



Society, Culture and Communication minor study programme (*Sociology and anthropology programme specialization*)

General aim of the minor study programme	The objective of the program is to train qualified specialists who have a wide range of competences: competences in specific sociological and comprehensive social science analysis of various social processes within social institutions and society at large, competences in an application of interdisciplinary sociological, anthropological and communication studies knowledge to identify the contemporary social issues, competences in choosing the adequate and appropriate practical solutions to deal with contemporary social issues and in application of various sociological praxis and policies to propose those solutions, while keeping with general ethics code and principles. <i>Society, Culture and Communication specialization</i> is orientated towards the development of professional skillset to combine theoretical and practical sociological and communication knowledge, organize, and apply various types of social and media research, projects and implement solutions in organization(s).
Study programme outcomes (knowledge, skills and competences)	<p>The specialization of this study programme offers to students variety of analytical, creative, and professional competences, knowledge, and skills:</p> <ul style="list-style-type: none"> • Competence to analyse and apply modern sociological and communication studies theories for the study of society and the analysis of various contemporary social issues. • Competence in critical thinking to observe, analyse and evaluate contemporary society and social and cultural problems on the national and global scale, while applying sociological analysis tools and methods. • Competence to develop the skills of understanding of the principles of social science research methodology, assess, summarize, synthesize, and comment on different forms of solutions offered by the social research strategies for the optimal practical solutions of sociological and communication issues. • Competence to develop personal professional ability to plan and perform an interdisciplinary sociological and communication research, collect, analyse, and interpret data by using quantitative and qualitative social research methods in specific study field. • Competence to develop creative, systematic, critical thinking and abilities to act responsibly, considering the principles of sustainable development, and adhere to the fundamental principles of research ethics, scientific validity, and objectivity. • Competence to understand intercultural diversity aspects related to value, perceptual, cognitive, behaviour and communication differences, while aiming to find the solutions which require the interdisciplinary (sociological and communication studies) approach.
Contact info	Sociology department, VMU Faculty of Social Sciences (building): Jonavos str. 66-306, LT-44191 Kaunas, Phone: +370 37 327 822

Subject	Code	ECTS
<i>Compulsory subjects (18 subjects)</i>		
Qualitative Social Science Methods	SOC3007	6
Quantitative Methods in Social Sciences	SOC3006	6
Media Research for Social Sciences	SOC3038	6
<i>Optional subjects from communication field (free to choose 2 courses up to 10 ECTS)</i>		
News Sociology and Public Discourse	VKS1012	4
Representations, Identity and Principles of Visual Communication	VKS1013	4

Public Communication Regulation	VKS2009	4
Media and Popular Culture	VKS2011	4
Special Course: Journalism in the Era of Disinformation	VKS2015	4
International Communication and Global Perspectives	VKS2013	4
Theory and Practice of Public Relations and Strategic Communication	VKS2007	6
Engaged Journalism	VKS3023	6
Introduction to Cyber Security	VKS3027	6
Special course: Theoretical and practical challenges and opportunities of a network society	VKS4009	6
Creative Production Lab	VKS4016	6
Special Course No. 4 (in the Field of Communication)	VKS4010	6
<i>Optional subjects from sociology field (free to choose 2 courses up to 12 ECTS)</i>		
Deviance, Crime and Social Control	SSP1013	6
Gender, Sexuality and Society	SOC2003	6
Classical Sociological Theory	SOC2010	6
Religion, Culture and Society	SOC3004	6
Family Diversity in Contemporary Society	SOC3005	6
Health, Medicine and Society	SOC3009	6
Contemporary Sociological Thinking	SOC3030	6
Economy, Employment and Consumption	SOC4001	6
Sociology of the Body	SOC4002	6
Social Inequality and Exclusion	SOC4021	6
Sociology and Anthropology of Migration	SOC4036	6
Special Course No. 1	SOC2006	6
Total:		40