

The Abstract Book of the International Conference

POPULISM

IN NATIONAL AND GLOBAL MEDIA

24-25 November, 2023
Vilnius University

Organized by



Faculty of
Communication

With partners

LRT



Journal of *Studies in Eastern
European Cinema* (Taylor and
Francis Group)

Supported by

Vilnius University
Science Support Fund



Research
Council of
Lithuania



Faculty of
Communication

Vilnius University Press
2023

Editor of the Abstract Book

Assoc. Prof. dr. Renata Šukaitytė,
Head of the Centre for Journalism and Media Research
Faculty of Communication, Vilnius University
renata.sukaityte@kf.vu.lt

Designer and Layout of the Abstract Book

Skaistė Ašmenavičiūtė

ISBN 978-609-07-0998-6 (digital PDF)

DOI 10.15388/Proceedings.2023.40

The bibliographic information of this book is available in the National Bibliographic Databank of the Martynas Mažvydas National Library of Lithuania (NBDB).

Copyright © 2023 [Author]. Published by Vilnius University Press

This is an Open Access article distributed under the terms of the Creative Commons Attribution Licence, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Vilnius University Press
9 Saulėtekio Av., III Building, LT-10222 Vilnius

info@leidykla.vu.lt, www.leidykla.vu.lt/en/
www.knygynas.vu.lt, www.journals.vu.lt

Table of Contents

- 5** Organizers, Sponsors and Partners
- 6** Welcome to the Conference
- 7** Schedule of Events at a Glance
- 8** Keynote Papers and Presenters
- 13** Detailed Programme
- 17** Abstracts and Presenters
- 54** Venues

POPULISM IN LOCAL VS. CITY/NATIONAL NEWS MEDIA: DISSIMILARITIES DUE TO DIFFERENT READERSHIP FEEDBACK PRACTICES

M. Sc. Magnus Tomas Kėvišas (PhD Student), Vilnius University, Faculty of Communication (Lithuania)

Email: tomas.kevisas@kf.stud.vu.lt

Prof. Dr. Andrius Vaišnys, Vilnius University, Faculty of Communication (Lithuania)

Email: andrius.vaisnys@kf.vu.lt

Abstract

Populism to some extent is an issue defined by its perception: it is a category used by the participants in political debates, commentators, even observers from the field of academia in a broader sense. This term is used when intending to unmask or disqualify certain propositions, political attitudes, campaign platforms or manifestos of political parties. Crucially, the perceptions of populism that are characteristic of 'media elites' (publishers, editors, etc.) as a clearly delineated social group have never been investigated; however, these perceptions do matter for filtering of the content by the editors, which has an impact on the public opinion. Here, we report from the findings of a questionnaire-based study and a series of in-depth structured interviews with selected typical representatives from the industry in Lithuania. We highlight a pronounced divergence: a more clearly negative view of populism is typical only in the case of the staff at the (larger) city and national newspapers, whereas the local newspaper staff view populism more forgivingly and do not necessarily assume it to be their calling to 'fight against it'. We speculate as to the possible reasons behind the divide: the accounts of the editors/publishers indicate that they rely on somewhat different reader feedback mechanisms. We place the findings within a broader context of the information methodology practices in the Lithuanian press.

Biography of the presenters

MAGNUS TOMAS KĖVIŠAS holds a bachelor's degree in Scandinavian studies and a master's in cognitive neuroscience. Formerly the head at the Department for Parliamentary Information Services at the National Library of Lithuania, he is currently writing his PhD thesis in communication on the circulation of opinions in the public sphere and the process of public opinion. His research interests are mostly the questions of methodology in natural and social sciences and the associated applied problems: the consequences of the method of information in terms of its pragmatic outcomes, especially the tension between democratic and technocratic governance.

ANDRIUS VAIŠNYS is a doctor of communication and information sciences, a professor at Vilnius University's Faculty of Communication. Formerly the Dean of the Faculty of Communication (2007–2017), the Director of the Institute of Creative Medias at VU FC (2012–2013) and the Head of the Department of Political Communication (2017–2021). In 1997–2006, he was heading the Public Relations Unit of the Seimas of the Republic of Lithuania. Since 2009, he has been the Editor-in-Chief of the Editorial Board of the journal *Parlamento studijos* (Parliamentary Studies) and the Chief editor of *Žurnalistikos studijos*. His research interests are information policy and journalism, political communication, development of parliamentarism, and cultural policy. Vaišnys has published the monographs *Spauda ir valstybė 1918–1940: analizė istoriniu, teisiniu ir politiniu aspektu* (1999), *Vieši Seimo ryšiai su visuomene* (2014), *Gražinos Ručytės PIANISSIMO: branda ir sklaida antiformalistinio rojuko metais* (2019), and *Žurnalistikos potvynis: Lietuvos žiniasklaidos sistemos kaita 1986–1990* (2020) and is a co-author of the monograph *Rusijos propaganda: analizė, įvertinimas, rekomendacijos* (2016). He wrote and edited the illustrated history of the Lithuanian parliament of the 20th century *Lietuvos Seimas* (2001).