

## EDUCATION FOR INTERNATIONAL COMMUNICATIONS IN LITHUANIA

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### 1. BACKGROUND OF THE PROJECT

#### Tempus Priorities

The proposed project corresponds mainly to the *third* national priority (**create interdisciplinary degree courses**) and entails the results that are relevant for the *fifth* priority (**develop a European dimension in Higher Education with a view of implementation of the European Agreement**).

Correspondence with the *third* priority – *create interdisciplinary degree courses*.

Our current university system goes a long way in discouraging any unconventional, multidisciplinary exploration. Multidisciplinarity, which is a prerequisite to any attempt at global understanding and knowledge, remains a proposal in numerous academic memoranda. In reality, most universities do not train students to speak the languages of sciences other than those they study. In many countries, attempts at interdisciplinary education have met with relatively little success.

The corresponding activities of our project are:

**To create and realize a postgraduate (magisterial) programme for International Communications in Lithuania.** The aim of the Master's studies programme in International Communications is to create and realize a postgraduate (magisterial) programme for training communication specialists of highest qualification (in advertising: public relations; information analyses, transfer, distribution, and spreading of information; usage and participation

in the creation of international information systems and networks, etc.) who have the skills and knowledge for working in the sphere of international relations. Graduates of the International Communications program will be prepared for employment in the government, including the foreign service as well as in agency work, international organizations, business and banking, teaching, and international communications.

Like world politics, world communication also affects the local space in which people around the globe lead their daily lives. In response to recent economic and technological developments, many countries around the world are revising their communication and information policy and organisational structures.

*International Communications* is an interdisciplinary field which offers students theoretical knowledge in political and communication sciences and practical training in modern information and communication technology. It examines the dynamics of science and technology in their social, cultural, political, and economic contexts. International Communications is an integral dimension of International Relations. In general, the study of Communications is necessary to understand International Relations, while the study of International Relations is necessary for the practice of International Communications through broadcasting and film, journalism, mass communication, and public relations. Technology stimulates more international media communication in other ways than by direct satellite television broadcasting. The International Telecommunication Network is becoming increasingly important as the infrastructure for global communication.

The Faculty of Communications and the Institute of International Relations and Political Science, Vilnius University, are creating a strong interdisciplinary postgraduate program leading to the degree of *Master of Arts* in International Relations and International Communications at the moment. Those two Faculties are trying to meet the new requirements and challenges of a changing labour market. The governmental, industrial, educatio-

nal, research, trade, and economic, as well as financial, institutions are developing international co-operation and relations. The need for subject specialists who are trained to work with foreign partners is growing every year. This capacity of a specialist is a crucial factor in an emerging market-oriented and democratic society. The partnership in European structures will increase this demand. The unique collaborative program is designed to fill the need for professional education and training of career communication specialists whose outlook and expertise is international in scope. The two institutions have already developed a pilot curriculum for International Communications which has been approved by the Senate of Vilnius University. It is a two-year, full-time program.

In Soviet days, there was no need for education in International Communications in Lithuania. Today, the international communication policy in Lithuania is as new as most recent innovations and planned investments in communication. This area of studies is totally unknown to Lithuania. Both students at the University and professionals working in this rapidly developing sector need education which is not yet included in the educational capacity of Lithuania.

Since the transition towards a market-orientated economy and democratic society in progress, different kinds of firms, institutes, and governmental bodies need information about the demands of international consumers. Lithuania is also seriously handicapped in accessing information about the complex and swiftly changing dimensions of the international finance system. The transnationalization of banking and current banking system crises in Lithuania also drastically increased the need for international business information networks. So, in all fields, decision-makers are currently not supported by specialists of International Communications, or, if they have any advisers in this field, these advisers only provide specialised technological knowledge. Flooding people, for example, with endless volumes of statistical information is an effective way of making people powerless. In

most countries, the introduction of modern communication technology did not resolve any of the basic problems, but, rather, joined the other obstacles in preventing a process of independent and self-reliant development.

There is little current knowledge of how the Lithuania social and industrial movements can be mobilized to actively participate in the arena of world communication. Nevertheless, in order to increase the efficiency of Lithuania International Relations, Policy, Culture, Economic, and Trade decisions should be based on a comprehensive knowledge of the situation and the options available. The management's poor access to information has put our country at a serious disadvantage in the world political economy. Lithuania's lack of capability to collect, process, and apply information to specific requirements compromises her national sovereignty. The establishment of interdisciplinary teams for International Communications could, therefore, results in substantial achievements in the main fields of activity of the society.

There are some early forms of Lithuanian international public relations as attempts to cultivate images in the service of foreign policy, and the exchange of information and culture. Many of the major corporations and organisations have begun to organize their own information provision to support their worldwide marketing, advertising, and public relations needs. There is a great need for high-level, university-trained International Communications professionals. The political community wants to spread knowledge about itself and gather intelligence about foreign countries. The Ministry of Foreign Affairs and other governmental institutions have expressed a great interest in the MA programme in International Communications. It could, therefore, have a major economic, social, and political impact in Lithuania and the region, if the new type of specialists in International Communications could be educated and trained, and decision-makers could be supported by global interdisciplinary teams.

Correspondence with the *fifth* priority: **Develop a European dimension in higher education with a view of implementation of the European Agreement.**

Unlike other integrational issues such as energy or industry, telecommunications has become an integral part of the European Community's agenda. During the past decade, the institutions of the European Community have developed into a major force in the reform of European telecommunications. The most important factors that have shaped world communication are the international political developments, the world economy, and technological innovations. In the early 1990's, consolidation has definitely become the main fee of many economic sectors (such as banking, insurance, airlines, pharmaceuticals, retailing, commercial real estate, databanks, intergovernmental cooperation) and, in the communication sector, mega-mergers have also become a common phenomenon.

As part of the growing world business system, the branch of information-communication conglomerates developed into one of the leading sectors. Related to the overall economic expansion was the development and proliferation of a transnational communication industry across the world. In general, communication industry developed not only as a growth sector, but also as a capital-intensive industry and as a very profitable enterprise. Many activities in the service sector involve, in fact, trading of information, or are supported by information technology. Such illustrations as international travel, tourism, banking or credit card use, make this abundantly clear. In most of the recent communication innovations, military inputs have played an important role, while military leadership has had a more than passing interest in this type of information technology.

It has become more transparent that the process of European integration will pose continuing challenges after the completion of the Common Market. One of the main objectives of education in International Communications is to gain an understanding of the political, economic, and cultural dynamics of the European communication landscape, to study the converging and diverging trends therein, and *to prepare students for a variety of advisory, managerial, and academic roles in Lithuanian Society*

*and Europe.* The interdisciplinary postgraduate programme will also integrate European Studies courses in the fields of European Law, Economics, and Trade, and the TEMPUS project, in general will be oriented *in developing a European dimension in higher education.*

Correspondence to the higher educational systems in the partner countries:

Both partners from Leicester and Amsterdam are leading partners of international networks such as ERASMUS and the International Association for Mass Communication Research (IAMCR) and leaders in their countries' Communication educational systems. Both have extensive experience in international exchange and international teaching. The Leicester Centre for Mass Communication Research is one of the oldest research centers in mass communications in England. The Centre has always accepted the fact that a multidisciplinary, critical, and policy-oriented approach should mark the systematic study of all aspects of media institutions and of communication processes in general. The Department of Communications of the University of Amsterdam from 1993 has started an MA program in European Communication Studies. This program offers courses in the areas of "communication, culture, and society" and "communication policy". A comparative perspective focusing in particular on European developments, experiences, and contexts underlies the MA program.

Our partners will work in this project towards taking up the Faculty of Communications and Institute of International Relations and Political Science in this programme by setting up:

- standardized exchange and cooperation between the three universities, including, e. g. free entrance of Vilnius students to the international MA programmes of Leicester and Amsterdam;
- agreements and mutual recognition of degrees and certificates.

Please explain how the proposed project corresponds to the *tempus* priorities established by the national authorities and to

the higher education systems in the partner countries. Please refer to p. 6 of the *JEP Guidelines* and to the separate document *Tempus-Phare Priorities for the Academic Year 1996/97*. Applications which do not fully comply with the national priorities will not be considered for support.

### **Previous Cooperation**

The type of information to be included could cover any *previous cooperation*, leading to the preparation of the project.

In 1992 the Faculty of Communication in Vilnius and the Department of Communication Studies in Amsterdam agreed on an initiative to exchange knowledge and materials in the field of Communications. Both parties worked out a training programme, performed by the Amsterdam staff, for students, staff, and journalists of Vilnius on public opinion research and Communication policy. This programme was a direct result of an analysis on needs and a lack of teaching capacity in Lithuania.

Amsterdam submitted a proposal to the TACIS/PHARE Democracy Programme to realize these plans. The bid was successful (title: "Lithuanian Media in Democratic Transition", ref: 93/0267), and in April and October 1995 courses were performed in Vilnius, not only for students, but also for Faculty staff members and professionals, like journalists. The project was also co-financed by the Open Society Foundation, Lithuania. It was coordinated by Jaap Shoufour from Amsterdam, and by Renaldas Gudauskas, Dean, Faculty of Communications in Vilnius.

These activities were meant as "orientation by action". With this first step, we have found out the exact level of knowledge and experience of students and staff of the Faculty of Communications. We were also informed about more detailed requests for professionals in journalism and various enterprises. For our partners from the Netherlands, the extra value of this "try-out" year was the experience of operating in a country like Lithuania

with all its obstacles and special circumstances. In 1995, the University of Vilnius, Faculty of Communications, together with the University of Amsterdam, Department of Communications, applied for a TEMPUS Structural Joint European grant; project title, "Investing in the People of Vilnius University", project objective: development of a curriculum in Communication Policy and Market Policy, and public opinion research that satisfies the needs of a market economy and democracy. The project was not supported. Now the cooperation between the Faculty of Communications, University of Vilnius, and the Department of Communication Studies, University of Amsterdam, is based on the bilateral agreement.

The Center for Mass Communication Research, University of Leicester, the Department of Communication Studies, University of Amsterdam, and the Netherlands Press Foundation have cooperative contacts and collaborative programmes in the field of Communication Science.

The Faculty of Communication and the Institute of International Relations and Political Science in 1995 have created a preliminary interdisciplinary postgraduate programme in the field of International Communications. The programme has been approved by the Vilnius University Senate and should start in September 1996.

Our opinion is that these achievements and experiences will be crucial input for our future TEMPUS activities. The creation and realisation of this postgraduate programme in International Communications will be a logical continuation of our previous cooperation.

If this new application for a Structural JEP is based on the achievements of an already *running or expired JEP*, please give a short description of the achievements until now, and please explain how the new project relates to these achievements.

## **Links with Other Programmes**

The previous history illustrates the link with our bilateral cooperation for 1996. The TEMPUS project will be a profound follow-up, and it aims to establish a firm basis for structural cooperation after 1999. The proposed project will also set up an institutional structure within the Faculty of Communications and Institute of International Relations and Political Science in accordance with the strategic planning and development of Vilnius University.

Western partners have experience in ERASMUS and other EC programmes.

Please provide details about links with other running or planned *tempus* JEPs and other national/multinational programmes which are relevant to this application.

## **2. DESCRIPTION OF THE PROJECT**

This part forms the main body of your proposal, so please be detailed and concrete.

### **Objective**

**To establish an inter-disciplinary, MA degree programme in International Communications.**

Our project fits into **objective number 1 (OBS 1)** and is targeted at students (MA level).

The project aims at the creation and realisation of a postgraduate (magisterial) programme for International Communications at the University of Vilnius. **The goal of this programme should be to train International Communications professionals of highest qualification in advertising, Public Relations, marketing, propaganda, contact and negotiation with foreign partners, information analyses, transfer, distribution, spreading of infor-**

## **mation, and usage and participation in the creation of international information systems and networks.**

The training programme will be designed in a way to allow one to transgress any partition between traditional disciplines. The new global interdisciplinary approach is oriented towards creating an educational systems for *hybrid managers* – a high risk, high cost people infrastructure that enables the integration of International Relations and Global Communications. This integration ensures both International Relations and Global Communications, and so hybrid managers straddle two, previously disparate disciplines. No amount of communication or translation bridges between the two *separate* disciplines can achieve the same degree of integration. The primary benefits of hybrid managers are that they a broad organisational vision and can create “islands” of true international communication understanding. These islands then provide the catalyst that leads to an organisational internationalisation. However, these may only be partial indicators of the benefits of hybrid managers, with the true value being that they act as catalysts for breaking the whole organisation out of the information systems/business unit data jealousy hold into holding information as a *real* corporate resource.

Hybrid managers require political and communication scientific literacy and modern information technological competency, plus a *third* dimension. This third item is the organisational astuteness that allows a manager to make business-appropriate informational system decisions of use and management that enhance or, set international business directions, as well as follow them. General international communication management development is a notoriously difficult training area whilst *technical* training is just that and, hence, is rarely sufficiently multi-dimensional to develop an understanding of relevance and implications, rather than just technique. We also embody a distinction between political and technical tasks in dealing with international information questions. The mobile world of international communication management depends on international communication

highflyers' value information sensing, good informal communication skills, and their unusual set of interests. They should be able to influence top management, relate to the "broad picture", develop co-operative relationships with large numbers of people inside and outside the organisation, motivate subject specialists, and develop teamwork.

The convergence of telecommunications and computer technologies into "telematics" (the application of information and communication technologies and services in direct combination) implies that the communication and processing operations that used to be performed by separate systems can now be executed by one integrated system which facilitates a significant increase in the volume, rapidity, reliability, and complexity of information handling. Our TEMPUS project is a strategical search for the best educational framework for International Communications managers of highest qualification.

#### ***Channels and Types of International Information Flow:***

*Diplomatic and political channels, including military and related conferences and organisations.*

*Satellite and planetary resources, including transborder data flow, computers, and related technologies.*

*Newspapers, magazines, books, technical and scientific journals, and news agencies.*

*Radio and television and direct broadcast satellite.*

*Film, recording and video; marketing, advertising, and public opinion polls.*

*Mail, telephone, telegraph, telex, and related telecommunication channels.*

*Educational, artistic and cultural exchanges (persons and exhibits, etc.), including conferences and sports events.*

*Tourism, travel, and migration, including religious and other personal contacts.*

### ***Spectrum of Communication in International Relations:***

Peaceful Relations (*news flow, satellite communications, transborder data flow, international broadcasting, international organisational communication*).

Contentious Relations (*diplomacy and communication, communication and international negotiations, the language of international conflict, public opinion and the outbreak of war, media as actors in conflict*).

Low-Intensity Conflict (*public diplomacy, propaganda, disinformation, communication and espionage, development-sabotage communication, "electronic penetration"*).

Medium-Intensity Conflict (*communication and terrorism, communication and revolution*).

High-Intensity Conflict (*Communication technology and the military, military force as communications*).

### **Structure of the MA Programme in International Communications**

The MA-programme has the following structural features:

The MA-degree is a conjoint degree between the Faculty of Communications and the Institute of International Relations and Political Science.

The programme has a duration of two years organised into four semesters. Prior knowledge of communications and political science can shorten the studies.

The integration of theory and practice is emphasised.

At least one semester is taught in English as a first essential step to integrate the programme with European universities.

One semester is spent abroad at another university.

Academically, the MA is broadly based in:

The development of general knowledge and skills in the field of International Relations and Communications

The learning of special communication skills in the International Relations field.

The specialization in a particular area of International Communications.

The formation of research skills for special use in the field.

The summarising of the acquired knowledge in the Master's thesis.

The curriculum, which is general rather than regionally specialized in focus, embraces courses in political science, history, geography, economics, sociology, communication and information sciences, and languages.

### **Requirements for Entering the Programme**

- Bachelor's degree (preference to honor's) in any field or its equivalent.
- Excellent knowledge of a foreign language.
- Entrance Exam.

### **Organization and Management**

- The MA programme, from the organizational point of view, was part of the Faculty of Communications.
- The MA programme is headed by a 5-member Joint Committee between the Faculty of Communications and the Institute of International Relations and Political Science. In addition, an MA Coordinator is appointed with the responsibility of developing the programme and administratively running it.
- As the MA programme is aimed at integrating theory and practice, an advisory group is established between the University of Vilnius and the Lithuanian political and business community.
- In order to assure the possibility of establishing cooperation with EC universities, the academic standards are

EC standards, as exemplified in the programmes at the University of Amsterdam and the University of Leicester.

Students divide coursework equally between the Faculty of Communications and the Institute of International Relations and Political Science. Advisors from each unit will be assigned to work with each student to develop an individual study program that meets the student's needs and interests in International Relations and International Communications study.

### **Possible jobs**

- Governmental, industrial, teaching, research, trade, financial, economic institutions, service sphere.
- State, public, private sector.

**Objective 1 (OBS 1)** worked out in ten detailed sub-objectives:

**sub-objective 2.1.1:** Review and restructure the existing curriculum in International Communications in Vilnius by advising curriculum and MA programme development.

**sub-objective 2.1.2:** Develop up-to-date courses in Political and International Communications, Communication Policy (Telecommunications and Media), Market and Public Opinion Research, Information Policies, and Services and Technologies in the European Community. These courses will become components of the future (restructured) curriculum.

**sub-objective 2.1.3:** Improve the skills and knowledge of the Lithuanian staff to work with the restructured curriculum in the future.

**sub-objective 2.1.4:** Improve the knowledge of the Lithuanian students in International Communications, Communication Policy and Research, Skills in Communication and Modern Information Technology.

**sub-objective 2.1.5:** Supply books and study materials, and strengthen the libraries of the Faculty of Communications and the Institute of Political Science and International Relations in knowledge and skills of storage and search systems, services of end-users.

**sub-objective 2.1.6:** Link up the Faculty of Communications and Institute of Political Science and International Relations in Vilnius with international academics and professional bodies.

**sub-objective 2.1.7:** Provide the necessary training equipment essential for the implementation of the MA Programme of International Communications.

**sub-objective 2.1.8:** Organise postgraduate students mobility in an east-West direction as an integral part of the degree course in International Communications by a study period abroad.

**sub-objective 2.1.9:** Establish a university network providing global interdisciplinary training on International Communications.

**sub-objective 2.1.10:** Ensure the improved management of International Communications in Lithuania and develop a national policy and strategy for global communications through high-level International Communications professionals.

The **objective** is the main aim of your project. It represents what you intend to accomplish through the project. The general objective of a Structural JEP is related to the restructuring of higher education in the partner countries.

### **3. MANAGEMENT OF THE PROJECT**

#### **3.1. Role of Coordinator and Contractor**

The coordination of the project will be carried out by the Faculty of Communications University of Vilnius. The **coordinator** will be Dr. Renaldas Gudauskas, Dean. He has previous ex-

perience in running goal-oriented projects: In 1993 the Individual Mobility Grant IMG 93-LT 1028 was used to get expertise in creating teaching strategies of Information Management in higher educational institutions at the University of Amsterdam (Netherlands). In 1995 the Structural Joint European Project S-JEP-09062-95 entitled *Education for Information Management in Lithuania* was started by Dr. Renaldas Gudauskas as Coordinator of the project.

**The Faculty of Communications, University of Vilnius will:**

Coordinate the project activities.

Work out the second version of the adjusted curriculum.

Select students and staff who will participate in the project.

Take care of the accommodations and facilities required to perform the courses, and make the residency of partners from Amsterdam/Leicester possible.

Organize the networking of Lithuanian institutes, government, business organisations, and firms with the project.

Participate in the working group, (in which all partners participate) which prepares the program, and in the implementation of postgraduate education.

The **contractor** will be **the University of Amsterdam, Department of Communications**. As far as the coordinating activities of this project are concerned, the Department will:

Take care of administrative support in technical and logistical aspects of the project (will manage the flow of information, organise meetings, arrange hotel reservations, air tickets, etc.).

Coordinate and control all financial aspects of project activities.

Contribute to the first draft of the new curriculum of International Communications in Vilnius.

Work out the list materials requested, acquire and transport these materials.

Assist the libraries of the Faculty of Communications and the Institute of Political Science and International Relations in improving storage and search systems and services of end users.

Teach, train, and monitor different courses in Vilnius.

Organize lodging and accompany staff from Vilnius participating in MA programmes at the University of Amsterdam.

### **3.2. Role of the Partner Institutions**

**The Leicester Centre will:**

Contribute to the first draft of the new curriculum of International Communications in Vilnius.

Make available its own course materials.

Facilitate and coordinate participating staff from Vilnius in MA courses.

Coordinate the integration of the Faculty of Communications and the Institute of Political Science and International Relations into international networks and educational exchange programmes.

**The Institute of International Relations and Political Science, University of Vilnius will:**

Work out the second version of the adjusted curriculum.

Select students and staff who will participate in the project. Organize the networking of Lithuanian institutes, government, business organizations, and firms with the project.

Participate in the working group, (in which all partners participate) which prepares the program, and in the implementation of postgraduate education.

### **3.3. Operational Structure**

The University of Vilnius, i.e. the Faculty of Communications, will operate as the overall project leader. General project managements will reside with this Faculty. A steering committee, consisting of one professor from each participating university and

the Institute of Political Science and International Relations, plus the project Coordinator, will formulate broad policy lines and evaluate the results of the project. The steering committee will meet in periodic workshops.

There is allowance in the budget for a part-time secretary at the contracting institution. The proposed budget allows for secretarial assistant in the Faculty of Communications in Vilnius to carry out the necessary activities for the administration of the project. All staff involved in the project will take part on a part-time basis. All staff members are (or in case of the teachers from Lithuania, "will be") specialists in International Communications. In all institutions, professors, assistant professors, lecturers, and, particularly for Lithuania, recently graduated teachers will also take part.

The University of Vilnius gives preference to involve as many teaches as feasible, when the course is given in Vilnius. Some basic lectures and "try-outs" will be given in Lithuania. All lectures that will need computer-based hardware and software for the first year will be organised in Western countries. The logistic and administrative support for the project will be given by the participating Western institutions, in particular, by the Department of Communications, University of Amsterdam.

### **3.4. Monitoring and Evaluating**

In principle, two supervisors will watch the progress in the achievement of the objectives. These two supervisors are Prof. Renaldas Gudauskas and Dr. Vladas Sirutavicius. Each university will appoint a person who will stay in contact with these supervisors. Teachers from both sides will take part in all phases of the curriculum design, implementation, testing, evaluation, and adaptation. In this way the adequacy of the required level and appropriateness of the contents will be optimally assured. Overall meetings with all working groups will be established. After the working groups will have worked out a new version of curri-

culum and will have had new experiences, a general session (final meeting) will be held at the end of each year. Progress, achievements, and problems will be discussed and evaluated, and adjustments for the near future will be stated. All financial arrangements will be controlled and decided by Prof. ...., University of Amsterdam.

## **4. IMPACT AND PERSPECTIVE**

### **4.1. Level of Impact**

The project will have an impact throughout the educational, social, and economic fabric of the country.

The short term impact of the project at the level of the Faculty of Communications is threefold:

The substantial expertise and the didactic capacities of the Faculty staff members in the fields of Political and International Communications, Communication Policy (Telecommunications and Media), Market and Public Opinion Research, Information Policies and Services and Technologies in the European Community will be improved and updated.

The Faculty and Institute will be involved in the international networks of academic and professional fields of International Communications, Market and Public Opinion Research, and Communication Policy.

The emergence of this inter-disciplinary programme will allow the two institutions in Vilnius to carry on as nationally and internationally recognised institutions.

These three effects of the project will realise the long term impact, which is a restructured curriculum in International Communications and the production of sufficient postgraduates with the skills necessary for reform and development.

The project will be transnational in concept and delivery. The differences as well as the similarities within and between Eu-

rope and Lithuania will encourage a valuable compare-and-contrast approach in a multilateral context, thus increasing the compatibility and complementarity between Lithuania and the European Union. The curricula in the institutions in Lithuania will, thus, become more closely harmonized with those of her European partners, enabling future generations of International Communications professionals to work more effectively to integrate professional practice and improve cross-border information flows.

The partners provide:

A complementary mix of expertise.

Exemplars of institutions which emphasize different approaches to post-graduate education.

The global impact is that the transfer of the latest and the best from the developed countries to Lithuania seems the most adequate instrument for the development of the country. Modern information services will become an inherent part of work in all areas. The information industry as a power centre is linked to other circuits of power, such as financial institutions, military establishments, and the political elite. Through modern educated international communication, professionals will begin new competitive lines of communication business, will help extend Lithuanian integration into the area of world cultural development and New International Information Order, and lead from the international exchange of local products to the production for global markets according to the requirements of the New International Economic Order. The struggle for self-empowerment can not be merely local. The local space in which people live is strongly influenced by global developments. The *global* and the *local* have to be understood as intimately interlocked. In this way we have the possibility to develop a global civil society.

## **4.2. Dissemination**

Dissemination of the results of our activities is realised in several ways:

The seminars given by Amsterdam and Leicester staff members in Vilnius are aimed at all staff members of both institutions of the University of Vilnius.

Six members of the Vilnius staff will strengthen their expertise in the fields of International Relations and Global Communications and share their insights with their colleagues. The results of the project will be published in the semi-annual reports.

Occasional publications will be prepared for professional journals and newsletters published throughout Europe and internationally.

A dissemination meeting will be held, at the conclusion of the project, with invited representatives from relevant institutions in other countries to discuss the outcomes of the project.

## **4.3. Perspectives for Continuity**

The project builds on and reinforces existing links, and provides a platform for further collaboration in curricular development, in the introduction of new teaching and assessment methods, and in facilitating the development of student exchanges, etc. The project aims at training staff and restructuring the curriculum in such a way that the input of the universities of Amsterdam and Leicester will not be needed any more after three years. This is realised by intensive staff training. Through linking the University of Vilnius with international networks of academics and professionals in the fields of Political and International Communications, Communication Policy (Telecommunications and Media), Market and Public Opinion Research, Information Policies and Services and Technologies in the European Community, the expertise gained in the project will be kept in line with up-to-date and internationally-shared academics and professional insights.

#### **4.4. Links with Enterprises**

Today's world is certainly still a long way from conducting financial business in a global currency or governing through a global government. All countries, however, are interested in spreading international information of general and financial interest, exchanging ideas of information and urgent communication. In the effort to cope with the primary environment, i. e. the physical environment in which human lives take place, we create a secondary environment. This environment encompasses such human efforts as the provision of information and the production of culture. The need to get timely information in all spheres of human life is absolutely essential. The ability to cope with the problems of the primary environment is directly related to the quality of the secondary environment.

The establishment of the European Integration Studies Centre (EISC) in 1995 by the Ministry of Foreign Affairs and the University of Vilnius was prompted by the speeding process of Lithuania's integration into the European Union and by preparing a common information strategy on these issues. One of the main objectives of the Centre is to assist in the training of the specialists in the European Union in these areas: politics, law, economics, communications, and information. In this field, the EISC is cooperating with the Institute of International Relations and Political Science and the Faculty of Communication of the University of Vilnius in preparing specialists on international image-making, influencing public attitudes in other nations, advising Lithuanian representatives abroad, and the various departments and agencies of the implications of foreign opinion for present and contemplated Lithuanian policies, programs, and official statements. International Communications professionals will be competent to cooperate with subject specialists from international organisations like the European Broadcasting Union, the European Telecommunication Satellite Organisation, the

European strategic programme for RD in Information Technology, the International Telecommunications Union, etc.

If relevant, please describe the nature of connections with enterprises; whether these enterprises are project partners or not, and the relevance of the project achievements in this context.

Įteikta 1996 m. kovo mėn.

## **TARPTAUTINĖS KOMUNIKACIJOS MOKYMO PROGRAMA LIETUVAI**

### **Santrauka**

Vilniaus universiteto Komunikacijos fakultetas su partneriais nuo 1996 m. rugsėjo 1 d. dalyvauja vienerių metų TEMPUS (PHARE) Europos sąjungos projekte (SJEP) "Tarptautinės komunikacijos mokymo programa Lietuvai". Straipsnyje išdėstyti svarbiausi principai ir uždaviniai, aptartos pagrindinės projekto įgyvendinimo priemonės.