COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Art Communication	

Academic staff	Core academic unit(s)
Coordinating: Assoc. Prof. Dr. Aistė Vitkūnė-Bajorinienė Other:	Kaunas Faculty

Study cycle	Type of the course unit
Second	Elective

Mode of delivery	Semester or period when it is delivered	Language of instruction
In-class	Spring	English

Requisites	
Prerequisites:	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	37	93

Purpose of the course unit		
The aim is to develop students' abilities to analyze, evaluate, and manage internal and external communication of art organizations from various aspects, applying theoretical concepts and techniques.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
The student will be able to: • describe communication theories and critically evaluate contemporary communication processes in various contexts, identify main problems and challenges; • understand the specifics of art dissemination, the construction of public communication, using various public relations, marketing and advertising, interactive communication and other techniques; • think systematically, analytically, critically and make informed decisions related to art communication in specific cases; • look creatively and innovatively at a situation and propose original and effective solutions to communication problems.	Problem-based learning, demonstration, active learning methods (discussion, brainstorming, teamwork tasks, case study, video tasks), research methods (literature reading, article analysis, information search)	Analysis of X art organization's website (PPT presentation), Communication strategy of the selected arts organization or artistic project (written task and PPT presentation), Written exam

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. Introduction into the course. Communication Theories and Models. Principles of persuasive multimodal communication.	2						2		
2. Internal communication management in art organizations	2						2	6	Studying scientific literature
3. External communication of art organizations: PR management and information dissemination in the media	2		2				4	6	Studying scientific literature
4. Verbal communication: rhetorical persuasion tools and narrative construction (storytelling) methodology	2		2				4	8	Press release analysis. Ihlen, O., & Heath, R. L. (Eds.) (2018). The Handbook of Organizational Rhetoric and Communication, p. 359-372.
5. Principles of communication strategy for an art event	2		2				4	17	Analysis of art organizations' websites (PPT presentation)
6. Digital communication management of art organizations	2		2				4	6	Studying scientific literature
7. Non-verbal communication management in public communication	2						2	6	Studying scientific literature
8. Art organization communication and PR management during changes and crises	2		2				4	18	Communication strategy of the selected arts organization or artistic project (a written work and PPT presentation)
9. Conflict management stages in teams and negotiation aspects	2		2				4	8	Miller, K. (2012). Conflict Management Processes, p. 161-178.
10. Intercultural aspects of communication and PR management in art organizations	2						2	8	Ahrndt Sh. (2020). Beliefs, Values, and Cultural Universals, p. 56-62.
Consultation		2					2		
Exam							3	10	Preparation for the exam
Total	**20**	**2**	**12**				**37**	**93**	

Assessment strategy	Weight %	Deadline	Assessment criteria
Team task "Analysis of X art organization's website"	30 %	During the semester, by the	**Assessment criteria:**

(written work and PPT presentation)		10th semester week	10 points - detailed and clear analysis, based on the application of multimodal communication theories, reasoned arguments and precise examples. 9 points - clear analysis, partly based on the application of multimodal communication theories, reasoned arguments and precise examples. 8 points - partly clear analysis, partly based on the application of multimodal communication theories, arguments and examples are provided. 7 points - unclear analysis, minimally based on the application of multimodal communication theories, examples are provided. 6 points - incomplete analysis, with a few minor inaccuracies. 5 points - carelessly performed analysis, many inaccuracies. 1-4 points - analysis is inaccurate, incomplete, and does not meet the assessment criteria.
Team task "Communication strategy of the selected arts organization or artistic project" (a written work and PPT presentation) .	30 %	During the semester, by the 15th semester week	**Assessment criteria:** The structure of an arts organization or project's communication strategy includes analysis of the current situation, communication goal(s), audience(s) analysis, message formulation, selection of communication tools and channels, resource planning, and criteria for measuring results. 10 points - detailed and well-written strategy, based on the application of theories, reasoned arguments and generalizations, smooth and coherent presentation. 9 points - detailed and well-structured strategy, generally based on the application of theories and reasoned arguments, clear and coherent presentation. 8 points - clearly written strategy, mostly based on theoretical application and logical arguments. Presentation is clear but may lack some depth. 7 points - the strategy is generally understandable and contains relevant ideas, but theoretical application or arguments may be somewhat limited or inconsistently applied. The presentation is acceptable but might have noticeable gaps or less smooth transitions. 6 points - the strategy outlines a basic approach but lacks theoretical grounding and deeper argumentation. The ideas are present but often not fully developed. The presentation is structured but may be fragmented. 5 points - the strategy is presented, but is largely superficial, lacking both theoretical application and clear argumentation. Ideas are scattered or incomplete. The presentation is disorganized and hard to follow. 4-1 points - a very basic and minimal attempt at a strategy. There is a clear lack of theoretical basis, logical arguments, or proper development of ideas. The presentation is confusing and incomplete.
Written exam	40 %	During the session	The written exam consists of three open questions. **Assessment criteria:** 10 points - comprehensive and clear answers, excellent knowledge of theories and ability to apply them to cases. 9 points - clear answers, very good knowledge of theories and ability to apply them to cases. 8 points - some answers are correct, good knowledge of theories and ability to partially apply them to cases. 7 points - some correct answers, limited knowledge of theories. 6 points - some correct answers, poor knowledge of theories. 5 points - incomplete answers, many mistakes. 1-4 points - inaccurate answers, many major mistakes.
The course can be taken externally. The external exam consists of 10 open-ended			

Rules for the use of generative artificial intelligence (AI) models in studying this course

Students may use AI for:
1. Searching for and collecting scientific literature.
2. Managing references and bibliographies for the paper.
3. Visualizing data for the paper.
4. Correcting the language of the paper.

AI is prohibited for:
1. Creating the text of the paper – direct writing. The entire text must be original and written by the student.
2. Creating the literature review.
3. Generating or interpreting results without including the student's own analysis and evaluation.

Disclosure of AI use:
1. In the introduction of the paper, when describing the methods used, students must clearly indicate which AI tools were used and how they were applied.

AI-generated parts of the paper (e.g., data visualizations) must be identified, stating the AI tool used. (For more details, see *Guidelines for the Use of Artificial Intelligence at Vilnius University*, approved by the University Senate on June 18, 2024, Resolution No. SPN-54.)

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Ahrndt Sh.	2020	Intercultural Communication		Open Educational Resources Collection. 24. https://irl.umsl.edu/oer/24
Bonaccio, S., O'Reilly, J., O'Sullivan, S. L., & Chiocchio, F.	2016	Nonverbal behavior and communication in the workplace: A review and an agenda for research	*42*(5), pp. 1044-1074	*Journal of Management* Nonverbal Behavior and Communication in the Workplace
Ihlen, O., & Heath, R. L. (Eds.)	2018	The Handbook of Organizational Rhetoric and Communication		John Wiley & Sons. *ProQuest Ebook Central* https://ebookcentral.proquest.com/lib/viluniv-ebooks/detail.action?docID=5391735
Jureniene V. (Ed.)	2020	Art Marketing		Nova Science Publishers, Inc.
	2019	Arts Management in Times of Crisis	Arts Management Quarterly No. 131, April	1d6b384dff0d0beff1d07443d3dac8e8,2.pdf
Miller, K.	2012	Organizational communication: approaches and processes	6rd ed.	Thomson/Wadsworth
Recommended reading				
Men, R. L. & Bowen, S.	2016	Excellence in Internal Communication Management		Business Expert Press. https://www.perlego.com/book/403118/excellence-in-internal-communication-management-pdf
Pierce T.		*The Evolution of Human Communication: From Theory to Practice*		https://ecampusontario.pressbooks.pub/evolutionhumancommunication/

NOTE: Including Open Educational Resources in the reading list is recommended