

SYLLABUS OF A SUBJECT OF DOCTORAL STUDIES

Title of the subject	Science Category (Code)	Faculty	
Theory of Communication	Communication and Information S 008	Communication	
Mode of study	Number of allocated ECTS credits	Mode of study	Number of allocated ECTS credits
Lectures		Consultations	2 ECTS
Individual work	5 ECTS	Seminars	

Subject annotation

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.

Content of the subject

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.

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.

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.

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.

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 visibility.

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.

Main literature

BARAN, Stanley J.; DAVIS, Dennis K. 2010. *Mass Communication Theory: Foundations, Ferment, and Future*. WADSWORTH Cengage Learning.

CASTELS, Manuel. *Communication power*. London, 2012.

FINN, Jonathan. *Visual Communication and Culture: Images in Action*. OUP Canada, 2012.

FISKE, John. *Populiariosios kultūros supratimas*. Vilnius, 2008. 174 p.

FORTNER, Robert S. (Ed.), FACKLER, P. Mark (Ed.). 2014. *The Handbook of Media and Mass Communication Theory*. Wiley-Blackwell.

HOLMES, David. *Communication theory: media, technology and society*. London, 2005. 255 p.

JENSEN, Klaus Bruhn. *A handbook of media and communication research: qualitative and quantitative methodologies*. London, New York, 2007. 332 p.

LITTLEJOHN, SW, FOSS, K. *Theories of Human communication*. Belmont. CA, 2008.

Mass communication research methods: Anders Hansen ... [et al.]. Basingstoke, 2003. 350 p.

MCQUAIL, D. *McQuail's mass communication theory*. London, 2012.

OLSON, C. Lester; FINNEGAN, A. Cara; HOPE, S. Diane. *Visual Rhetoric: A Reader in Communication and American Culture*. Sage Publications, 2008.

ROSE, Gillian. *Visual Methodologies*. Sage Publications, 2016.

SPARKS, G. G. *Media effects research: a basic overview*. Belmont [Calif.], 2006. 250 p.

Consulting professors	Research title	Pedagogical title	Key publications in the field (branch) of science during the last 5 years
Elena Macevičiūtė	Dr.	Prof.	Macevičiūtė, Elena; Manžuch, Zinaida; Gudinavičius, Arūnas. The role of curiosity triggers and features in digital literacy training // <i>Library & information science research</i> . New York : Elsevier. ISSN 0740-8188. eISSN 1873-1848. 2023, vol. 45, iss. 4, art. no. 101268, p. [1–9]. DOI: 10.1016/j.lisr.2023.101268.
			Macevičiūtė, Elena; Kepalienė, Fausta. Factors influencing Lithuanian researchers' use of open access repositories as a publishing channel // <i>Information research: Proceedings of ISIC: the information behaviour conference, Berlin, Germany, 26 - 29 September, 2022</i> . Sheffield : University of Sheffield. ISSN 1368-1613. 2022, vol. 27, spec. iss., art. no. 2210, p. [1–17]. DOI: 10.47989/irisic2210.
			Wilson, Thomas D.; Macevičiūtė, Elena. Information misbehaviour: modelling the motivations for the creation,

			<p>acceptance and dissemination of misinformation // <i>Journal of documentation</i>. Cambridge : Emerald Publishing Limited. ISSN 0022-0418. eISSN 1758-7379. 2022, vol. 78, iss. 7, p. 485–505. DOI: 10.1108/JD-05-2022-0116.</p> <p>MANŽUCH, Zinaida; MACEVIČIŪTĖ, Elena. A life goals perspective on the information behaviour of elderly adults // <i>Information research: vol. 25. no 4: Proceedings of ISIC, the Information Behaviour Conference, Pretoria, South Africa, 28 September - 01 October, 2020</i>. Sheffield : University of Sheffield. eISSN 1368-1613. 2020, vol. 25, no. 4, p. [1–18]. DOI: 10.47989/irisic2005.</p> <p>MANŽUCH, Zinaida; MACEVIČIŪTĖ, Elena. Digital comics reading program for reducing the digital exclusion of people with hearing impairments // <i>Sustainable digital communities: 15th international conference</i>, iConference 2020, Boras, Sweden, March 23–26, 2020 : proceedings. Cham : Springer, 2020. ISBN 9783030436865. eISBN 9783030436872. p. 456–469. (Lecture Notes in Computer Science ; vol. 12051). DOI: 10.1007/978-3-030-43687-2_36.</p> <p>MANŽUCH, Zinaida; MACEVIČIŪTĖ, Elena. Getting ready to reduce the digital divide: scenarios of Lithuanian public libraries // <i>Journal of the Association for Information Science and Technology</i>. Hoboken : Wiley. ISSN 2330-1635. eISSN 2330-1643. 2019, first published online, p. [1–13]. DOI: 10.1002/asi.24324.</p>
Renata Matkevičienė	Dr.	Prof.	<p>Kimhi, Shaul; Kaim, Arielle; Bankauskaitė, Dalia; Baran, Maria; Baran, Tomasz; Eshel, Yohannan; Dumbadze, Salome; Gabashvili, Manana; Kaniasty, Krzysztof; Koubova, Alice; Marciano, Hadas; Matkevičienė, Renata; Teperik, Dmitri; Adini, Bruria. A full-scale Russian invasion of Ukraine in 2022: Resilience and coping within and beyond Ukraine // <i>Applied psychology: health and well-being</i>. Hoboken : Wiley. ISSN 1758-0846. eISSN 1758-0854. 2023, first published online, p. [1–19]. DOI: 10.1111/aphw.12466.</p> <p>Matkevičienė, Renata; Jakučionienė, Lina. Communication professionals as social change agents in times of crisis: how pandemic situation has changed initiatives in CSR and sustainability // <i>Corporate social responsibility in a dynamic global environment: sustainable management in challenging times</i> / Editors: Irene Guia Arraiano, Belén Díaz, Mara Del Baldo, René Schmidpeter, Samuel O. Idowu. Cham : Springer, 2023. ISBN 9783031246463. eISBN 9783031246470. p. 365–380. (CSR, sustainability, ethics & governance, ISSN 2196-7075, eISSN 2196-7083). DOI: 10.1007/978-3-031-24647-0_19.</p> <p>DĀVIDSONĒ, Agnese; MATKEVIČIENĒ, Renata;</p>

			<p>TELYČĒNAITĒ, Austē; SILKANE, Vineta; JURĀNE BRĒMANE, Anžela. Social simulation transfer to online: Pedagogical reflections on teaching presence // <i>Remote learning in times of pandemic: issues, implications and best practice</i> / edited by Linda Daniela and Anna Visvizi. London : Routledge, 2021, chapter no. 4. ISBN 9780367765705. eISBN 9781003167594. p. 74–89.</p> <p>DĀVIDSONE, Agnese; SEPPEL, Külliki; TELYČĒNAITĒ, Austē; MATKEVIČIENĒ, Renata; UIBU, Marko; SILKĀNE, Vineta; JURĀNE-BRĒMANE, Anžela; ALLAJE, Ōne. Exploring students' perceptions on acquisition of transversal skills during an online social simulation // <i>Human, technologies and quality of education, 2021 = Cilvēks, tehnoloģijas un izglītības kvalitāte, 2021</i> / Editor Linda Daniela. Rīga : University of Latvia, 2021. ISBN 9789934187353. p. 727–738. DOI: 10.22364/htqe.2021.57.</p> <p>MATKEVIČIENĒ, Renata. How media constructs topics on public interest: case of internet media reaction to the political corruption scandal in Lithuania in 2016 // <i>Public interest communication: selected articles</i> / editor-in- chief Renata Matkevičienē, Andris Petersons. Riga : Turiba University, Ltd., 2019. p. 64–77. ISBN 9789934543227.</p> <p>MATKEVIČIENĒ, Renata. Politikų ir žiniasklaidos sąveikos: cinizmas kaip politinės komunikacijos stilius = Interactions of politicians and media: cynicism as political communication style // <i>Parlamento studijos</i>. Vilnius: Lietuvos nacionalinė Martyno Mažvydo biblioteka. 2019, Nr. 26, p. 26–44. ISSN 1648-9896. eISSN 1822-749X. Prieiga per internetą: <http://www.parlamentostudijos.lt/Nr26/files/26-44.pdf>.</p> <p>STONKIENĒ, Marija; MATKEVIČIENĒ, Renata. Public interest in the Lithuanian media: protection of human rights initiated by individual as a case of the public interest in the Lithuanian online media // <i>Public interest communication: selected articles</i> / editor-in- chief Renata Matkevičienē, Andris Petersons. Riga : Turiba University, Ltd., 2019. p. 95–129. ISBN 9789934543227</p> <p>TAMUTIENĒ, Lina; MATKEVIČIENĒ, Renata. Quality in the higher education sector: comparison of communication of criteria for quality assurance in webpages of state universities in Lithuania and Latvia. <i>Acta Prosperitatis</i>. Riga, Turība University, 2019, No. 10, p. 109–130. ISSN 1691-6077.</p>
Renata Šukaitytė-Coenen	Dr.	Assoc. Prof.	<p>NĀRIPEA, Eva; ŠUKAITYTĒ-COENEN, Renata; BALČUS, Zane. Economic and social precarity in Baltic cinema // <i>Precarity in European film: depictions and discourses</i> / Edited by: Elisa Cuter, Guido Kirsten and Hanna Prenzel : De Gruyter, 2022. ISBN 9783110707724. eISBN 9783110707816. p. 289–302.</p>

			DOI: 10.1515/9783110707816-016.
			ŠUKAITYTĖ-COENEN, Renata. Contemporary Lithuanian documentary cinema: a critical overview of main film directions // <i>Apertúra. Film–Vizualitás–Elmélet</i> : Pompeji Alapítvány. ISSN 1787-7245. 2021, Fall, p. [1–23]. DOI: 10.31176/apertura.2021.17.1.9.
			ŠUKAITYTĖ-COENEN, Renata. Istorija Lietuvos režisierių moterų dokumentiniuose filmuose: faktai, emocijos, asmeninė perspektyva // <i>Fokuse: moterys Lietuvos kine</i> / sudarė: Natalija Arlauskaitė, Lina Kaminskaitė. Vilnius : Lapas, 2021. ISBN 9786098198379. p. 188–213.
			MIKONIS-RAILIENĖ, Ana; ŠUKAITYTĖ, Renata; MARTIŠIUS, Mantas; STONYTĖ, Renata; Mikonis-Railienė, Ana (sudaryt.); Šukaitytė, Renata (sudaryt.). <i>Politinis lūžis ekrane: (po) komunistinė transformacija Lietuvos dokumentiniame kine, videokronikoje ir televizijoje</i> . Vilnius : Vilniaus universiteto leidykla, 2020. 374 p. ISBN 9786090703625. eISBN 9786090703632.
			MAZIERSKA, Ewa; ŠUKAITYTĖ, Renata. Representation of poverty in Polish, Lithuanian and Latvian documentary films of the postcommunist period // <i>Studies in Eastern European cinema</i> . London : Taylor&Francis. ISSN 2040-350X. eISSN 2040-3518. 2020, vol. 11, iss. 1, p. 67–81. DOI: 10.1080/2040350X.2018.1465672.
Rita Repšienė	Dr.	Assoc. Prof.	Repšienė, Rita. Marija Gimbutas, the 21st Century and the Media: Creating Hope for a Peaceful Future through the Discovery of Prehistoric Civilization = XXI amžius, medijos ir Marija Gimbutienė Atradusi nepaprastą laiką ir sukūrusi taikią viltį ateičiai // <i>Sphairos: Cultural and Media Studies: Marija Gimbutas in 21st Century: Longing for Peaceful Civilisations</i> . Vilnius : Lithuanian Culture Research Institute. ISSN 2029-8560. eISSN 2783-5529. 2022, 13, p. 26–63.
			Repšienė, Rita. Migracijos pokyčiai XXI a.: egzodas, tapatumo dilema ir transnacionalumo perspektyvos = Migration transformation in the 21st century: exodus, the identity dilemma, perspectives on transnationalism // <i>Migracija: sampratos ir patirtys</i> / sudarytoja Margarita Matulytė. Vilnius : Lietuvos nacionalinis dailės muziejus ; Lietuvos kultūros tyrimų institutas, 2022. ISBN 9786094261688. p. 124–150, 484.
Kęstas Kirtiklis	Dr.	Assoc. Prof.	Kelpšienė, Ingrida; Armakauskaitė, Donata; Denisenko, Viktor; Kirtiklis, Kęstas ; Laužikas, Rimvydas; Stonytė, Renata; Murinienė, Lina; Dallas, Konstantinos. Difficult heritage on social network sites: An integrative review // <i>New media & society</i> . London : SAGE Publications. ISSN 1461-4448. eISSN 1461-7315. 2023, vol. 25, iss. 11, p. 3137–3164. DOI: 10.1177/14614448221122186.

			<p>Kirtiklis, Kęstas; Laužikas, Rimvydas; Kelpšienė, Ingrida; Dallas, Konstantinos. An ontology of semiotic activity and epistemic figuration of heritage, memory and identity practices on social network sites // <i>SAGE Open</i>. Thousand Oaks, CA : SAGE Publications. ISSN 2158-2440. 2023, vol. 13, iss. 3, p. [1–25]. DOI: 10.1177/21582440231187367.</p> <p>KIRTIKLIS, Kęstas. Humanist limits of Craig's communication theory // <i>Practicing communication theory: exploring, applying, and teaching the constitutive metamodel</i> / Eds.: Marc Howard Rich, Jessica S. Robles. San Diego, CA : Cognella, Inc, 2020. ISBN 9781793506795. p. 175–189.</p> <p>KIRTIKLIS, Kęstas; GEDUTIS, Aldis. Ancient narrative and modern promise: the political arguments for the value of the humanities in Lithuania // <i>Journal of Baltic studies</i>. Portland. 2020, vol. 51, iss. 2, p. 275–287. ISSN 0162-9778. eISSN 1751-7877. DOI: 10.1080/01629778.2020.1747509.</p> <p>KIRTIKLIS, Kęstas. "A convenient way to describe communication...": Towards the transmission model as a metamodel // <i>Models of communication: theoretical and philosophical approaches</i> / edited by Mats Bergman, Kęstas Kirtiklis, Johan Siebers. New York : Routledge : Taylor & Francis, 2020. p. 78–94. ISBN 9781138294554. eISBN 9781315231402. (Routledge studies in European communication research and education).</p> <p>BERGMAN, Mats (red.); KIRTIKLIS, Kęstas (red.); SIEBERS, Johan (red.). <i>Models of communication: theoretical and philosophical approaches</i> / edited by Mats Bergman, Kęstas Kirtiklis, Johan Siebers. New York : Routledge:Taylor & Francis Group, 2020. 240 p. (Routledge studies in European communication research and education). ISBN 9781138294554. eISBN 9781315231402.</p> <p>KIRTIKLIS, Kęstas. Jam session klasikine tema // <i>Savasties praktikos</i> / Zygmunt Baum, Rein Raud; vertė Kęstas Kirtiklis. Vilnius: Apostrofa, 2019. p. 246–253. ISBN 9786098205121.</p>
<p>Approved by the Committee of the Doctoral Studies of Communication and Information in the Field of Social Sciences of 20 November 2023, Minutes No. (7.17 E) 15600-KT-545</p>			
<p>Chairperson of the Committee: Prof. Dr. Aušra Navickienė</p>			