



### COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
<b>Identity &amp; Image: Origins and Applications in Social and Corporate Fields</b>	

Academic staff	Core academic unit(s)
<b>Coordinating: Lect. Linas Kontrimas</b>	Faculty of Communication Saulėtekio ave. 9, building I, Vilnius

Study cycle	Type of the course unit
First	Optional

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face-to-face and distance learning	Autumn, 3 <sup>rd</sup> semester	English

Requisites	
<b>Prerequisites: -</b>	<b>Co-requisites (if relevant): -</b>

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	40	90

Purpose of the course unit			
Aim of this course is to develop students abilities to recognize, analyze and form their own opinion about the identity and image, both conceptually (theoretically) and practicaly, building their views from communication and corporate perspectives.			
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods	
Students will be able to distinguish and follow the main issues about identity and image in branding and corporate communication discussions;	Problem-based teaching, research methods (information search), demonstration, sample analysis, report preparation, research methods (information search, literature reading, analysis, report preparation and presentation)	Open-ended and closed-ended questions during seminars, presentation and assessment of practice assignments, preparation of oral presentations and presentations.	
Students will be able to independently explore important theoretical approaches to identity and image research, analyse interdisciplinary aspects of theories.			
Students will demonstrate an understanding of knowledge about key identity and image problems from corporate and personal communication angles.			Presentation and assessment of practice assignments, report
Students will be able to analyze the impact of new processes on image and identity.			

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
Identity. Many faces of ...	4		2				6	12	Jenkins, R. (2014) Social Identity. 4th edn. Routledge, p. 1-16; 17-28. Tasks based on the lecture material.
Image. Who creates it and why?	4		2				6	12	Demetrious K. (2013). Surface effects Public relations and the politics of gender. In: Gender and Public Relations. Critical Perspectives on Voice, Image and Identity. Daymon, Ch., Demetrious, K. (eds), p. 25-46. Tasks based on the lecture material.
Life spin or interexchange of identities and images?	4		4				8	18	Tasks based on the lecture material.
Economy and Media: impact of dominant logics of XX and XXI century on identity and image.	4		4				8	24	Wheeler, A. and Meyerson, R. (2024) Designing Brand Identity. 6th edn. Wiley, p. 2-24.
Corporate identity and image. Concept of brand. Personal branding. Reputation management. Crisis management.	4		4				8	24	Melewar, T. et al. (2021) Building Corporate Identity, Image and Reputation in the Digital Era. 1st edn. Routledge, p. 3-11; Chritton, S. 2014. Personal Branding For Dummies. Wiley, p. 55-86; Doorley, J. and Garcia, H. F. (2020) Reputation Management. Routledge, p. 1-43; Monahan, B. (2022) Strategic Corporate Crisis Management. 1st edn. Routledge, p. 109-178. Tasks based on the lecture material.
Consultations		4					4		Preparing report and presentation
<b>Total</b>	<b>20</b>	<b>4</b>	<b>16</b>				<b>40</b>	<b>90</b>	

Assessment strategy	Weight %	Deadline	Assessment criteria
Work in the auditorium and during seminars, open-ended and closed-ended questions during seminars, oral presentations.	50%	During the semester	5 points: the topic is prepared, the presentation is clear and smooth, the level of analysis is high, the citation is sufficient and accurate, the attendance is excellent; 4 points: the topic is prepared, but there is no detail, the analysis is not deep, the attendance is excellent; 3 points: the topic is prepared, the presentation is clear, smooth, the level of analysis is high, the citation is sufficient and accurate, but the attendance is poor; 2 points: poorly prepared topic, poor citation and weak analysis, attendance - good; Score 1: Very poor topic preparation, no citations, lots of empty text.
Presentation of report	20%	During the semester	2 points: well-prepared report and presentation is fluent, structured, based on the presented literature and presenting own conclusions and summaries; 1 point: the report is prepared, but sources and summaries are lacking.
Oral and written exam	30%	During the exam session	3 points: complete and correct answer to the questions; 2 points: the answer is not complete, with errors; 1 point: answers to questions are poorly prepared, with errors.

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
<b>Required reading</b>				
Melewar, T. et al.	2021	Building Corporate Identity, Image and Reputation in the Digital Era		Routledge
Jenkins, R.	2014	Social Identity		Routledge
Wheeler, A. and Meyerson, R.	2024	Designing Brand Identity		Wiley
Chritton, S.	2014	Personal Branding For Dummies		Wiley
Doorley, J. and Garcia, H. F.	2020	Reputation Management		Routledge
Monahan, B.	2022	Strategic Corporate Crisis Management		Routledge
<b>Recommended reading</b>				
Demetrious K.	2013	Surface effectsPublic relations and the politics of gender. In: Gender and Public Relations. Critical Perspectives on Voice, Image and Identity. Daymon, Ch., Demetrious, K. (eds).		Routledge
Blumer, H.	1969/2022	Symbolic Interactionism. In: Contemporary Sociological Theory,		John Wiley & Sons Ltd.

		Fourth Edition. Edited by Craig Calhoun, Joseph Gerteis, James Moody, Steven Pfaff, and Indermohan Virk.		
Goffman, E.	1959/ 2022	The Presentation of Self in Everyday Life. In: Contemporary Sociological Theory, Fourth Edition. Edited by Craig Calhoun, Joseph Gerteis, James Moody, Steven Pfaff, and Indermohan Virk.		John Wiley & Sons Ltd.