CONFERENCE

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Translating Materiality: Documentary Reproduction and the Ethics of Containment
Assoc. Prof. Dr. Robert Riter, University of Alabama (USA)

This paper offers an examination of the ethical issues associated with the digitization of original sources, the intellectual relationships that exist between original sources and their digital surrogates, and the influence of documentary reproduction on artifactual identity. Digitization prioritizes specific evidential and informational values over others, such as an artifact's originating materiality and its communicative elements. This practice provides a context for considering how reproduction and containment practices inform the expression of information and evidence in original sources.

The Documentary Heritage of Latvian Emigration in the Research Libraries of Latvia
Prof. Dr. Viesturs Zanders, University of Latvia (Latvia)

Since the 20th century, the Latvian memory institution stocks of the 1990s have been complemented by many individuals and organization archives and collections that were formed outside Latvia after the Second World War. This paper provides a general overview of the researchers and cultural workers scripts that are in the Research Libraries of Latvia. Described in more detail are the documents produced by the Latvian publishers Helmars Rudzītis (1903–2001) and Miķelis Goppers (1908–1996) and stored in the Academic Library of the University of Latvia and in the National Library of Latvia. These

texts are very important sources for research on the Latvian publishing activities in exile.

Research of the Printed Carthographical Heritage of Lithuania and its Issues

Assoc. Prof. Dr. Alma Braziūnienė, Vilnius University, Faculty of Communication

The paper deals with the certain questions posed by the 15–18th century printed cartographic heritage (maps and atlases) in Lithuanian memory institutions. What is the amount of it and how is this heritage distributed? What are the problems of its actualization and digitization? Is there a demand to compile its bibliography? Particular focus sits on the map of the Grand Duchy of Lithuania, printed in Amsterdam in 1613. There are many research problems of its history of creation, the amount of imprints and the distribution in various 17th century atlases. Old maps and atlases of GDL are a significant source of research within scientific fields related to history, art, language and others.

Leonas Panavas's Personality (1942–2011) and his Collection of Book Bindings

Prof. Habil. Dr. Domas Kaunas, Vilnius University, Faculty of Communication

The conference report contains Leonas Panavas's (1942–2011) personal collection of bound printed editions. The binder was learning book binding on his own by studying the design of old book bindings and consulting experienced masters. He drew most of his knowledge of book binding aesthetics and old publications heritage from his customers. About 30 cover designs were supplied by the famous Lithuanian artist and bibliophile Kazys Varnelis. Panavas was focusing on the types of leather bindings dating back to the late 19th and early 20th centuries. He provided his services mainly to book lovers and collectors. His most mature pieces of art were produced during the period of 1990–2010. In his personal library, the binder accumulated a collection of his own best

bound books. It was found to contain 131 books, 19 sets of serials of eight titles, and five homemade notebooks on book binding. To some extent, the collection represents applied, collector and art binding.

Leonas Panavas Book Bindings From the Applied and Artistic Bookbinding Point of View

Rūta Taukinaitytė-Narbutienė, Vilnius Bookbinders Society

This report is intended to analyze the wide bookbinding legacy of Leonas Panavas, to define the historical value of his works, to discuss his artistic expression, technical details, labor circumstances, measures and inspirations of the book bindings that he accomplished. Moreover, there will be determined in which manner did the metalworker's profession, personal interests and skills precondition L. Panavas to become a self-taught master who continued the local bookbinding craft traditions during the difficult conditions of that time. Also, on the basis of his books bindings, a deeper look will be payed into the correlation between bookbinding and bibliophilia.

Research Sources of the History of the Vilnius Basilian Printing House

Drs. Ina Kažuro, Vilnius University, Faculty of Communication

Any historical research of the Vilnius Basilian printing house activities (during 1628–1839) inevitably faces the problem of sources, since the documentation of that printing house was not preserved. The aim of the report is to examine other different sources from the 17th-early 19th centuries and to determine how it is possible to connect them with the study of that printing house's history. The report presents some narrative and documentary sources, stored in Vilnius and St. Petersburg memory institutions that are associated with the history of the Vilnius Basilian monastery. The analysis is based on the classification of sources proposed by Irena Petrauskienė for the history of the Vilnius Academy printing house.

National Bibliography as a Documentary Heritage Recording Medium

Assoc. Prof. Dr. Nijolė Bliūdžiuvienė, Vilnius University, Faculty of Communication

The report analyzes national bibliography as a tool for communicating and promoting documentary heritage. It discusses the various forms of national bibliography and their potential for preserving memory and ensuring access to documentary resources and communication. The report also substantiates the notion of the national bibliography as a means for capturing documentary heritage.

Published Documents in the Virtual Environment: The Lithuanian Approach

Assoc. Prof. Dr. Regina Varnienė-Janssen, Vilnius University, Faculty of Communication

The report highlights the development of presenting Lithuanian and Lithuania-related published documents in the virtual environment during the period of 1992–2016. It draws upon the results of implemented projects and the author's scientific publications on this subject. The focus is on the reorganization of bibliographic control in 1998 by establishing the National Bibliographic Data Bank and on the digitization of documents and enabling access to them by establishing (in 2008) and developing (during 2010–2012 and 2012–2014) the Virtual Electronic Heritage System and its web portal *www.epaveldas.lt*. It also discusses the cultural and social aspects of these processes.

Electronic Document Management in Lithuania: the Present Situation and the Possibilities for Change

Lect. Dr. Daiva Lukšaitė, Vilnius University, Faculty of Communication

In 2006, the Regulations of Electronic Document Management came into force in Lithuania, and they began to be applied in the public sector. The Regulations define the concept of an electronic document

and provide the model of management of such documents. Shortly afterwards, the description of the requirements for the specifications of electronically signed documents was adopted. The year of 2016 marks the 10th anniversary of when the regulations of electronic document management were applied, so it is seems essential to provide a conceptual evaluation of the model of electronic document management that is currently being applied in Lithuania.

The Archive Balance of the *Auszra* Newspaper's Publisher Andrius Vištelis

Lect. Dr. Tomas Petreikis, Vilnius University, Faculty of Communication

The report presents an analysis of the never-before studied handwritten heritage of the newspaper's *Auszra* publisher Andrius Vištelis. Currently, the majority of his legacy of Lithuanian texts (approximately 40 manuscripts) is stored in the Library of the Institute of Literature and Folklore. Three main paths are distinguished in the history of the concentration of his manuscript legacy in Lithuania: 1) via the other publishers of *Auszra*; 2) via the American Lithuanians; and 3) via his wife Adolfa Wysztelewska. The manuscripts reveals the complex circumstances of the Lithuanian national rebirth in Lithuania Minor. They provide knowledge about A. Vištelis's linguistics studies and how they are related with the Lithuanian national revival, the saved writings monuments etc. The archive survival story reveals a complex Lithuanian national revival of documentary heritage issues.

Heritage from a Collection Build-up to a Database: Case of the Juozas Miltinis Heritage Study Center

Angelė Mikelinskaitė, Juozas Miltinis Heritage Study Center of Gabrielė Petkevičaitė-Bitė Panevėžys County Public Library

The Gabrielė Petkevičaitė-Bitė Public Library has inherited the legacy theater director Juozas Miltinis (1907–1994), which is stored in an authentic environment, in one of the library departments, the Juozas Miltinis Heritage Study Center. In order to maintain, comfortably and

modernly present, actualize and disseminate this cultural heritage, in 2006 the PAVB started digitizing documents and implementing the *Digital Database of Juozas Miltinis Heritage Study Center Foundation Project,* the most important function of which was the development of access to a well accumulated, handled and stored rich manuscript heritage system for any library user, the establishment and maintenance of contact with him, and, ultimately, the shaping of his historical consciousness.

Gaming History: Computer and Video Games as Historical Scholarship

Assoc. Prof. Dr. Dawn Spring, American Public University, Department of History and Military History (USA)

Gaming History explores how scholarly computer and video games could be developed to present original historical scholarship and meet the standards of the discipline. This presentation analyzes key game mechanics and narrative structure in popular history-based video games: the *Assassin's Creed* series, the *Total War* series, Rockstar Games' *L.A. Noire* and *Red Dead Redemption,* and Paradox Interactive's *Crusader Kings II* and *Europa Universalis,* as well as the experimental game *Walden.* In addition, it explores how the game design process could be applied to developing a scholarly game.

The Idea of Postdigital Textbook and Personal Experience about Web-based Instructional Design in Scandinavian Country Studies

Assoc. Prof. Dr. Arūnas Vyšniauskas, Vilnius University

The report will present an idea of new learning technology, identified by American scientists from Arizona State University as the postdigital textbook, "a new type of educational technology that combines personalized learning with community-driven features that encourage collaboration and resource sharing, and emphasize learning as a social process." The report is intended to discuss the follow-up wikis and user-generated content prospects for the modernization of studying pro-

cesses and the implementation of curriculum. The author plans to share his personal insights about the experience of teaching in the Center of Scandinavian Studies in the Faculty of Philology at Vilnius University.

Lithuania out of Print?

Assoc. Prof. Dr. Virgis Valentinavičius, Mykolas Romeris University *(Lithuania)*

While the ascendancy of new media and vicissitudes of digital transformation, along with a shrinking advertising revenue and the sudden death of classified ads, are piling up pressure on printed media worldwide, Lithuanian printed media seems to be especially vulnerable, given the unfavorable figures of circulation and public trust in comparison with the neighboring Latvia and Estonia. If Lithuania were to become the first country in Europe to digitalize printed media out of business completely, is it a mere inevitability of the progress of digital revolution? Or is it an issue of balance between public interests and the efficiency of a business model, an issue of transparency standards and journalistic ethics, an issue of the media regulation environment?

How Open are People of Latvia for Intercultural Communication

Assoc. Prof. Dr. Andris Pētersons, Turiba University *(Latvia)*

Only few states around the world are ethnically homogenous. Latvia, being on the crossroads of trade and military interests, has been a multinational state for ages. Small local nationalities, namely the Livs, Cours, Latgalians, Semigallians and Selonians intermingled with their neighbours – the Lithuanians and Estonians – and their invaders as well – the Germans, Russians, Poles and Swedes – over the centuries that saw the shaping of the Latvian nation. While many inhabitants assimilated and integrated, many separated and formed their own subcultures. Today, more than 150 nationalities live in Latvia and most of them consider themselves Latvians. How open are the representatives of all Latvian nationalities towards intercultural communication and what kind of a society, an open or a closed one, do they represent?

A Review of Country Identities Based on Tourism Logos – a Study of European Countries

Dr. Burcu Zeybek, Derya Gül Ünlü, Istanbul University (Turkey)

Country identity and image are achieved primarily through designing a good logo, which is also the basis of visual identity studies. In addition to symbols, such as the flag and emblem, each country has a tourism promotion logo that reflects their visual image. The main subject of this research is the review of tourism logos of countries that fall within the context of country identity. The categorical content analysis technique will be applied in the research methodologically, and the research is limited to 47 European Council member countries. From this point of view, the logos of countries will be analyzed in terms of their content, aesthetic, originality, historical, touristic, architectural and cultural characteristics, and the importance of said logos in the process of creating country identity will also be addressed.

Globalization and Reconstruction of Spatial Identity in Lithuanian Museums

Drs. Mindaugas Kelpša, Vilnius University, Faculty of Communication

Gilėjančios globalizacijos sukelto kultūrinio pasimetimo kontekste muziejai vis aktyviau įtraukiami į visuomenės tapatybės kaitos procesus. Pastaraisiais dešimtmečiais Lietuvos muziejininkystėje ryškėja nauja identitetų politikos plotmė – erdvinės tapatybės problematika. Šiuo pranešimu siekiama į Lietuvos muziejus pažvelgti kaip į institucionalizuotas erdvinės tapatybės (per)konstravimo vietas, siekiančias formuoti naujus savęs pozicionavimo geografinėje ir kultūrinėje erdvėje modelius bei skirtingo lygmens saistymosi trajektorijas.

Steps in the Secret zone: Obtaining and Reading Prohibited Literature in Soviet Latvia during the 1980s

Dr. Jana Dreimane, National Library of Latvia (Latvia)

Diverse studies on access to information in Soviet Latvia (1940–1941; 1944-1990) mostly deal with the activities of censorship organi-

zations. The local public has been interpreted as a passive recipient of information, performing orders without demonstrating any attempts to overstep the strictly set limits. Nevertheless, the people living behind the iron curtain had more opportunities to extend their intellectual horizon than it was provided by Soviet mass media. The objective of this study is to find out what alternative channels of information were used by culture professionals and how these channels influenced their worldview.

Collective Trauma Communication in Theatre Criticism
Drs. Monika Meilutytė, Vilnius University, Faculty of Communication
Theatre reviews are important resources not only for the reconstruction of theatre plays that have already become part of theatre history, but also for the revealing of spectator feedback. Though theatre critics usually are perceived as a specific part of the audience, their texts can disclose significant changes of understanding and interpretation of certain important themes, such as collective traumas. Starting from the consideration that theatre criticism is part of theatre's communication system, the aim of this paper is to analyze and characterize the reception of collective traumas presented in Lithuanian theatre during the last 26 years.

Visual Patterns That Were not Exposed: Information in the Theatre Arts
Assoc. Prof. Dr. Raimonda Bitinaitė-Širvinskienė, Vilnius University, Faculty of Communication
The interface of artwork and information regarding it is discussed; the way in which artists expose problems of conveying the information in the artwork is analyzed. The artists used to experience a lack of information in the Soviet times. They expressed prohibitions of the state in various ways. The case of the one of the brightest artists – the avangard painter's Vincas Kisarauskas's (1934–1988) works in the theatre – is analyzed in this presentation. The author of this presentation introduces certain until recently unknown sketches of the artist done on

various documents, work acceptance acts, and on the torn out pages of foreign magazines. The sketches were ordered by Juozas Miltinis for the performance of *Oedipus the King* (1974); they were not accepted by the customer, left unavailable for public and it turned into a document not only of the artistic sense.

The Quality of Journalistic Programs during the 2015 Parliamentary Elections in Poland

Dr. Tomasz Gackowski, Warsaw University, Institute of Journalism (Poland)

The aim of the study was to examine the quality of Polish public debates regarding parliamentary elections. The author wanted to see how current affairs programs covered in study had tried to explain to the average viewer-voter the complexity of the issues concerning the governance of the State and the essence of functioning of the Polish Parliament. It was important to check if the media had been a useful cognitive filter that allowed voters to see the most important aspects and opportunities that were related to the parliamentary elections.

The Impact of Mass Media in Latvian Public Administration Communication

Drs. Liga Mirlina, Turiba University (Latvia)

This paper describes the development of Latvian government communication, based on the German philosopher J.Habermas' theory of the transformation of the public sphere and on the analysis of the Latvian government adopted regulatory documents that set reform in relations between the state institutions and society. By analyzing social advertising as one of the Latvian government communication tools, this paper examines the social advertising impact on public opinion, based on the content analysis of the Latvian public administration social advertising, as well as on the narrative analysis and discourse analysis of the message delivered by social advertising of the Latvian public administration.

Information Security from the Lithuanian Radio Market Perspective

Assoc. Prof. Dr. Mantas Martišius, Vilnius University, Faculty of Communication

In the report, we will discuss the position that electronic media, and radio in particular, take place within the information war. Radio had been used actively in war propaganda dissemination, propaganda and information war from its creation. Radio, being relatively flexible and inexpensive electronic media, is a tool that is necessary to have in one's arsenal of when participating in information warfare between countries. The fact that radio is an effective propagandistic tool can be vividly seen in the example of the Rwanda genocide. When the radio has been used to promote hatred, it provoke violence. The report also analyzes the evolving trends within the Lithuanian radio market. The electronic media is going through challenging times. The Lithuanian radio advertising market is shrinking, but the number of radio stations is not. On the contrary – their number is growing. Insufficient radio financing force these stations to search for new revenue sources or change owners. This situation may be used by certain forces which would wish to exert influence within the country. Besides, such tendencies are detected. It is examined how this might affect the country's information security.

Media Market in Poland in Terms of Convergence: Changes and Trends

Assoc. Prof. Dr. Andrzej Adamski, Cardinal Stefan Wyszynski University in Warsaw, Institute of Media Education and Journalism (Poland)

In my topic, I would like to show the situation on the media market in Poland in terms of media convergence. Important factors of the changes are: digitalization of television and radio, a change in the public media, taken by the new government and the situation regarding the ownership of the printed press. I wish to focus on the problems with digitalization of the radio and new the organization of public media in Poland (the transition from public media to national media).

Online Comments: a Version of Content or Anonymous Lawlessness?

Assoc. Prof. Dr. Jolanta Mažylė, *Vilnius University, Faculty of Communication*

Extensive changes related to the media and the forms of journalism, as well as a different perception (or a different level of perception) of communication culture in the public sphere by information transferors and recipients (users) raise issues of ethics, responsibility and morality. The report consists of three parts. First of all, online comments will be discussed as a text genre. Second, the issue of responsibility and ethics of a media outlet and online users who post comments will be addressed widely. The third part of the report will present a case study of the Lithuanian online media and proposals on how the level of culture of online comments could be changed by using ethical and legal instruments.

The Impact of Films and TV Series from the Communist Era (PRL) on the Pop Culture of the Third Republic of Poland

Prof. Dr. Grzegorz Łęcicki, *Cardinal Stefan Wyszynski University in Warsaw (Poland)*

The aim of this paper is to characterize today's internet users in Poland. The internet is the primary media environment and the main channel for the young generation to communicate in Poland; these are the people who haven't experienced life in the Communist Polish People's Republic. Young people gain knowledge and information that they require mainly from the internet, where they can also find certain phenomena of popular culture from the era of the communist Polish People's Republic, eg., TV series, movies and music videos. Internet in the Third Republic of Poland became – next to television – the primary medium of popular culture. The current big popularity of many movies and TV series directed in communist Polish People's Republic is a very interesting problem for research. Despite the political and economic changes (the return to democracy and free market economics), apparent propaganda content is still popular and positively evaluated by

young viewers. Another research problem is to analyze the internet users' opinion and comments about these phenomena of popular culture and study the current perception of old audio-visual content. Examples discussed in this paper can help understand problems mentioned above and to formulate general conclusions. There are also presented statistics on the number of views of the most popular film materials. Therefore, the main goal of this paper is to explain not only the presence of movies and TV series from the era of the Communist Polish People's Republic, but also the the extensive level of popularity that they have in the modern, free Poland.

The Ukraine Crisis Through the Lenses of Documentary Filmmakers

Drs. Renata Stonytė, Vilnius University, Faculty of Communication

This paper examines how the Ukraine crisis is represented in political documentary by giving attention to the modes of representation (Nichols, 1991) and political implications of cinematic rhetoric (Munster; Sylvest, 2012). From the first days of the Ukrainian revolution, documentary filmmakers tried to record the images of Ukraine's political struggles and analyze the crisis from different perspectives. Sergei Loznitsa's documentary *Maidan* (Loznitsa, 2014), *All Things Ablaze* (Techynskyi; Solodunov, 2015), a series of video documentaries from a group of filmmakers (Babylon13) and other films provide both information and the reflection of political events.

Influence of the New Media on Cross-cultural Communication: An Example of Erasmus Students

Assoc. Prof. Dr. Murat Seyfi, Deniz Güven, Gaziosmanpaşa University (Turkey)

The world turns out to be a small village due to globalization and communication technologies. In this new world, different cultures and communication means have interlaced and began increasingly affect each other, leading communication and culture to transform into two

organic structures that feed each other. The culture in which individuals socialize also determines the ways that these individuals communicate. This study is to examine the influence of the use of social media in the cross-cultural adaptation process of Erasmus students who came to Turkey for educational purposes. Within this scope, detailed analyses were made using both qualitative and quantitative research methods.

Sensationalizing Precarity: Disturbed Academics, the Neo-liberal University and Online Media

Lect. Karolis Klimka, *Vilnius University, Faculty of Communication*

In a series of recent publications, Lithuanian online media have attempted to sensationalize the precarious conditions of academic work and life in Lithuania, employing the weary tactics of psychologization & pathologization of sociopolitical problems. In the present contribution, we want to argue that the media's discourse can be read as symptomatic of disavowal, i.e., acknowledging/denying that the precarious life of academics and students mirrors the general conditions of a (digital) "playbour" within the political economy of precarity. In this regard, the emerging field of digital labor studies appears to be of particular relevance.

E-reading of Poetry and the Self-creation of Personality

Assoc. Prof. Dr. Jūratė Sučylaitė, *Klaipėda University (Lithuania)*

Nowadays, we devote more and more time for reading texts from electronic devices: mainly, these are computer screens. Reading time often is used for searching new information, quick reading, for enjoyment and pleasure, and sometimes for deep reading (therapeutic, intended for self-creation). We are interested in the effects of reading, how its impact on a personality depends

on text presentation. The research question is this: is there a change of impact of deep reading on the personality when book reading is refused, and instead an electronic device is chosen for reading?

Some Like It Hot: Is the Theatre (Still) Relevant as Media for Public Debate?

Assoc. Prof. Dr. Martynas Petrikas, *Vilnius University, Faculty of Communication*

In the period of last five years, the managers of the Lithuanian National Drama Theatre (LNDT) in Vilnius were declaring their main objective: the LNDT had to become "relevant", i.e., it had to address the concerns of present times and society, contribute to problem solving and hence justify its national status. The strategy included both the reshaping of the artistic direction and reconceptualizing the functions a theatre had to fulfill. In my paper, I will focus on the "new impact" (a slogan, created by the LNDT advertising team) in terms of communication campaigns and paratheatrical events that advertised new productions and, by the same token, turned into the provocations. Thus, the aim of my paper is to discuss whether the public debate that surrounded the LNDT for the past seasons created a sustainable impact, or was it a mere byproduct of a cleverly orchestrated media buzz.

How to Reach an Audience: the Phenomenon of Crowdfunding

Dr. Sandra Murinska-Gaile, *Rezekne Academy of Technologies (Latvia)*

This article explores the phenomenon of crowdfunding as a method of financing small or risky creative projects in the digital environment. Crowdfunding is one of the most popular ways now to reach collective cooperation among people who voluntarily pool their money or other resources. Crowdfunding platforms support different fields of projects and creators. Authors use creativity to represent their ideas to the world so as to get more attention and financing – video, posters, recommendations and other verbal and visual materials are all used for such purpose. The aim of this article is to discover the communication strategies used to achieve an audience for definite projects. To do that, visual and verbal messages of two crowdfunding platforms, such as Kickstarter and Indiegogo, were analyzed using discourse analysis.

Marketization Influence on Baltic Film Studios
Drs. Audrius Dabrovolskas, *Vilnius University, Faculty of Communication*

When the Baltic states restored their independence in 1990–1991, their film industries faced different political and economic problems that had enormous impact for the infrastrucuture and functioning of their film industries. The first decade was crucial, as the film funding system in the Soviet Union was centralized; after the collapse of the totalitarian regime, the former Eastern bloc countries – Lithuania, Latvia and Estonia, together with the infrastructure of their film industries, suffered a decrease of state funding and domestic film production. During the period of 1990–1998, the Lithuanian Film Studio, Riga Film Studio and Tallinnfilm were still operating and even handling most of the domestic film production in spite of decreased state funding, but all three Baltic states decided upon and began the privatization process of these enterprises. The main aim of this paper is to analyze the political and economic situation of the Lithuanian Film Studio, Riga Film Studio and Tallinnfilm during 1990–1998 and after the privatization process and to identify internal and external factors that had direct influence on the Baltic states' policy regarding film industry.

Towards a New Urban Community? Rethinking the Relationship Between Urban Experience and Participatory Practices in Media
Dr. Blanka Brzozowska, *University of Lodz (Poland)*

Media convergence and participatory culture create a framework for new forms of social experience in city space. It consists of two elements. First, the fact that social relations are not "given" and do not form a "natural bond" on the basis of habitus and traditions, but are actively constructed. Second, social relations unfold in increasingly complex space-time dimensions. The clash of these two aspects creates a relational space in which the previous certainties about social space are undermined and replaced by an active construction within the framework

of mobility patterns and individual choices. The paper will attempt to outline the most significant implications posed by media development to relationships between producers and consumers of the city space.

What does *Mediatization of Culture* Mean?
Assoc. Prof. Dr. Kęstas Kirtiklis, Vilnius University, Faculty of Communication

The mediatization theory maintains that the world nowadays is so permeated by the media that it is fairly impossible to perceive social reality separately from the media. Suggesting the priority of the media over the other factors that form social reality, this theory provides a new perspective on the recent development and transformation of the social world. Despite its popularity, its claims are constantly challenged by critics, accusing it of overestimating the influence of technology on the social phenomena; sometimes, it is even accused of technological determinism. The perspective on the mediatization theory taken in this paper renounces its universal claims (the attempts to provide a general description of the social) and argues that this theory should be considered as an explanatory theory (providing explanations for a particular case of the recent social change).

The Potential of Heritage Industries: Opportunities for the Social and Economic Role Evaluation of Museums
Drs. Donata Armakauskaitė, Vilnius University, Faculty of Communication

In a broad sense, heritage industries are perceived as tourism industries that generate economic value. However, the separate parts of heritage industries (e.g., museums, cultural heritage sites, places of memory) are able to generate not only economic, but social value as well. International researches and projects (i.e., The Learning Museum Network Project, Cultural Heritage Counts for Europe Report etc.) are concerned in the presentation; also, the possibilities of assessment of the economic and social value of the cultural sector are outlined. The

economic and social potential of heritage industries is revealed through the example of the diverse evaluation of museum activities.

The Socio-cultural Role of the Participatory Open-air Museum – a Case Study *The Belarusian State Museum of Folk Architecture and Rural Lifestyle* (Minsk, Belarus)

Drs. Nadzeya Charapan, Vilnius University, Faculty of Communication

Open-air museums represent tangible vernacular architecture and intangible heritage, and they provide an interpretation of how people acted in the past. They are based on the idea of presenting and staging cultural variation by means of engagement and involvement of contemporary visitors. The paper will be focused on the participatory practices and interaction in the Belarusian State Museum of Folk Architecture and Rural Lifestyle. Based on the participatory observation and semistructured interviews with visitors, the author will investigate the contemporary sociocultural role of theBelarusian skansen.

The Metrics of Creativity: the European Creative Industries Index

Lect. Rusnė Kregždaitė, Vilnius University, Faculty of Communication

Cultural and creative industries are gaining more and more interest in academic and practical fields, but this sector lacks statistical data and adapted methodology for impact analysis. One of the ways to evaluate complex activities in the sector is to construct composite indicators – indexes. An analysis of previous indexes revealed that these indexes have a tendency to mix input and output factors and that they are too broad for the evaluations. The proposed index, formed for the European counties, is focusing only on output factors. The index covers two pillars: quantity, as the productivity and estimation of creativity, and economy, as the commercial result of activity. The index was calculated as a time series for the period of 2000–2014. The index is to be used for the correlation analysis and comparison of cultural and creative indus-

tries and general economic cycles. The Index of the European Cultural and Creative Industries is valuable for explaining composition of the sector, which is done by analyzing the simultaneous relations between the sector and economic development.

The Effect of Cultural Differences on Content Marketing Practices: A Pilot Study of Turkish and Lithuanian Youth

Drs. Oğuz Kuş, Istanbul University (Turkey)

Content marketing offers new opportunities for establishments to engage with their target audiences. It gains popularity in today's digitally transformed atmosphere due to its customer-centered nature, which allows to create brand awareness or loyalty, achieve better ranks in search engines, and increase the traffic of a corporate website. In order to realize successful content marketing, having knowledge of the culture of the target audience is vital. This article attempts to understand the effect of cultural differences to the content marketing process by collecting data from the Turkish and Lithuanian youth.

The Interface Between the Activities of the Lithuanian County Public Libraries and Quality of Life of their Communities

Assoc. Prof. Dr. Angelė Pečeliūnaitė, Vilnius University, Faculty of Communication

The year 2016 was declared as the year of libraries, so many different events were organized in the libraries for their local communities. A report will be presented with the preliminary results of an investigation, titled *The Interface between Lithuanian County Public Libraries Activities And Local Communities Quality Of Life*. The questionnaire will help evaluate the participation activity of the local communities of libraries and the event-related emotional impact for the visitors. The questionnaire will be presented for the experts and librarians too, so we will be able to compare all of the results. The statistical analysis of the survey results will help answer the question of whether the cultural-educational activities carried out by county libraries influence the quality of life of their communities.

The (Un)forgotten Vilnius *Genius Urbi:* Vilnius Ghetto Library
Drs. Neringa Latvytė-Gustaitienė, Vilnius University, Faculty of Communication

The multicultural history of Vilnius is reflected and represented in the memory of the Lithuanian Jews through their culture and an undeniable trauma. Sociologist Irena Šutinienė proves what seems to be easily comprehensible – ongoing events from the past and traumatic events remain in the collective memory for the longest. The Litvak collective memory, which has been interrupted during the Second World War, is now presented in a more fragmentary framework and the focus is shifted more to the victims of the Holocaust. The continuity of the Jewish memory of Vilnius is more often recognizeable through symbols that are used to testify to a fear of memory loss, rather than to promote awareness of the emotional connection or local spiritual sense.The aim of this research is to analyze and present the conception of the former Vilnius ghetto library in today's narrative of the Jewish community and to show how this memory place influences the formation of that community's memory.

Intellectual Capital and Innovations as a Basis for Building a Knowledge-based Economy
Assoc. Prof. Dr. Olga Miroshnychenko, Taras Shevchenko National University of Kyiv (Ukraine)

Intellectual capital is the basis for enhancing the competitiveness of enterprises and establishing a knowledge-based economy. Information, knowledge and innovations play a key role in this process. Bringing Ukraine's economy to a European level requires the creation of an effective mechanism to support intellectual capital development. Ukraine has a large potential for building a knowledge-based economy: human and natural resources, as well as a R&D infrastructure. A focus on eco-innovation, energy saving and green technologies must become the primary direction of innovation policy in Ukraine.

The Change of How Academic Libraries Function in the Changing Scholarly Communication System

Assoc. Prof. Dr. Marija Stonkienė, *Vilnius University, Faculty of Communication*

Digital environments, developing information and communication technologies are changing scholarly and science communication systems. The report discusses the academic library function changes in the scholarly communication system. It is noted in the report that the academic library is overtaking the roles of other scholarly communication subjects and that the traditional functions of academic libraries are changing through the change of activities of other scholarly communication subjects.

The Quality Assessment of Information Services for Business Organizations

Assoc. Prof. Dr. Erika Janiūnienė, Lect. Dr. Lina Markevičiūtė, *Vilnius University, Faculty of Communication*

The aim of the study is to discuss the quality assessment problems of information services for business organizations and its possible solutions by identifying information service quality evaluation criteria, defining the information services quality evaluation process and providing the direction of information service quality improvement. The analysis and synthesis of scientific literature on information and service management allowed to exclude the problems of information service quality evaluation, to identify quality criteria of information services and to define the process of information services quality evaluation. Information service quality criteria were rated by using a method of multicriteria quality assessment.

Internal Communication Within an International Organization: The Case of Group Segregation in a Latvian-Based Company

Drs. Ilkhom Khalimzoda, *Turiba University (Latvia)*

This paper investigates how an international organization based in Latvia faced internal communication problems which already have

transformed to group segregation among the employees of different national, cultural and linguistic backrounds who work for the same organization. Such a complex problem is quite common in Latvia. The root of the problem extends way back to the deep separation and segregation regarding events and information sources. Based on the theory of media system dependency, persuasion theory, the command and control approach and classified communication barriers, we propose a way out of this enigmatic issue with reference to conducted empirical research in order to better facilitate successful communication of all stakeholders despite their differences.

Knowledge Management Practice in Creation of Innovations in a Business Organization

Prof. Dr. (HP) Zenona Atkočiūnienė, Vilnius University, Faculty of Communication

The main goal of knowledge management in business organizations is to transform knowledge into capital, thus maximizing organizational efficiency. Only those organizations can reach success that systematically create and diffuse, update and apply knowledge to the development of new technologies and products/services, i.e., that are engaged in continuous innovation. Theoretical insights and empirical studies show that application of knowledge is possible only when it is purposefully managed. The study on knowledge management in a Lithuanian business organization used a survey. The results of the study cover three main areas: strategic management, knowledge management and innovation.

Application of Storytelling in Communication within Organizations

Lect. Dr. Daiva Siudikienė, Vilnius University, Faculty of Communication

Corporate storytelling is a way to keep telling, for an organization's target groups, an interesting and compelling story that consists of facts, figures, benefits and inspiring stories that help overcome difficulties,

provoke sincere staff confessions, i.e., instill everything that affects people's emotions. The purpose of this paper is to analyze storytelling and discuss the distinct criteria of the successful usage of storytelling as an effective means of corporate communication. This paper also aims to represent how the Lithuanian organizations use corporate storytelling in online social spaces.

Information and Knowledge Management in the Digital Workplace

Drs. Justas Gribovskis, Vilnius University, Faculty of Communication

Modern organizations are trying to have as much remote digital workplaces as possible. For the most part, these are project-oriented organizations, involved in the competitive war for highly-skilled employees. Despite a mobile workplace, the majority of such employees in project-oriented organizations have to work in different intercultural and international (intercontinental) working groups. The challenges of information and knowledge management faced by modern organizations in creating such workplaces are very high and the ways to solve the problems are expensive and not always effective.

The Role of Leadership in Forming the Culture of Organization Favorable to Knowledge Management: Case Analysis

Viktoras Vaitkevičius

Knowledge management can not become itself established in the organization and thrive without intervention of the human factor. The essential task of an organization's leaders, in the context of knowledge management, is to ensure such an environment in which members of an organization are motivated to acquire, develop, share and use knowledge for reaching common organizational goals. The report will analyze the role of leadership in forming a knowledge management-friendly organizational culture, based on the results of empirical research made in the Vilnius population section of the Vilnius County State Tax Inspectorate.