels of communication;
- to develop critical and analytical skills of PhD students in evaluating and analysing the trends and cases in political communication by applying the theory and research methods of political communication.

Course content:

1. Concepts and forms of political communication; mediatised policy communication (communication of mediatised policy).
2. Political communication of state institutions, political parties, politicians, citizens, and popular persons;
3. Definition of political advertising in the Electoral Code, public relations, election campaigns, political information in media;
4. Political propaganda and its forms;
5. Media's role in political communication and its impact on audience;
6. The role of social networks in political communication;
7. Soft forms of political communication;
8. Relation of political communication with democracy;
9. Ethics in political communication;
10. Main theories and theorists of contemporary political communication;
11. Most popular methods in political communication research.

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 adjusted according to a PhD student's scientific interests.
2. An oral discussion on the basis of the scientific paper.

NOTE: The list of study literature is compiled by course consulting lecturers for each PhD student individually according to the topic of their doctoral thesis.

Course literature

Bucy, E. P., & Holbert, R. L. (Eds.). (2011). *Sourcebook for political communication research: Methods, measures, and analytical techniques*. Routledge.

Foster, S. (2009). *Political communication*. Edinburgh University Press.

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

Kaid, L. L. (2004). *Handbook of political communication research*. Lawrence Erlbaum Associates.

Lasswell, H. D. (2018). *The political writings of Harold D. Lasswell: Psychopathology and politics; Politics: Who gets what, when, how; Democratic character*. Forgotten Books.

Loge, P. (2020). *Political communication ethics*. Rowman & Littlefield.

McNair, B. (2011). *An introduction to political communication*. Routledge.

Nye, J. S. (2005). *Soft power: The means to success in world politics*. Public Affairs.

Perloff, R. M. (2017). *The dynamics of political communication: Media and politics in a digital age*. Routledge.

Rowinski, P. (2021). *Post-truth, post-press, post-Europe: Euroscepticism and the crisis of political communication*. Palgrave Macmillan.

Šukaitytė, R., & Kirtiklis, K. (Sud.). (2018). *Socialinės tikrovės mediacija: Kultūra, politika ir visuomenė*. Vilniaus universiteto leidykla.

Wolfsfeld, G. (2003). *Political communication in a new era: A cross-national perspective*. Routledge.

Supplementary reading

Bondebjerg, I., & Madsen, P. (2009). *Media, democracy and European culture*. Intellect Ltd.

Jason, H. (2019). *Ethics under capital: MacIntyre, communication, and the culture wars*. Bloomsbury Academic.

Jones, J. P. (2009). *Entertaining politics: Satiric television and political engagement*. Rowman & Littlefield.

Lilleker, D. (2006). *Key concepts in political communication*. SAGE.

Miller, D. B. (2007). *Media pressure on foreign policy: The evolving theoretical framework*. Palgrave Macmillan.

Mungai, A. (2012). *Political communication in film: The impact of political communication in films and how it shapes public opinion*. LAP LAMBERT Academic Publishing.

Pečiulis, Ž. (2015). Politikų įtaka kuriant Lietuvos visuomeninio transliuotojo modelį. <i>Agora</i> .
Pečiulis, Ž. (2020). TV media in the Soviet system: The collision of modernity and restriction. <i>Filosofija. Sociologija</i> , 31(1), 34–42.
Pfetsch, B. (Ed.). (2014). <i>Political communication cultures in Europe: Attitudes of political actors and journalists in nine countries</i> . Palgrave Macmillan.

Name of consulting lecturer	Academic rank	Major works published in the last 5 years
Andrius Vaišnys	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
Renata Šukaitytė-Coenen	Assoc. Prof. Dr	<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 tolimas medijų pasaulis. Virsmas, 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>Nāripea, E., Šukaitytė, R., & Balčus, 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>Apertūra. Film–Vizualitās–Elmėlet</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>

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