



VYTAUTAS
MAGNUS
UNIVERSITY
MCMXXII

[Home](#) > [Study programs](#)

Sociology and Anthropology: specialization Society, Culture and Communication

[Overview](#)[Requirements](#)[Curriculum](#)[Possibilities](#)[Application](#)

The goal of the programme specialization **Society, Culture and Communication** is to train highly-qualified **graduates in sociology and communication** who would be able to identify and analyse social problems and cultural processes, to expertly conduct sociological and communication research, to explain, compare and evaluate social processes and to apply creatively their research skills in the fields of communication and information science.

Why Society, Culture and Communication programme specialization?

- International study environment and international comparative perspective.
- Knowledge of innovative contemporary social research methods and analytical data skills.
- Creative thinking and communication skills.
- Bachelor of social sciences with an interdisciplinary approach: combination of Sociology and Communication Studies courses.



possibilities to participate in a variety of exchange programmes (Erasmus+ studies in various Europe states and VMU bilateral exchange outside Europe) for semester study and/or internships in the EU and other countries.

Student Testimonials

Well, in a way, I think I got lucky, at first. At the University it quickly became obvious that that's where I should be. When I came to VMU people treated me well, my opinion was actually valued. The teachers and the staff are absolutely brilliant, they are quick to respond and clarify things. There's always someone to talk to. So in a way I think it's awesome here. I came here for this specific degree and I am not disappointed. Our study group is very very small, so we are able to help each other out, it's almost like we keep each other responsible for our work. You always have someone to interact with and share intercultural experience. I would definitely suggest these studies to everyone who considers a degree in social science but still wants a bit more out of it. I think with social sciences you have to leave the society that you're in, in order to get a wider perspective on the thing you learn. If you're in the society that you are used to, you do not notice it. And it is much easier to learn new explanations of certain processes underlying in society and culture when you find yourself in a new society. I think you get much more like those sparks „Oh, I understand that! I've seen this and we have discussed about it!". So, your questions will be at least partially answered how does society and culture interact, how it determines social or individual behaviour and how various communication channels can be used to seek for positive changes in society.

Emma. Israel.

I am here already for quite some time in Lithuania and I met many students from other countries that came to study here for full-time. I really enjoy my time here because of the this study program, I feel engaged in study process by all the teachers. I like that studies consists from different classes, even from different faculties and different social fields! I like the structure of the study programme as courses focuses on sociology, anthropology and media studies. The variety of courses provides with broader profesional view and even enriches your personal knowledge. Futhermore, I liked that during the first years we were able to choose courses from other faculties and which means you can acquire even some knowledge in other similar fields like psychology or other. If someone is looking for an opportunity to study in English, I would suggest to study here in VMU.

Ruslan. Kazakhstan

In my personal view, Society, Culture and Communication study programme offers comprehensive studies which combines communication studies with sociological and anthropological approaches. I rather enjoy my studies, as most of the subjects and modules are set in small group setting and you can always ask and interact with teachers. I value democratic relationship between students and teachers here. The study process is always dynamic, and though I am just at my second year, I can recognize my personal growth to understand very complex social and cultural problems. These studies puts you in perspective when you have to face your own incorrect beliefs about society, social groups, individuals and social institutions like media, reflect on those beliefs and reevaluate it. The other advantage, that Vytautas Magnus university prouds itself in artes liberales tradition. This university policy grants you to personalize your studies and choose the subjects from other fields or even start learning new language during the first and second year. The combination of three disciplinary fields in the study programme and the artes liberales environment is an extremely good option for everyone who are intrested in thiking big and seeking wide range knowledge in social scienicies.

Emil. Denmark.

Feedback of Lecturer

Contemporary world needs thoughtful, innovative and creative individuals who would contribute to its betterment. "Society, Culture and Communication" study programme will enable its students to combine theoretical and empirical knowledge about society and culture with practical tools of cognition and communication.

Prof. Artūras Tereškinas, Professor of the Programme, Department of Sociology, Faculty of Social Sciences, Vytautas Magnus University

Accreditations

Evaluated as very good and accredited for longest possible period of seven years by international expert panel of Centre for Quality Assessment in Higher Education.



Competencies acquired



The study programme specialization offers students variety of analytical, creative and professional competences, knowledge and skills, which are in these study areas:

- Cultural diversity and intercultural communication.
- Qualitative and quantitative social research methods.
- Classical and contemporary sociological thinking.
- Applied statistics and basics of data analytics.
- Qualitative data (content and text) analysis.
- Principles of marketing, public relations and strategic communication.
- Audiovisual communication and scriptwriting.
- Application of critical thinking, theory and research methods within various social issues (i.e. inequality, demography, health, family, religion and other fields).

Career opportunities

After completion of study programme specialization you will be able to:

- Work as analysts and communication specialists in government (ministries and other state institutions), and non-governmental (human rights organizations, etc.) and private (insurance, marketing, public relations companies, etc.) sectors.
- Use acquired skills in sociology and communication in analyzing and communicating knowledge to both target and wider audiences on the issues of social exclusion, poverty, structural inequality, public health, civic (dis)empowerment and social policy.
- Employ innovative contemporary social research methods in order to identify, forecast and solve fundamental social problems in national and international companies, organizations and institutions.
- Continue studies in the Master study programs of sociology, social anthropology, and other social sciences and humanities in Lithuania and foreign study institutions.

Contacts of Social Sciences Faculty (inquiries regarding study programme)

Contact persons of the programme

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Contacts of International Cooperation Department

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V. Putvinskio g. 23, room 211-215, LT-44249 Kaunas, Lithuania



Chat with students

Faculty Faculty of Social Sciences

Group of Fields of Study Social Sciences (J)

Lenght of Programme 4 academic years

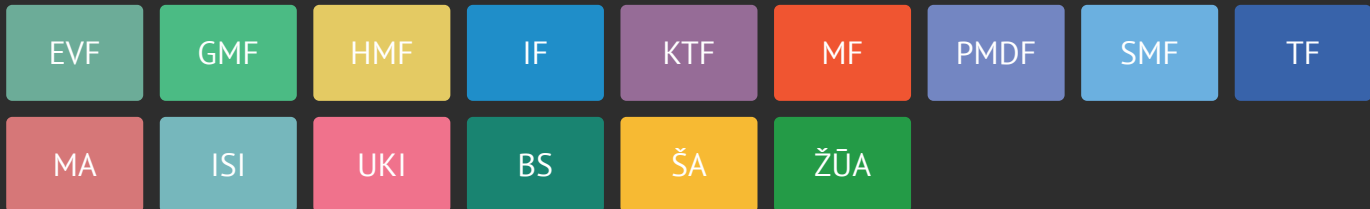
Tuition fee per year: 2 954 Eur

ECTS credits 240

Name of Qualification Bachelor of Social Sciences

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