Faculty of Communication

The Faculty of Communication of Vilnius University was founded in 1991. Starting with research and studies in journalism, librarianship and bibliography, and the history of the book, the Faculty of Communication has, over the decades, expanded to encompass the entire broad field of communication and information: the media and journalism, information management and organisational communication, intercultural and political communication, and the research on publishing and reading that has traditionally been associated with the Faculty is now supplemented with studies on visual and performative media, digital cultural heritage and cultural memory, as well as leadership and risk communication research.

The Faculty has four departments and five applied research centres, including the Centre for Communication Influences and Propaganda Research and the Strategic Communication Research Centre, both established in 2024. The 3D Digitisation and Digital Research Laboratory became the first official start-up of Vilnius University.

In 2024, the Faculty won an infrastructure project and acquired equipment worth nearly EUR 90 thousand for digital observation of cultural heritage and behavioural research. Four national projects ('Populizmas kaip visuomenę skaldantis diskursas' ('Populism as a Divisive Discourse'), 'Lietuvos žurnalistika politinių, ekonominių ir socialinių rizikų kontekstuose' ('Lithuanian Journalism in the Contexts of Political, Economic and Social Risks'), 'Lietuvos mokslo periodikos leidyba mokslo komunikacijos požiūriu' ('Publishing of Lithuanian Scientific Periodicals from the Point of View of Scientific Communication'), and 'Transmedialios komunikacijos modelis žiniasklaidos atsparumui ir visuomenės informaciniam integralumui pasiekti' ('Transmedia Communication Model to Achieve Media Resilience and Information Integrity of Society'), all funded by the Research Council of Lithuania) and one international project ('Transformuojant pakartotinį duomenų panaudojimą archeologijoje' ('Transforming Data Re-Use in Archaeology') under the Collaboration of Humanities and Social Sciences in Europe programme) were being implemented at the Faculty. Researchers from the Faculty are actively involved in the COST programme activities.

The Faculty implemented four Bachelor, seven Master (one of which was carried out in Lithuanian and English), and one bridging study programme. Around 1,500 students are accepted each year, and the Bachelor programme 'Creative Communication' remains one of the most popular. Together with the Business School, a new international Bachelor programme 'Innovative Communication and Entrepreneurship' was created in 2024 and submitted to the Senate.

Lectures and seminars on artificial intelligence, climate change, election communication, and research ethics were organised. Significant achievements distinguished students of the Faculty: Kamilė Venckutė from the 'Creative Communication' study programme took the second place in the competition organised by the US Embassy in Lithuania, Master student Robertas Macius received research funding from the Research Council of Lithuania, and Kaneyuki Irie, student of the 'International Communication' study programme, became the Lithuanian student champion and won the Lithuanian Sambo Federation Cup.

To increase internationality, study programmes promote international exchanges, joint seminars with foreign universities, and student projects. The students of the Faculty participate in the GLOBCOM project and organise communication campaigns for international companies, while Master students cooperate with the Ukrainian academic community. Professors from abroad joined the study programme committees.

In 2024, the evaluation of the study fields of communication and journalism took place. The field of communication, covering the 'Creative Communication', 'Communication Sciences', 'Public Relations', and 'International Communication' study programmes, was rated 28 points, and the field of journalism, covering the 'Journalism' and 'Analytical Journalism' study programmes, received 25 points. These evaluations evidence the high quality of studies and compliance with international standards.

The Faculty actively cooperates with alumni – they are included in study programme committees, participate in the defence of final theses, give lectures, and share experience in the events organised by the Faculty. One example of successful cooperation is the participation of students in an internal hackathon organised by IBM Lietuva, where they put the knowledge gained during their studies into practice, working in groups with IBM company employees and offering solutions.

Prof. Dr Renata Matkevičienė, Dean

KEY FACTS AND FIGURES

Areas of research interest

The research interests cover a wide field of communication, information and media studies, with the focus on Lithuanian society, its history, culture and heritage, civic communication, and the functioning of the media.

In response to the challenges of the contemporary world, the Faculty aims to be the leading institution in Lithuania and the Baltic region by bringing together researchers on the Baltic media system and economic change, by developing research on cultural heritage and the book history, and by advancing the themes of disinformation, media literacy and societal resilience.

Study portfolio in 2024

	Bachelor studies	Master studies
Total number of programmes implemented	4	7
Joint programmes	-	1
Double-diploma programmes	-	1
Programmes implemented in a foreign language	-	1
Number of programmes intended to be implemented	1	-
	Doctoral studies	
Number of science fields	1 (Communication and Information)	

The figures for the study programmes are based on the data of 1 October.
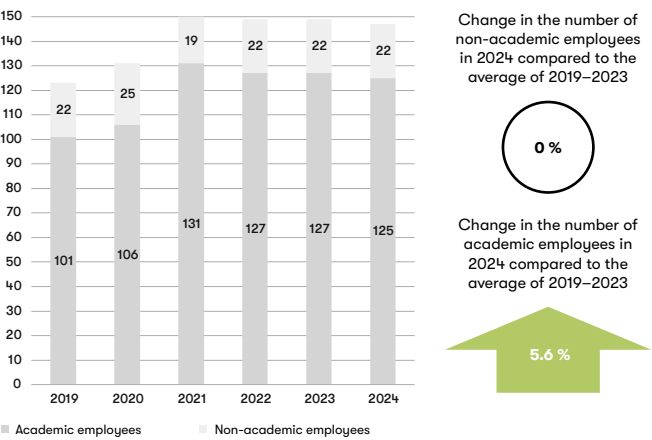
Number of employees, students, and graduates in 2024

Academic employees: 125
Students (all study forms): 1482
Non-academic employees: 22
Graduates: 357

Number of foreign nationals employed in 2023–2024

	Academic employees	Non-academic employees	Total
2024	8	0	8
2023	6	0	6

Based on the data of 31 December.

Changes in the number of employees, 2019–2024

Year	Academic employees	Non-academic employees
2019	101	22
2020	106	25
2021	131	19
2022	127	22
2023	127	22
2024	125	22

Change in the number of non-academic employees in 2024 compared to the average of 2019–2023

0 %

Change in the number of academic employees in 2024 compared to the average of 2019–2023

5.6 %

Based on the data of 31 December.

Admissions to studies, 2019–2024

Bachelor studies

Year	Persons admitted to Bachelor studies	Foreign nationals among admitted
2019	281	0
2020	385	0
2021	308	1
2022	336	10
2023	355	2
2024	330	0

Master studies

Year	Persons admitted to Master studies	Foreign nationals among admitted
2019	128	22
2020	134	34
2021	108	17
2022	107	15
2023	105	12
2024	109	21

Doctoral studies

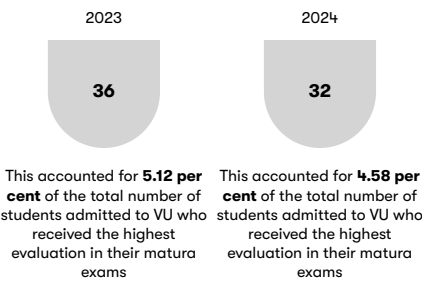| Year	Persons admitted to doctoral studies	Foreign nationals among admitted
2019	2	
2020	2	
2021	2	
2022	4	
2023	2	
2024	3	

Change in the number of admitted persons by study cycle in 2024 compared to the average of 2019–2023

-0.9 %

-6.36 %

The first cycle and the second cycle indicators were calculated on the basis of the data of 1 October, and the third cycle indicators were calculated on the basis of the data of 31 December.

Number of admitted students who received the highest evaluation in their matura exams in 2023–2024

2023: **36**

This accounted for **5.12 per cent** of the total number of students admitted to VU who received the highest evaluation in their matura exams

2024: **32**

This accounted for **4.58 per cent** of the total number of students admitted to VU who received the highest evaluation in their matura exams

Based on the data of 1 October.

Number of students, 2019–2024

Bachelor studies

Year	Overall student count	Count of foreign nationals among them
2019	883	2
2020	992	3
2021	1127	2
2022	1179	9
2023	1227	10
2024	1235	6

Master studies

Year	Overall student count	Count of foreign nationals among them
2019	251	34
2020	260	53
2021	254	48
2022	232	34
2023	238	24
2024	235	29

Doctoral studies

Year	Overall doctoral student count	Count of foreign nationals among them
2019	16	1
2020	14	1
2021	13	1
2022	12	0
2023	10	0
2024	12	0

Change in the number of students by study cycle in 2024 compared to the average of 2019–2023
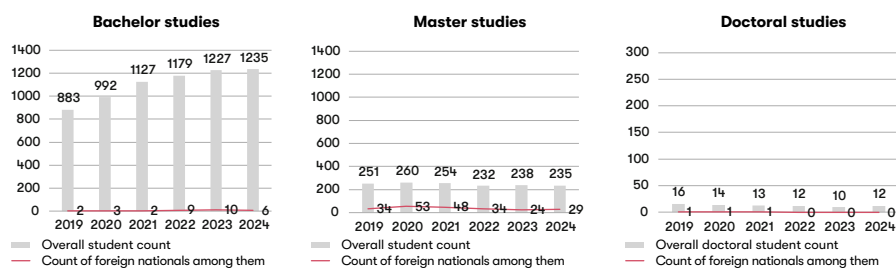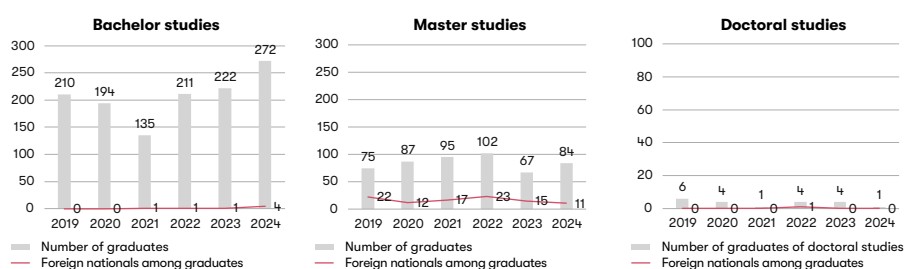
14.18 % | -4.85 % | -7.69 %

The first cycle and the second cycle indicators were calculated on the basis of the data of 1 October, and the third cycle indicators were calculated on the basis of the data of 31 December.

Student–faculty ratio, 2023–2024
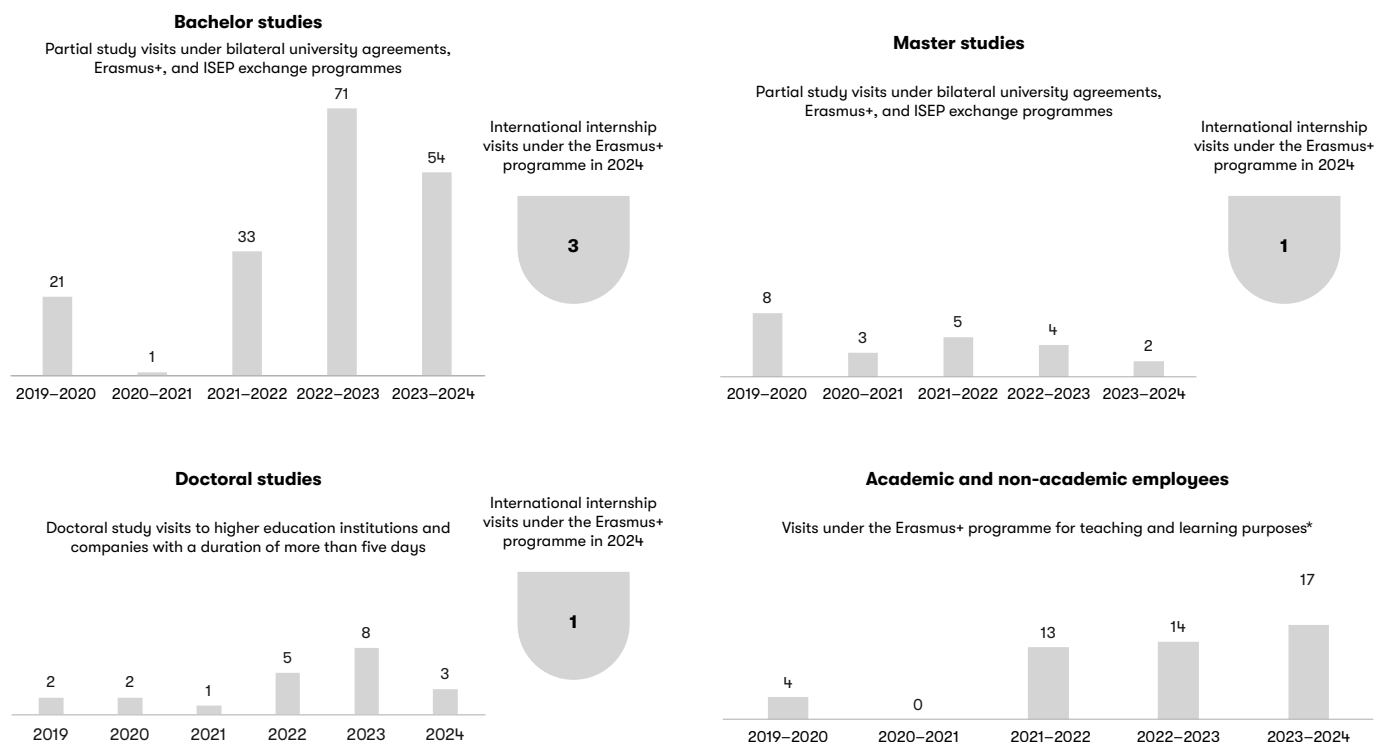
	At VU*	At the Faculty**
2024	8.76	12.15
2023	8.37	8.82

* Calculated by dividing the total number of VU students in the first cycle, second cycle, integrated, and professional (pedagogy) studies on 1 October by the total number of VU teaching staff on 31 December.

** Calculated by dividing the total number of Faculty students in the first cycle and second cycle on 1 October by the number of Faculty teaching staff on 31 December.

Number of graduates, 2019–2024

Bachelor studies

Year	Number of graduates	Foreign nationals among graduates
2019	210	0
2020	194	0
2021	135	1
2022	211	1
2023	222	1
2024	272	4

Master studies

Year	Number of graduates	Foreign nationals among graduates
2019	75	22
2020	87	12
2021	95	17
2022	102	23
2023	67	15
2024	84	11

Doctoral studies

Year	Number of graduates of doctoral studies	Foreign nationals among graduates
2019	6	0
2020	4	0
2021	1	1
2022	4	1
2023	4	1
2024	1	0

Change in the number of graduates by cycle in 2024 compared to the average of 2019–2023

39.91 % | -1.41 %

The first cycle and the second cycle indicators were calculated on the basis of the data of 1 September, and the third cycle indicators were calculated on the basis of the data of 31 December.
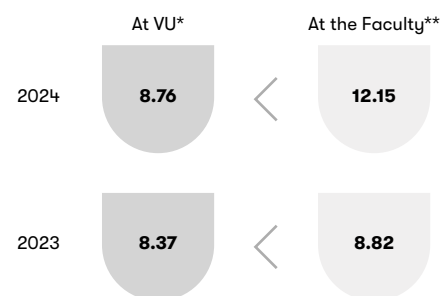
Graduate career success in 2024

Bachelor studies

	Faculty	VU
2024	71.56 %	74.41 %

Master studies

	Faculty	VU
2023	73.08 %	78.80 %

Target outcome –> the level of highly qualified graduates and/or graduates continuing their studies in a higher cycle growing at least 1 per cent annually, but no lower than 60 per cent. Based on the data of 1 October.

Mobility of students, doctoral students and employees, 2019–2024

Bachelor studies

Partial study visits under bilateral university agreements, Erasmus+, and ISEP exchange programmes

Year	Value
2019–2020	21
2020–2021	1
2021–2022	33
2022–2023	71
2023–2024	54

International internship visits under the Erasmus+ programme in 2024: 3

Master studies

Partial study visits under bilateral university agreements, Erasmus+, and ISEP exchange programmes

Year	Value
2019–2020	8
2020–2021	3
2021–2022	5
2022–2023	4
2023–2024	2

International internship visits under the Erasmus+ programme in 2024: 1

Doctoral studies

Doctoral study visits to higher education institutions and companies with a duration of more than five days

Year	Value
2019	2
2020	2
2021	1
2022	5
2023	8
2024	3

International internship visits under the Erasmus+ programme in 2024: 1

Based on the data of 31 December.

Academic and non-academic employees

Visits under the Erasmus+ programme for teaching and learning purposes*

Year	Value
2019–2020	4
2020–2021	0
2021–2022	13
2022–2023	14
2023–2024	17

*The statistics on employee mobility do not include secondments and work placements carried out under mobility forms and programmes other than Erasmus+.
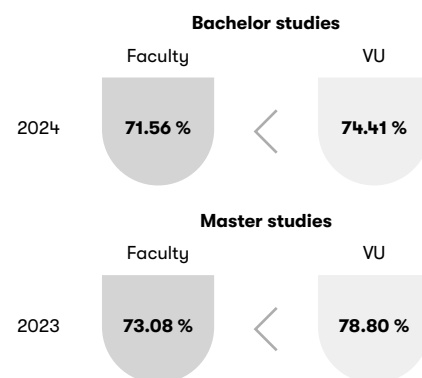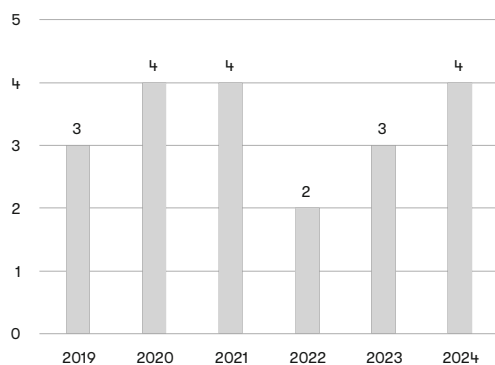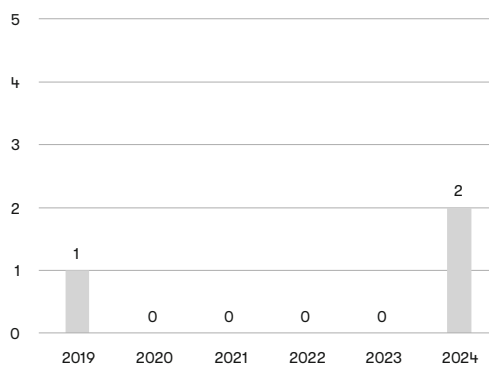
Successfully defended dissertations, 2019–2024

The total number of successfully defended dissertations during the period of 2019–2024 is 20

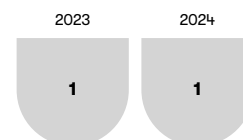Based on the data of 31 December.

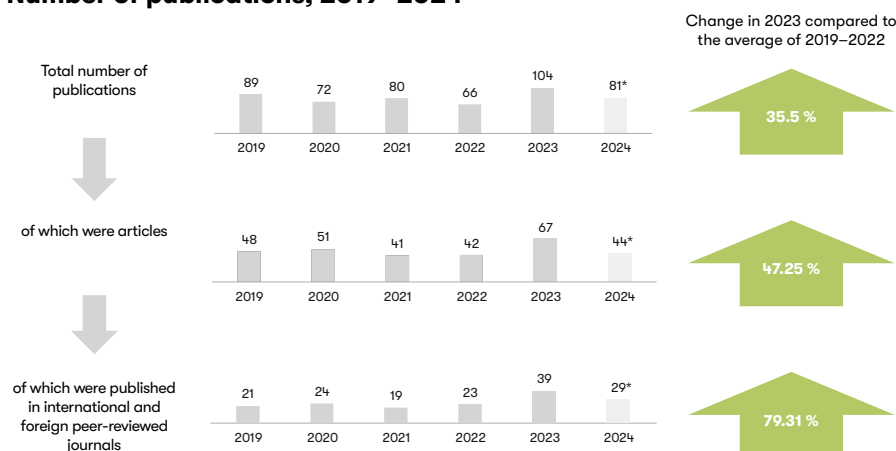## Number of postdoctoral trainees at the University, 2019–2024

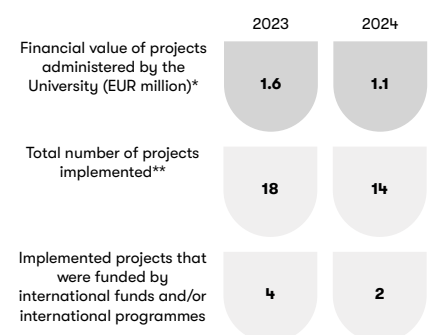Based on the data of 31 December.

Number of start-ups, 2023–2024

2023	2024
1	1

Based on the data of 31 December.

Number of publications, 2019–2024

Total number of publications

2019	2020	2021	2022	2023	2024
89	72	80	66	104	81*

of which were articles

2019	2020	2021	2022	2023	2024
48	51	41	42	67	44*

of which were published in international and foreign peer-reviewed journals

2019	2020	2021	2022	2023	2024
21	24	19	23	39	29*

Change in 2023 compared to the average of 2019–2022

35.5 %

47.25 %

79.31 %

* The publication figures for 2024 are based on the data of 10 February 2024 and are not exhaustive, as the registration of publications was still ongoing at that time. The publication figures for 2024 are not included in the calculations.

Projects, 2023–2024

	2023	2024
Financial value of projects administered by the University (EUR million)*	1.6	1.1
Total number of projects implemented**	18	14
Implemented projects that were funded by international funds and/or international programmes	4	2

* The value of projects implemented in a given year is presented.

** The total number of projects include projects whose activities were in the implementation phase during the given year. In the case of internal partnership at VU, i.e. when several faculties participated in one project, the project was accounted only once and assigned only to the unit that owned the project.

Key projects in 2024

Populizmas kaip visuomenę skaldantis diskursas (Populism as a Divisive Discourse)
The value of the project amounts to EUR 72,110. The project is funded by the Research Council of Lithuania under the research group projects instrument (project No. S-MIP-24-22). Project manager – Assist. Prof. Dr Giedrė Vaičekauskienė.

Lietuvos žurnalistika politinių, ekonominių ir socialinių rizikų kontekstuose (Lithuanian Journalism in the Contexts of Political, Economic and Social Risks)
The value of the project amounts to EUR 80,450. The project is funded by the Research Council of Lithuania under the research group projects instrument (project No. S-MIP-22-19). Project manager – Prof. Dr Deimantas Jastramskis.

Lietuvos mokslo periodikos leidyba mokslo komunikacijos požiūriu (Publishing of Lithuanian Scientific Periodicals from the Point of View of Scientific Communication)
The value of the project amounts to EUR 139,654. The project is funded by the Research Council of Lithuania under the research group projects instrument (project No. S-MIP-22-29). Project manager – Prof. Dr Arūnas Gudinavičius (since February 2023 – Prof. Dr Andrius Šuminas).

Transmedialios komunikacijos modelis žiniasklaidos atsparumui ir visuomenės informaciniam integralumui pasiekti (Transmedia Communication Model to Achieve Media Resilience and Information Integrity of Society)
The value of the project administered by the University is EUR 126,771. The project is funded by the Research Council of Lithuania under the competition-based priority research programme 'Visuomenės atsparumo stiprinimas ir krizių valdymas šiuolaikinių geopolitinių įvykių kontekste' ('Strengthening the Resilience of Society and Crisis Management in the Context of Contemporary Geopolitical Events') (Project No. S-VIS-23-20). Project manager – Prof. Dr Andrius Vaišnys.

Transformuojant pakartotinį duomenų panaudojimą archeologijoje (Transforming data rE-use in ARCHaeology)
The value of the project administered by the University is EUR 99,966. Lithuania's participation in the project is funded by the Research Council of Lithuania under CHANSE (Collaboration of Humanities and Social Sciences in Europe) programme (Project No. S-HERA-22-1). Project manager – Prof. Dr Rimvydas Laužikas.