



COURSE UNIT DESCRIPTION

Course unit title	Code
Communication and Media Analysis	

Annotation
This course unit concentrates on the analysis of communication phenomena of our everyday life. We will be applying methods of communication analysis to the media and communication examples surrounding us. The theoretical approaches include such topics as: communication process and its actors, tools for analysis and its application, print, broadcast and social media analysis and its practical application, media system analysis.

Lecturer(s)	Department, Faculty
Coordinating: prof. dr. Gintaras Aleknonis	Faculty of Communication
Other:	

Study cycle	Type of the course unit
Second	Optional

Mode of delivery	Semester or period when it is delivered	Language of instruction
Hybrid	Autum	English

Requisites
Prerequisites: None
Co-requisites (if relevant): None

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	36	94

Purpose of the course unit: programme competences to be developed		
The purpose of a course unit titled "Communication and Media Analysis" is to provide students with the necessary knowledge, skills, and critical thinking abilities to analyse and evaluate various forms of communication and media content. The unit aims to deepen students' understanding of the complex dynamics at play in contemporary communication landscapes, including traditional media, digital platforms, and interpersonal interactions. This course unit concentrates on the analysis of communication phenomena of our everyday life. Key objectives of the course unit: 1. Developing Critical Thinking Skills, 2. Understanding Media Influence, 3. Cultivating Media Literacy, 4. Applying Theoretical Frameworks, 5. Enhancing Research Skills, 6. Promoting Ethical Awareness		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Students will be able to apply theoretical frameworks to analyse and interpret various forms of media content, including print, broadcast, digital, and social media.		Class presentation, research report

Students will develop the ability to critically evaluate media messages for bias, accuracy, and persuasion techniques. They will analyse how media representations shape perceptions, beliefs, and behaviours, considering factors such as ideology, power dynamics, and cultural contexts.	Lectures, seminar discussions, case analysis, presentations	Class presentation, research report
Students will demonstrate an understanding of media effects theories and audience reception studies, including the ways in which media influence attitudes, opinions, and behaviours. They will analyse the impact of media on individuals, communities, and society at large.		Class presentation, research report
Students will acquire research skills necessary for conducting empirical research in communication and media studies. They will learn to design research projects, collect and analyse data, and interpret findings ethically and rigorously.		Research report

Course content: breakdown of the topics	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship/work	Contact hours,	Individual work	Assignments
1. Introduction. Communication process and its actors	2	2					4	10	Individual reading (Watzlawick, P. Pragmatics of Human Communication, Ch. 1)
2. Communications analysis, its aims and limitations. Ethics of research.	2		2				4	14	Individual reading (Wimmer, Roger D., Dominick, Joseph R. Mass Media Research. An Introduction, Part 1)
3. Tools for analysis and its application	4	2	2				6	16	Individual reading (Berger, A. A. Media research techniques, Ch. 2, 3)
4. Print and broadcast media analysis and its practical application	2		4				6	20	Class presentations
5. Social media analysis and its practical application	4		4				6	20	Class presentations
6. Media system analysis	2		4				6	18	Individual reading of recommended literature by student choice, stirna.info analysis
Total	16	4	16				36	94	

Assessment strategy	Weight %	Deadline	Assessment criteria
Class presentation	40	During the semester	Every student prepares a presentation and delivers it during the classes. Important points: research topic, applied methods and their justification, results. Evaluation in one-point scale: 0 – not accomplished, 0.5 – poorly prepared, 1 – well prepared and presented in the class. In final evaluation 1 is 40% of the final score

Research report	60	End of semester	Every student chooses a communication problem, proposes a theoretical approach and research design. Evaluation in six-point scale: (1) analysis of communication problem, (2) justification of theoretical approach and research design, (3) academic writing style and appropriateness of report structure (max. 2 points for every part).
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Author	Publishing year	Title	Issue of a periodical or volume of a publication; pages	Publishing house or internet site
Required reading				
Wimmer, Roger D., Dominick, Joseph R.	2011	Mass Media Research. An Introduction	Chapter 1	Wadsworth Publishing Company
Watzlawick, P.	2017	Pragmatics of Human Communication	Part 1	WW Norton
Berger, A. A.	1998	Media research techniques	Chapters 2, 3	Sage
Recommended reading				
Bourdieu, P.	1993	Public Opinion Does Not Exist.	Sociology in Question	Sage
Poynter, Ray	2010	The handbook of online and social media research : tools and techniques for market researchers		John Wiley & Sons
Barthes, Roland	1993	Myth Today	Mythologies	Vintage
King, Gary, Pan, Jennifer, Roberts, Margaret E.	2017	How the Chinese Government Fabricates Social Media Posts for Strategic Distraction, Not Engaged Argument.	American Political Science Review, vol. 111, No. 3, P. 484– 501	
van Prooijen, Jan-Willem, van Vugt, Mark	2018	Conspiracy Theories: Evolved Functions and Psychological Mechanisms	Perspectives on Psychological Science, P. 1–19	