COURSE DESCRIPTION

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to	Reg. No.
KOM5014	C	6	01.06.2011	01.06.2013	

Course type (compulsory or optional)	Compulsory
Course level (study cycle)	Master
Semester the course is delivered	Autumn
Study form (face-to-face or distant)	Face-to-face

Course title in Lithuanian

Komunikacija modernybėje

Course title in English

Communication in the Modernity

Short course annotation in Lithuanian (up to 500 characters)

Šio kurso kontekste bus orientuojamasi į modernybės laikmečio ir šiuolaikinių visuomenių kaitos inspiruojamus komunikacinių patirčių pokyčius ir pastebimas naujas komunikacines praktikas bei jų poveikį skirtingoms auditorijoms; bus tyrinėjami ir analizuojami tokie reiškiniai kaip globalėjimas, sparčios naujų technologijų plėtros fone užsimezgantys nauji, įtinklinti komunikaciniai ryšiai tarp skirtingų komunikacijos proceso dalyvių bei šių transformacijų eigoje vykstantys kiti procesai, tokie kaip susiskaidymas ar interesų fragmentacija, bet sykiu ir naujų „diasporinių ryšių užsimezgimas ir pan. Bus diskutuojama, kaip tokių visuomenės persitvarkymų eigoje keičiasi komunikacinės patirtys, kaip transformuojasi tradicijos ir vertybės, kaip kokybiškai keičiasi tiek masinės, tiek interaktyviosios žiniasklaidos turinys, kaip viešąjį gyvenimą transformuoja įtinklintos socialinės medijos. Šio kurso paskaitose studentai ne tik analizuoja iškilių mokslininkų teorinius darbus, bet sykiu atlieka ir praktinius išsikeltų komunikacinių problemų tyrimus, dalyvauja projektuose ir rengia analitines studijas, publikuoja jų rezultatus.

Short course annotation in English (up to 500 characters)

This course has both theoretical and practical aspects. Lectures are designed and planned as theoretical debates having a very strong emphasis on profound changes that were brought by modernity and all controversies associated with its characteristics (globalism and localization, liberalism and fragmentation and so forth) on societies and human conditions, especially their communicative traditions, values and patterns. Theoretical debates here move around different concepts (regulation and liberalism, fragmentation and unity, individuality and community) and discussions are structured to assess changes in quality of communication and its impact on the quality of democracy. Practical assignments are designed to assess communicative histories and traditions as well as emerging new cultures and norms of professional journalism (in particular) and communication (in general) in different stages of modernity.

Prerequisites for entering the course

Classes from the fields of sociology, political science, research methods (especially focussing on qualitative and comparative research), media and globalization and the like.

Course aim

The course will examine the relationship between the media and modernity and will analyze the substantive theoretical debates on the development of the media and its impact on the emergence and transformation of modern societies. It will introduce students to a wide variety of trends, developments and emerging traditions and cultures of communication as stimulated through profound changes in contemporary social settings. At the same time, the course seeks to show that the media, communications and networks have a profound significance for the way in which the world is understood by its citizens.

Links between study programme outcomes, course outcomes and criteria of learning achievement evaluation

Study program outcomes	Course outcomes	Criteria of learning achievement evaluation
1. To understand the functions of journalism, as media structural element, in a democratic and civil society.	1.1. Develop knowledge and understanding about the complexity of ongoing processes of social modernization, globalization, secularization, etc. and effects of these processes on communications (in general) and on media and journalism (in particular).	1.1.1. Knowledge and understanding of the general background and social science analytical tools for understanding media and modernity.
	1.2. Identify and critically examine how the profound social changes affect communicative patterns and cultures of communication, and how different forces of modernity (esp. mass migration and electronic mediation) affect representations in media, information consumption and communication.	1.2.1. Students develop understanding of core key issues and concepts in social theories applied to media phenomena.
2. To evaluate media system transformations in the context of globalization and mediatization, when analyzing communication	2.1. Analyze and critically assess developments and changes in media and social representations as well as communicative patterns according to complex, diverse and multiple societal transformations.	2.1.1. Students critically examine academic literature and participate in debates.

content, audiences, technology and organizations.	2.2. Discuss, provide strong arguments and participate in debates on such issues as media institutional change, media representations and media morale and their effects on the quality of communications and the quality of democracy.	2.2.1. Students acquire knowledge and ability to critically assess contemporary trends in the development of new forms of communications.
3. To analyze media and public sphere processes nationally and internationally, in a wider social, cultural, economic and political context.	3.1. Develop awareness and understanding of contemporary research studies and projects in conventional media and social networks.	3.1.1. Students get experienced and develop expertise in generating questions for comparative research studies.
	3.2. Apply comparative research (analysis) methods and explain how different representations and images (lifestyles, popular culture, self-representations) circulate internationally through the media and social networks and affect the cultures of communication in different countries around the world.	3.2.1. Students develop skills in identifying and discussing research problems.
		3.2.2. Students acquire adequate knowledge about research traditions and contemporary trends in communications research.

Link between course outcomes and content

Course outcomes	Content (topics)
1. Develop knowledge and understanding about the complexity of ongoing processes of social modernization, globalization, secularization, etc. and effects of these processes on communications (in general) and on media and journalism (in particular).	**1. Sociology of media and communications** (Bourdieu, Giddens, Peters, Shudson, Thompson, etc.)
	2. Public sphere and imagined communities (Calhoun, Anderson, Habermas, Bauman, etc.)
	3. Media spectacle, simulacra and simulation (Baudrillard, etc.)
	4. Communication, ideology and power (Bourdieu, Castells, Thompson, Foucault, etc.)
	5. Political economy of media and communications (Shiller, etc.)
	6. Communication as culture (Carrie, Hall, McNair, Mancini, etc.)

	7. Technologies as actors (McLuhan, Castells, Latour, etc.)
	8. Visual cultures and visualization (Barthes, Hall, Mirzoeff, Sontag, Urray, etc.)
	9. The global, the national and the postcolonial in media and communications (Appadurai, Said, Beck, etc.)
2. Identify and critically examine how the profound social changes affect communicative patterns and cultures of communication, and how different forces of modernity (esp. mass migration and electronic mediation) affect representations in media, information consumption and communication.	**10. The power and controversies of liberalization in media and contemporary communications:** Studying the mixed blessings of communication freedom.
3. Analyze and critically assess developments and changes in media and social representations as well as communicative patterns according to complex, diverse and multiple societal transformations.	**11. From 'solid' to 'liquid' journalism and communications:** Studying the changing identities, professional practices and functions of contemporary journalism (case studies).
4. Discuss, provide strong arguments and participate in debates on such issues as media institutional change, media representations and media morale and their effects on the quality of communications and the quality of democracy.	**12-13. In-class assignments and group work:** (1) Exploring the role of technologies and infrastructure in constructing media organizations and cultures; (2) Studying multiple media representations and focusing especially on such issues as media morality, media literacy and regulations; (3) Studying falsehood, distortion and propaganda in the global media and communications.
5. Develop awareness and understanding of contemporary research studies and projects in conventional media and social networks.	**14. Group project development: Idea generation and interim results presentations.**
6. Apply comparative research (analysis) methods and explain how different representations and images (lifestyles, popular culture, self-representations) circulate internationally through the media and social networks and affect the cultures of communication in different countries around the world.	**15. Group project presentations and final debate.**

Study (teaching and learning) methods

Lectures; seminars and discussions; group work and presentations; individual creative writing assignments (essays, commentaries, research papers, etc.).

Methods of learning achievement assessment

This course is composed of lectures and tutorials. The lectures will introduce the debates surrounding the major themes of the course, using concrete examples, widely drawn from various media and cultural forms. The tutorials and practical assignments will clarify and deepen the conceptual debates involved, and examine empirical studies from different parts of the modern world.

Distribution of workload for students (contact and independent work hours)

Class work (30 hours): lectures – 10 hours and seminars – 20 hours; group work – 50 hours; individual written assignments – 30 hours; individual student's work (including preparation for the exam) – 40 hours.

Total: 160 hours.

Structure of cumulative score and value of its constituent parts

Seminars – 10 %, group presentations – 20 %, group written assignments – 20 %, exam (essay) – 50 % of the final grade.

Recommended reference materials

No.	Publication year	Authors of publication and title	Publishing house	Number of copies in		
				University library	*Self-study rooms*	*Other libraries*
Basic materials						
1.	2009	Beck, U. *What is globalization?*	Polity Press	1	1	
2.	2002	Bauman, Z. *Globalizacija: pasekmės žmogui.*	Apostrofa	7	1	
3.	2009	Castells, M. *Communication Power.*	Oxford University Press	1	1	
4.	2002	Habermas, J.		2	1	
5.	2007	Silverstone, R. *Media and Morality.*	Polity Press	1	1	
6.	1995	Thompson, J. *Media and Modernity: A Social Theory of the Media.*	Stanford University Press	1	1	
Supplementary materials						
7.	1987	Bourdieu, P. *Distinction: A Social Critique of the Judgement of Taste.*	Harvard University Press			
8.	2009	Davies, N. *Flat Earth*	Vintage Books			

		News.	
9.	2006	Friedman, Th. *The World is Flat*	Penguin Books
10.	2007	Hall, S. *Representation: Cultural Representations and Signifying Practices*	Sage
11.	2004	Peters, J. D. *Kalbėjimas vėjams: komunikacijos idėjos istorija..*	Lietuvos rašytojų sąjungos leidykla
12.	2003	Schudson, M. The Power of News.	Harvard University Press

Course programme designed by

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