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	

Course abstract

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

Name of consulting lecturer	Academic rank	Major works published in the last 5 years
Elena Macevičiūtė	Prof. Dr.	MACEVIČIŪTĖ, Elena. (2024). Demystifying the academic research enterprise: becoming a successful scholar in a complex and competitive environment. *Information Research-An International Electronic Journal*, 29(3), 132–133.
		MACEVIČIŪTĖ, Elena.(2024). Knowledge shaping: Student note-taking practices in early modernity. *Information Research-An International Electronic Journal,* 29(3), 134–135.

		MACEVIČIŪTĖ, Elena. (2024). Libraries on the agenda: Lobbying and advocating for library and information professionals. *Information Research-An International Electronic Journal,* 29(3), 136–137.
		MACEVIČIŪTĖ, Elena. (2024). Categories we live by: How we classify everyone and everything. *Information Research-An International Electronic Journal*, 29(2), 153-154.
		MACEVIČIŪTĖ, Elena. (2024). Tactical publishing: using senses, software and archives in the twenty-first century. *Information Research-An International Electronic Journal*, 29(2), 155-156.
		MACEVIČIŪTĖ, Elena. (2024). Web metrics for library and information professionals. *Information Research-An International Electronic Journal,* 29(2), 157-158.
		MACEVIČIŪTĖ, Elena; MANŽUCH, Zinaida; GUDINAVIČIUS, Arūnas. The role of curiosity triggers and features in digital literacy training // *Library & information science research*. 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 // *Information research: Proceedings of ISIC: the information behaviour conference, Berlin, Germany, 26 - 29 September, 2022*. 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, acceptance and dissemination of misinformation // *Journal of documentation*. 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.
		MANŽUCH, Zinaida; MACEVIČIŪTĖ, Elena. A life goals perspective on the information behaviour of elderly adults // *Information research: vol. 25. no 4: Proceedings of ISIC, the Information*

		Behaviour Conference, Pretoria, South Africa, 28 September - 01 October, 2020. Sheffield: University of Sheffield. eISSN 1368-1613. 2020, vol. 25, no. 4, p. [1–18]. DOI: 10.47989/irisic2005.
		MANŽUCH, Zinaida; MACEVIČIŪTĖ, Elena. Digital comics reading program for reducing the digital exclusion of people with hearing impairments // *Sustainable digital communities: 15th international conference,* 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.
Renata Matkevičienė	Prof. Dr.	MATKEVIČIENĖ, Renata. NGOs as catalysts for societal resilience: examining their role and impact during risk situations // Non-profit organisations. Vol. 4: Structures, models and technology / Edited by Alkis Thrassou, Demetris Vrontis, Leonidas Efthymiou, Yaakov Weber, S. M. Riad Shams, Evangelos Tsoukatos. Cham: Palgrave Macmillan, 2024, chapter 6. ISBN 9783031625374. eISBN 9783031625381. p. 123-148. (Palgrave studies in cross-disciplinary business research, in association with EuroMed Academy of Business, ISSN 2523-8167, eISSN 2523-8175). DOI: 10.1007/978-3-031-62538-1_6.
		KAIM, Arielle; GEVA, Kristina; SIMAN - TOV, Maya; SCHOLDER, Naomi; KIMHI, Shaul; BANKAUSKAITĖ, Dalia; BARAN, Maria; BARAN, Tomasz; COSCIUG, Anatolie; ESHEL, Yohannan; DUMBADZE, Salome; GABASHVILI, Manana; JIGLAU, George; KANIASTY, Krzysztof; KOUBOVA, Alice; MARCIANO, Hadas; MATKEVIČIENĖ, Renata; MATICHESCU, Marius; TEPERIK, Dmitri; ADINI, Bruria. 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. Amsterdam: Elsevier BV. eISSN 2212-4209. 2024, vol. 108, art. no. 104562, p. [1-24]. DOI: 10.1016/j.ijdrr.2024.104562.
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Maria; BARAN, Tomasz; COSCIUG, Anatolie; ESHEL, Yohannan; DUMBADZE, Salome; GABASHVILI, Manana; JIGLAU, George; KANIASTY, Krzysztof; KOUBOVA, Alice; MARCIANO, Hadas; MATKEVIČIENĖ, Renata; MATICHESCU, Marius; NAOMI, Scholder; TEPERIK, Dmitri; SUKHASHVILI, Jemal; ADINI, Bruria. From compassion to controversy: Unraveling the impact of societal resilience on the tapestry of attitudes towards Ukrainian refugees // International journal of disaster risk reduction. Amsterdam: Elsevier. eISSN 2212-4209. 2024, vol. 105, art. no. 104326, p. [1-42]. DOI: 10.1016/j.ijdrr.2024.104326.

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MATKEVIČIENĖ, Renata; JAKUČIONIENĖ, Lina. Communication professionals as social change agents in times of crisis: how pandemic situation has changed initiatives in CSR and sustainability // *Corporate social responsibility in a dynamic global environment: sustainable management*

		in challenging times / 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.
		DĀVIDSONE, Agnese; MATKEVIČIENĖ, Renata; TELYČĖNAITĖ, Austė; SILKANE, Vineta; JURĀNE BRĒMANE, Anžela. Social simulation transfer to online: Pedagogical reflections on teaching presence // *Remote learning in times of pandemic: issues, implications and best practice* / edited by Linda Daniela and Anna Visvizi. London : Routledge, 2021, chapter no. 4. ISBN 9780367765705. eISBN 9781003167594. p. 74–89.
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Renata Šukaitytė-Coenen	Doc. Dr.	ŠULCIENĖ, Ramutė (interviu, imantis); ŠUKAITYTĖ-COENEN, Renata (interviu, duodantis); MARTIŠIUS, Mantas (interviu, duodantis); VAIČEKAUSKIENĖ, Giedrė (interviu, duodantis). Rinkėjų laukia populizmo pliūpsniai // Savaitė. Vilnius: UAB „Savaitė". ISSN 1392-6888. 2024, Nr. 16, p. 18-19.
		ŠUKAITYTĖ, Renata. 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. Abingdon : Informa UK Limited. ISSN 2040-350X. eISSN 2040-3518. 2024, Early Access, p. [1-20]. DOI: 10.1080/2040350X.2024.2412387
		POCYTĖ-MEDUTĖ, Kristina; ŠUKAITYTĖ-COENEN, Renata. „Lietuvos

šeimų sąjūdžio" protestai ir akcijos 2021–2023 metais: vizualiniai tropai Lietuvos žiniasklaidoje // Studentų moksliniai tyrimai. 2023/2024 konferencijos pranešimų santraukos. Vilnius : Lietuvos mokslo taryba. ISSN 2669-2074. 2024, p. 500-501. Prieiga per internetą: <https://lmt.lrv.lt/media/viesa/saugykla/2024/6/fQ4-btD1_WM.pdf>.

ŠUKAITYTĖ, Renata. Kanonų kaitos metas Lietuvos kine // Kinas. Vilnius : VšĮ Žurnalas "Kinas". ISSN 0206-3840. 2024, Nr. 1, p. 60-61.

NÄRIPEA, Eva; ŠUKAITYTĖ-COENEN, Renata; BALČUS, Zane. Economic and social precarity in Baltic cinema // *Precarity in European film: depictions and discourses* / Edited by: Elisa Cuter, Guido Kirsten and Hanna Prenzel : De Gruyter, 2022. ISBN 9783110707724. eISBN 9783110707816. p. 289–302. DOI: 10.1515/9783110707816-016.

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MAZIERSKA, Ewa; ŠUKAITYTĖ, Renata. Representation of poverty in Polish, Lithuanian and Latvian documentary films of the postcommunist period // *Studies in Eastern European cinema*. London : Taylor&Francis. ISSN 2040-350X. eISSN 2040-3518. 2020,

Rita Repšienė	Doc. Dr.	REPŠIENĖ, Rita. Digital Mythicality and Memes as Pandemic Reflexion: From Sacrum to Profanum = Skaitmeninis mitiškumas ir memai kaip pandemijos refleksija: Nuo sacrum iki profanum // Sphairos: Cultural and Media Studies = Sphairos: Kultūros ir medijų studijos: The Communication of Crisis and Politics in a Time of Image Culture = Krizių komunikacija ir politika vaizdų kultūros laikais. Vilnius : Lithuanian Culture Research Institute. ISSN 2029-8560. eISSN 2783-5529. 2023, 14, p. 205-225.
		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 // *Sphairos: Cultural and Media Studies: Marija Gimbutas in 21st Century: Longing for Peaceful Civilisations*. 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 // *Migracija: sampratos ir patirtys* / sudarytoja Margarita Matulytė. Vilnius: Lietuvos nacionalinis dailės muziejus; Lietuvos kultūros tyrimų institutas, 2022. ISBN 9786094261688. p. 124–150, 484.
Kęstas Kirtiklis	Doc. Dr.	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 // *New media & society*. London : SAGE Publications. ISSN 1461-4448. eISSN 1461-7315. 2023, vol. 25, iss. 11, p. 3137–3164. DOI: 10.1177/14614448221122186.
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		network sites // *SAGE Open*. Thousand Oaks, CA : SAGE Publications. ISSN 2158-2440. 2023, vol. 13, iss. 3, p. [1–25]. DOI: 10.1177/21582440231187367.
		KIRTIKLIS, Kęstas. Humanist limits of Craig's communication theory // *Practicing communication theory: exploring, applying, and teaching the constitutive metamodel* / Eds.: Marc Howard Rich, Jessica S. Robles. San Diego, CA : Cognella, Inc, 2020. ISBN 9781793506795. p. 175–189.
		KIRTIKLIS, Kęstas; GEDUTIS, Aldis. Ancient narrative and modern promise: the political arguments for the value of the humanities in Lithuania // *Journal of Baltic studies*. Portland. 2020, vol. 51, iss. 2, p. 275–287. ISSN 0162-9778. eISSN 1751-7877. DOI: 10.1080/01629778.2020.1747509.
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Approved by the Doctoral Committee of the field of Communication and Information of the Social Sciences area on 16 December 2024, minutes of the meeting No. (7.17 E) 15600-KT-646

Chairperson of the Committee Prof. Dr. Aušra Navickienė