COURSE SYLLABUS FOR DOCTORAL STUDIES

Name of the course	Field of study and its code	Faculty	
Theories of Visual 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

Course aim is to explore the main theories of visuality and visual communication, and analyse contemporary relevant issues of visual communication research.

Course content
Theories of visual communication, definition, conception and terms. Main directions, schools and authors. Philosophical, social and aesthetic theories as part of visual communication.
Image and text, interaction and access. Psychological assessment of visuality. Visual communication and theories of perception. Visual media as digital expression, discourse, media research. Visual identity in communication sciences.
Theoretical basis, concepts, methodologies, application of research of visual communication. Assessment aspects of visual communication (aesthetic, ethic, rhetoric and key elements). Visual literacy.
Visual communication and access for content, composition and semiotic research. Psychoanalytical approach as a method of image research, discourse theory, and audience research. Content analysis. Image as a narrative. Visual rhetoric.
Visual culture. Theories of impact. Visual rhetoric research. Critical reflection of visuality.

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. The themes of the scientific paper are adjusted according to a PhD student's scientific interests.
3. An oral discussion on the basis of a 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. The main works defining the main concepts relevant to the thesis, theoretical and methodological issues, etc. are included on such list.

Course literature

Becker, K. (2017). Where is visual culture in contemporary theories of media and communication? *Nordicom Review*, *25*(1-2). https://doi.org/10.1515/nor-2017-0205

Fahmy, S., Bock, M. A., & Wanta, W. (2014). *Visual communication theory and research: A mass communication perspective*. Palgrave Macmillan.

Machin, D. (2014). *Visual communication* (Vol. 4). De Gruyter Mouton.

Mirzoeff, N. (2015). *How to see the world*. Pelican Books.

Pauwels, L., & Mannay, D. (2019). *The SAGE handbook of visual research methods* (2nd ed.). SAGE Publications.

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

Russmann, U., & Svensson, J. (2011). *Images in use: Towards the critical analysis of visual communication*. John Benjamins Publishing Company.

Russmann, U., & Svensson, J. (2017). Introduction to visual communication in the age of social media: Conceptual theoretical and methodological challenges. *Media and Communication*, *5*(4), 1–5. https://doi.org/10.17645/mac.v5i4.1263

Smith, K., Moriarty, S., Barbatsis, G., & Kenney, K. (2005). *Handbook of visual communication: Theory, methods, and media*. Routledge.

Stocchetti, M., & Kukkonen, K. (2011). *Images in use: Towards the critical analysis of visual communication*. John Benjamins Publishing Company.

Name of consulting lecturer	Academic rank	Major works published in the last 5 years
Renata Šukaitytė-Coenen	Assoc. Prof. Dr	Šukaitytė, R. (2025). Mantas Kvedaravičius's Mariupolis (2016) and Šarūnas Bartas's Frost (2017): Soft advocacy for the Ukrainians in the Russo-Ukrainian War. *Studies in Eastern European Cinema, 16*(2), 164–183. https://doi.org/10.1080/2040350X.2024.2412387
		Šukaitytė, R. (2024). Kino raštingumas – kritiniam pasaulio ir jo įvairovės pažinimui. Iš A. Balčytienė (Sud. & Moksl. red.). *Artimas tolimas medijų pasaulis. Virsmai, ribos ir būdai tai suprasti: kolektyvinė monografija.* Vytauto Didžiojo universitetas.
		Šukaitytė, R. (2024). The immersive experience of the era of nuclear energy in Emilija Škarnulytė's ecodocumentary Burial (2022) = Įtraukianti branduolinės energetikos eros patirtis Emilijos Škarnulytės ekodokumentiniame filme Kapinynas (2022). *Acta Academiae Artium Vilnensis: The Personal Perspective and Essay Form in Non-Fiction Cinema and Art*, 115. https://doi.org/10.37522/aaav.115.2024.269

		Šukaitytė, R. (2024). Kanonų kaitos metas Lietuvos kine. *Kinas*, (1), 60–61.
		Näripea, E., Šukaitytė, R., & Balčus, Z. (2022). Economic and social precarity in Baltic cinema. Iš E. Cuter, G. Kirsten, & H. Prenzel (Red.). *Precarity in European film: Depictions and discourses* (p. 289–302). De Gruyter. https://doi.org/10.1515/9783110707816-016.
		Šukaitytė, R. (2021). Contemporary Lithuanian documentary cinema: A critical overview of main film directions. *Apertúra. Film–Vizualitás–Elmélet*, 17(1), 1–23. https://doi.org/10.31176/apertura.2021.17.1.9
		Šukaitytė, R. (2021). Istorija Lietuvos režisierių moterų dokumentiniuose filmuose: faktai, emocijos, asmeninė perspektyva. Iš N. Arlauskaitė & L. Kaminskaitė (Sud.) *Fokuse: moterys Lietuvos kine* (p. 188–213). Lapas.
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
Martynas Petrikas	Assoc. Prof. Dr	Petrikas, M. (2025). Make (dis)believe: Creative spectacularization of the war on theatre stage in The Great Evil. *Creativity Studies*, *18*(1), 171–184. https://doi.org/10.3846/cs.2025.21852
		Petrikas, M., & Petrikienė, A. (2023a). Lithuanian magazines: Keturi vėjai, MUBA. In D. Kosiński (Ed.), *A lexicon of the Central-Eastern European interwar theatre avant-garde* (pp. 313–316). Zbigniew Raszewski Theatre Institute.
		Petrikas, M., & Petrikienė, A. (2023b). Performance on the page. In D. Kosiński (Ed.), *A lexicon of the Central-Eastern European interwar theatre avant-garde* (pp. 613–622). Zbigniew Raszewski Theatre Institute; Performance Research Books.
		Petrikas, M. (2022). Mapping theatre (I): Polish theatre in Vilnius. In *A history of Polish theatre* (pp. 147–160). Cambridge University Press. https://doi.org/10.1017/9781108619028.006

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