

COURSE DESCRIPTION (Group C)

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to	Reg. No.
KOM5014	C	6	2012.06.20	2014.06.20	

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

Course title in Lithuanian

Komunikacijos kultūros

Course title in English

Communication Cultures

Short course annotation in Lithuanian (up to 500 characters)

Šio dalyko paskaitose studentai susipažįsta su skirtingų pasaulio šalių politiniais, ekonominiais ir kultūriniais kontekstais, gilina šią veiksmų poveikį susiformavusių komunikacijos tradicijų bei vertybių ypatumus. Analizuojami ne tik lokaliai reikšmės dalykai, bet ir atkreipiamas dėmesys į globalizacijos, regioninės integracijos procesus, skirtingose šalyse vykčius viešojoje komunikacijoje veikiančius dalykus, tokius kaip žiniasklaidos verslo modelių taikymai, naujų technologijų skverbis ir pan. Paskaitose supažindinama su lyginamųjų tyrimų metodika, tokio tipo tyrimų taikymo privalumais ir trūkumais; studentai atlieka nedidelės apimties lyginamųjų žiniasklaidos sistemų tyrimus (analizę), jų rezultatus pristato seminaruose.

Short course annotation in English (up to 500 characters)

This course is designed to cover trends and tendencies in comparative media and communication research. Lectures and practical seminars are designed to question and critically assess the impact of different contextual factors on the development of "communication/journalism culture". This course puts a strong emphasis on communication analysis, comparative media research methodology and analytical writing. In this respect, a particular attention is paid to media democratization (in general) and professionalization of journalism (in particular). Seminars are designed to offer critical review of available research results; moreover, students learn how to apply comparative research methods in small-scale media research cases.

Prerequisites for entering the course

"Communication in the Modernity", "Communication and Media Philosophy".

Course aim

After completing this course students will have knowledge about the variety of functions (and cultures) of contemporary communication systems ranging from media institutional transformations to emergence and consolidation of professional journalism, they will be able to analyze and critically assess communication developments and changes in contemporary democracies and conduct small-scale comparative media research projects.

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

Study program outcomes	Course outcomes	Criteria of learning achievement evaluation
To analyze the functions of journalism, as a structural element of the media system, in a democratic civil society.	Identify and assess the variety of functions (and cultures) of contemporary communication systems.	Knowledge and critical assessment of the variety of functions (and cultures) of contemporary communication systems.
		Students present their knowledge about the democratic performance of the media in different contexts by selecting and discussing in groups different case studies, writing journalistic commentaries, etc.
3.2.To evaluate transformations of media systems in the context of globalization and	Analyze and critically assess developments and changes of media transformations according to political, economic, technological and socio-cultural factors.	Knowledge and understanding of fundamental issues and key aspects of contemporary political communication in the global, European and national contexts.

mediatization, analyzing the information content, audiences, technology, and organizations.		Students discuss in groups the most recent changes in global communications and media developments; they show personal attitude to the problem(s) discussed, support and/or contradict the views and facts, give their own examples, arguments, suggestions, etc.
	Discuss, provide strong arguments and participate in debates on such issues as “media convergence”, “media concentration and commercialization”, “effects of liberal media policy on media content”, “state and media relationships”, “media diversity and pluralism”, etc.	Students discuss in groups different ideas for the theme of a scientific conference on current media developments, decide on the conference title and propose 5-7 thematic sections. Students prepare and present “Call for papers” for the conference and thematic sections, give arguments and explain what will be the selection criteria for the abstracts to each section, how it corresponds to the theme of the course and its problematics.
3.1. To explore the processes within media and public space on the national and international levels and to assess them in a broader socio-cultural, economic, political and historical context.	Be aware of relevant international comparative communication research studies and based on this independently formulate research questions, experiment with ideas, perform small-scale comparative media research projects and present their results.	Students analyze, discuss in groups and formulate research questions, present theoretical views or models on the selected problem, assess the developments of media/communication systems in their chosen countries, provide statistics, tables, etc. Students write abstracts for conference presentations where they provide independently formulated research ideas, strengthen them with sufficient evidence/details/examples, peer-review, etc.
	Apply comparative research (analysis) methods and explain how such global processes like modernization, commercialization, secularization, convergence, etc. affect the cultures of communication in different countries within and outside Western democracies.	Students conduct comparative media research analysis by using different methods, relevant research material and sources, etc. In their group presentations and individual essays students demonstrate knowledge gained during the course (from assigned readings, classroom discussions, independently selected sources and gathered data, etc.).
4.1. To demonstrate solid knowledge of systems of media regulation, standards of journalistic ethics, and communication cultural differences; and to apply the principles of socially responsible journalism.	Understand the contextual factors and particularities of the national setting as well as global trends that determine the differences/similarities between the professional journalism cultures and media’s legal regulation environments all over Europe.	In their group presentations and individual essays students not only present results of their research (analysis) but also suggest interesting/original ideas, address new questions and perspectives, give interesting conclusions, useful recommendations for future communication research, etc.

Link between course outcomes and content

Course outcomes	Content (topics)
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Identify and assess the variety of functions (and cultures) of contemporary communication systems.	1. Communication cultures and comparisons. What is “journalism/communication culture” and why it is important?
	2. Political parallelism: how political and media systems (cultures) interlink?
	3. Assessing media performance for democracy: a three-level comparative approach.
Analyze and critically assess developments and changes of media transformations according to political, economic, technological and socio-cultural factors.	4. Media transformations according to political, economic, technological and socio-cultural factors. Media in transition: historical approach to the post-communist media (case of Baltic countries).
	5. National journalism: localism vs. media globalization.
Discuss, provide strong arguments and participate in debates on such issues as “media convergence”, “media concentration and commercialization”, “effects of liberal media policy on media content”, “state and media relationships”, “media diversity and pluralism”, etc.	6. Public service media and democratization.
	7. Mediatization and framing of political messages.
Be aware of relevant international comparative communication research studies and based on this independently formulate research questions, experiment with ideas, perform small-scale comparative media research projects and present their results.	8. Comparative media studies. From “Four Theories of the Press” to “Three Models of Media and Politics”.
	9. Media beyond the West: case studies (Part I).
	10. Media beyond the West: case studies (Part II).
Apply comparative research (analysis) methods and explain how such global processes like modernization, commercialization, secularization, convergence, europeanization, etc. affect the cultures of communication in different countries within and outside Western democracies.	11. Expanding public sphere in modern democracies: challenges of European communication and mediation.
	12. Qualitative shifts in global communication: public diplomacy and transnational media discourses.
	13. Virtual belongings: media and political participation in the era of social networks.
Understand the contextual factors and particularities of the national setting as well as global trends that determine the differences/similarities between the professional journalism cultures and media’s legal regulation environment all over Europe.	14. Media self-regulation and accountability (and comparative assessments of it).
	15. Journalism education and professionalization in comparative perspective.

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

Students develop idea/topic for a scientific conference, compose conference programme, write Call for Papers for the conference and individual sections, draft paper proposals, peer-review, work in groups (2 to 3 students in each) and present their work progress during seminars, conduct small-scale comparative media research projects, make PPT presentations during the simulated conference sessions, write essays and research papers, etc.

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

Lectures – 30 hours, seminars – 15 hours, group work – 30 hours; individual written assignments – 30 hours, individual student’s work (including preparation for the exam) – 55 hours. Total: 160 hours.

Structure of cumulative score and value of its constituent parts

Group presentations and papers – 20 %, mid-term – 30 %, exam – 50 % of the final grade.

Recommended reference materials

No.	Publication	Authors of publication and	Publishing	Number of copies in
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	year	title	house	University library	Self-study rooms	Other libraries
Basic materials						
1.	2011	Trappel, J., Meier, W., D'Haenens, L., Steemers, J. and Thomass, B. (eds.). <i>Media in Europe Today</i> .	Intellect	1	3	-
2.	2011	Hallin, D. and Mancini, P. (eds.). <i>Comparing media systems beyond the Western world</i> .	Cambridge University Press	1	2	-
3.	2011	Trappel, J., Nieminen, H., Nord, L. (eds.). <i>The Media for Democracy Monitor. A Cross National Study of Leading News Media</i> .	Nordicom	1	2	-
4.	2009	Czepek, A. Helwig, M., Nowak, E. (eds.). <i>Press Freedom and Pluralism in Europe: Concepts and Conditions</i> .	Intellect	1	3	-
5.	2008	Jakubowicz, K. & Sükösd, M. (eds.). <i>Finding the Right Place on the Map. Central and Eastern European Media Change in a Global Perspective</i> .	Intellect	1	3	-
6.	2004	Hallin D., Mancini P. <i>Comparing Media Systems: Three Models of Media and Politics</i> .	Cambridge University Press	3	6	2
7.	2009	Terzis, G. (ed.). <i>European Journalism Education</i> .	Intellect	2	3	4
8.	Selected readings, research data, video lectures, etc. from the online data base www.BalticMedia.eu .					
Supplementary materials						
9.	2001	Cowles, M., Caporaso, J., Risse, T. <i>Transforming Europe</i> .	Cornell University Press			
10.	2004	Bondebjerg, I., Golding, P. <i>European Culture and the Media</i> .	Intellect			
11.	2006	Balčytienė A. <i>Mass Media in Lithuania: Development, Changes and Journalism Culture</i> .	Vistas			
12.	2000	Gunther R., Mughan A., Bennet L., and Entman R. <i>Democracy and the Media: a Comparative Perspective</i> .	Cambridge University Press			
13.	2000	Curran J., & Myung-Jin P. <i>De-Westernizing Media Studies</i> .	Routledge			
14.	1996	Humphreys P. <i>Mass Media and Media Policy in Europe</i> .	Manchester University Press			

Course program designed by

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