



Study plan of BA “Media and Communication”

Full-time

Semester	Course	Credits (ECTS)
I	Language and Thinking	6
I	Lithuanian Language	3
I	English Language	3
I	Basics of Media Literacy	6
I	Introduction to Specialty: Media Professions	6
I	Genealogy of Media	6
		Total: 30
II	Elective Course	6
II	Lithuanian Language	3
II	English Language	3
II	The Origins and Evolution of Visual Forms	6
II	Media Production I	6
II	Effective Communication	6
		Total: 30
III	Elective Course	6
III	Media Production II	6
III	Transmedia Storytelling	6
III	Film Analysis and Cinema Theory	6
III	Media, Art and Curatorship/ Introduction in Game Study / Basics of Journalism* (students should select one course)	6
		Total: 30
IV	Political Communication Techniques	6
IV	Social Practices and Technologies in the Media Space	6
IV	Media Research Methods	6
IV	Visual Culture and Media Technologies	6
IV	Term Paper 1	3
IV	Literature as a Form of Communication/ Photography/ Film History * (students should select one course)	6
		Total: 33
V	Media Production III	6
V	Uses of 'Big Data' in Social Media Research	3
V	Introduction to Critical Theory	6
V	PR and SMM	6
V	Practice	3
V	Cities and Digitalization / Media, communication, and discrimination* (students should select one course)	6

		Total: 30
VI	Fundamentals of Management	6
VI	Semiotics	6
VI	Convergent Media and Universal Journalism	6
VI	Term Paper 2	3
VI	Practice	3
VI	Cartographic Vision and Visualizations/ Theory of the Experiment: the Laboratory and the City (Collaboration with Bard College, US) *(students should select one course)	6
		Total: 30
VII	Media Production IV	6
VII	Psychoanalysis, Culture and Media	6
VII	Practice	9
VII	Strategic Management and Management of Media Projects	6
VII	Copyright	3
		Total: 30
VIII	Theory and Practice of Creating Educational Media Products	6
VIII	Gender, Society, Culture	6
VIII	Final paper	15
		Total: 27
		Total within the Program: 240