



UNIVERSITY
OF LATVIA

ONLINE SUMMER SCHOOL

THE BALTIC STATES AND ITS NEIGHBORING POWERS

AUGUST 2 - AUGUST 13, 2021

Preliminary Program

MONDAY, August 2	
Time (CET) <small>(Central European Time)</small>	Description
08:30 – 09:00	Online Welcome Speech and Opening. Getting to know each other
09:00 – 10:30	Lecture: “The Soviet ethnic policy and its consequences in Latvia: 1945-1991” <i>Lect. I.Runce</i>
10:30 – 11:00	Break
11:00 – 12:30	Lecture: “The Soviet ethnic policy and its consequences in Latvia: 1945-1991” <i>Lect. I.Runce</i>
12:30 – 13:30	Free time for lunch
13:30 – 14:30	Virtual Tour: Riga Old city



TUESDAY, August 3	
Time (CET) (Central European Time)	Description
09:00 – 10:30	Lecture: "Our Russians: community of the Russian Old believers in Latvia. History and cultural heritage" <i>Lect. I.Runce</i>
10:30 – 11:00	Break
11:00 – 12:30	"Our Russians: community of the Russian Old believers in Latvia. History and cultural heritage" <i>Lect. I.Runce</i>

WEDNESDAY, August 4	
Time (CET) (Central European Time)	Description
09:00 – 10:30	Lecture: "Emotions (individual and social) and their impacts on large-scale groups" <i>Prof. J.Šķilters</i>
10:30 – 11:00	Break
11:00 – 12:30	Lecture: "Emotions (individual and social) and their impacts on large-scale groups" <i>Prof. J.Šķilters</i>



THURSDAY, August 5	
Time (CET) (Central European Time)	Description
09:00 – 10:30	Lecture: “Narratives and events and manipulation with social groups” <i>Prof. J.Šķilters</i>
10:30 – 11:00	Break
11:00 – 12:30	Lecture: “Narratives and events and manipulation with social groups” <i>Prof. J.Šķilters</i>

FRIDAY, August 6	
Time (CET) (Central European Time)	Description
09:00 – 10:30	Lecture: “Public Diplomacy in the 21st Century: what have Great Powers to say and what does it mean for their Neighbours?” <i>Lect. S.Struberga</i>
10:30 – 11:00	Break
11:00 – 12:30	Lecture: “Public Diplomacy in the 21st Century: what have Great Powers to say and what does it mean for their Neighbours?” <i>Lect. S.Struberga</i>
12:30 – 13:30	Free time for lunch
13:30 – 15:00	Presentation and discussion: “Humour as a communication tool: the case of New Year’s Eve television in Russia” <i>Prof. Ž. Ozoliņa</i>



MONDAY, August 9	
Time (CET) (Central European Time)	Description
09:00 – 10:30	“Business Ethics and Corporate Social Responsibility (CSR)” <i>Dr.oec., prof. V.P. Karnups</i>
10:30 – 11:00	Break
11:00 – 12:30	“Shadow Economy in Latvia and other Baltic States” <i>Dr.oec., prof. V. P. Karnups</i>
12:30 – 13:30	Free time for lunch
13:30 – 15:00	Virtual study visit: "Delna" Transparency International Latvia. Introduction with the project: "Deputāti uz delnas". Internet tool to fight political corruption in Europe.
TUESDAY, August 10	
Time (CET) (Central European Time)	Description
09:00 – 10:30	Lecture: “Local, regional and continental components of national culture:the case of Latvian musical instruments” <i>Prof. V.Muktupāvels</i>
10:30 – 11:00	Break
11:00 – 12:30	Lecture: “Local, regional and continental components of national culture:the case of Latvian musical instruments” <i>Prof. V.Muktupāvels</i>



WEDNESDAY, August 11	
Time (CET) (Central European Time)	Description
11:00 – 12:30	Lecture: “Local, regional and continental components of national culture:the case of Latvian musical instruments” <i>Prof. V.Muktupāvels</i>
12:30 – 13:00	Free time for lunch
13:00 – 14:30	Lecture: “Local, regional and continental components of national culture:the case of Latvian musical instruments” <i>Prof. V.Muktupāvels</i>

THURSDAY, August 12	
Time (CET) (Central European Time)	Description
09:00 – 10:30	“Effective human resource management in contemporary organizations: human factors and ergonomics approach” <i>Prof. H.Kaļķis</i>
10:30 – 11:00	Break
11:00 – 12:30	Lecture: “Effective human resource management in contemporary organizations: human factors and ergonomics approach” <i>Prof. H.Kaļķis</i>
12:30 – 13:30	Free time for lunch
13:30 – 15:00	Virtual study visit: SIA Getliņi EKO



FRIDAY, August 13	
Time (CET) (Central European Time)	Description
09:00 – 10:30	Lecture: Media literacy in a "post-truth" age <i>Lect. G.Spurava</i>
10:30 – 11:00	Break
11:00 – 12:30	Lecture: Media literacy in a "post-truth" age <i>Lect. G.Spurava</i>
12:30 – 13:30	Free time for lunch
13:00 – 14:30	Summer school closure. Goodbye

Additional optional events of the programme will be:

Virtual Tour: Valmiera and Cesis

Virtual tour: Rundale Palace Museum

Virtual Tour: The Corner House

Virtual Cookie/Cake masterclass

Online concert: Carpe Noctem (UL 100th anniversary concert)

Kindly note, the programme is subject to change

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The Baltic States and its Neighboring Powers

The Soviet ethnic policy and its consequences in Latvia: 1945-1991

Lect. I. Runce

The Soviet ethnic policy was of high importance not only in the Soviet politics and in culture, but it was one of the most important instruments of economy and development, particularly in the occupied Baltic republics. The Soviet ethnic policy affected everyday lives of ordinary Soviet citizens, as well all ethnic communities present in the Soviet territories. This lecture will analyze the consequences of the implemented Soviet ethnic policy in the Soviet Latvia after 1945 and its long-lasting effects in the recent history and current cultural and political developments in Latvia after 1991.

Our Russians: community of the Russian Old believers in Latvia. History and cultural heritage

Lect. I. Runce

This lecture will deal with a history and cultural heritage of community of the Russian Old Believers in Latvia. Latvian Old Believers historically is a particular ethno-confessional group residing on the territory of contemporary Latvia since the second half of the 17th century. During many centuries there have arisen specific cultural features of the Latvian Old Believers, they have retained traditions and customs of their ancestors not only in their religious, but also in everyday lives. The Old Believers are an essential part of the society in Latvia; they have been taking an active part in the cultural, economic and political life not only during many centuries of their presence, but also in contemporary Latvia.

Emotions (individual and social) and their impacts on large-scale groups

Prof. J. Škilters

In my presentation I will (a) show the complexity of the definitions that are applied to emotions within different theoretical frameworks in the 21st century, (b) explore differences between individual and collective (community level) emotional reactions, and (c) show some evidence that large-scale social groups can be strategically manipulated by coordinating their emotions (examples from recent cases in social

network communication will be provided. Finally, some generalisations will be formulated emphasising the the costs and benefits of emotional reactions in large-scale social groups but also the danger of emotional impacts in respect to political contexts will be highlighted.

Narratives and events and manipulation with social groups

Prof. J.Škilters

Humans are segmenting their perceptual and cognitive environment into objects -- in case of space, these are topologically constrained and extended parts of the world; in case of time these objects are events. Events consist of objects and their configurations that are modified according to certain principles that normally fit into a narrative structure. Event borders are sensitive to human perceptual and cognitive processing. In my talk i will briefly explain the experimental evidence and theoretical background of the work on event perception and will show that individuals and social groups are sensitive to events both as containing shared past (and therefore generating common ground) but also as units linking attention. In the latter case humans might be attentionally blind and therefore get manipulated if their attention is guided by one event sequence (one narrative structure) while there is a parallel one that is outside of the attention. Several demonstrations and results of experiments will be provided. Human sensitivity to events can be used to impact or manipulate also for political purposes.

Public Diplomacy in 21st Century: what have Great Powers to say and what does it mean for their Neighbours?

Lect. S.Struberga

Lectures will cover such issues as contemporary theoretical debates about public diplomacy as part of foreign policy realized by state, different interpretations of this phenomenon as well as the most prominent instruments used by countries within their PD strategies. PD of Russia, EU, France, Germany and US will be analysed. Particular attention will be paid to the structure, means and messages of Russian Public Diplomacy in Baltic states in order to describe the ways how public diplomacy further Russian foreign policy goals in Baltics and potential consequences of such policies.

Humour as a communication tool: the case of New Year's Eve television in Russia

Prof. Žaneta Ozoliņa

Humour entertains, but can also be used for propaganda purposes if it reaches a large audience and influences their emotional response to specific topics. Prof. Ž.Ozoliņa will present results of case study which focuses on humour as a comprehensive concept: elements of humour that serve a propagandistic function, including shared knowledge, the target audience, the perception of humour, the functions of humour, and

the communication process, are identified and analysed in New Year's Eve programming on Russian television

Business Ethics and Corporate Social Responsibility (CSR)

Dr.oec., prof. Viesturs Pauls Karnups

The lecture covers the issues of both business ethics in general and the concept of CSR. Finally both issues will be meshed together to provide a general overview.

Shadow Economy in Latvia and other Baltic States

Dr.oec., prof. Viesturs Pauls Karnups

The shadow economy is seen as problem in all countries of the world. In some it is quite large, and in some not so much. The lecture will cover the issues in respect of the shadow economy (measurement etc.) and finally provide general overview of the shadow economy on the Baltics.

Local, regional and continental components of national culture: the case of Latvian musical instruments

Prof. V.Muktupāvels

The concept of “national musical instruments” is critically reviewed. Only small fraction of “Latvian musical instruments” are locally specific, while the bulk are regional (Baltic, Northern European) or continental (European, Eurasian). This knowledge enables modern people to experience connectedness with others and to establish transnational relationships. The exemplification with traditional musical instruments is provided.

The Singing Revolution: music in anti-Soviet resistance and national liberation

Prof. V.Muktupāvels

Three main components of the Singing Revolution (1988–1991) in Latvia are discussed: choral singing, neofolklore movement, and rock. Different mechanisms describing the role of music in these movements are presented: creation of alternative, non-Soviet space, the use of Aesopian language, the art of context, strengthening the feeling of unity, invigorating the emotions associated with freedom. Musical examples are provided for auditory experience.

Effective human resource management in contemporary organizations: human factors and ergonomics approach

Prof. Henrijs Kaļķis

The objective of lecture is to introduce audience with latest findings about effective human resource management tools in contemporary organizations in combination of human factor and ergonomics solutions at the enterprises. The topic will cover contemporary approaches in human resource management, including effective work organization in safe and comfortable environment, ergonomics and efficiency tools as well as LEAN management techniques for improving management of human resources and efficiency of work organization. Theme will represent the actualities in all Baltic states and will provide broader comparison in the framework of European and World human factor and ergonomics development tendencies.

Media literacy in a "post-truth" age

Lect. G.Spurava

The Covid-19 pandemic has caused *infodemic* described by the World Health Organization as overabundance of information, some accurate and some not. The stormy flow of rumours, conspiracy theories and other fabricated content related to corona virus in social media are mixed with journalistic news and significant number of official statements. People don't understand what is true and what is not and where to get reliable information. However, pandemic has just intensified and deepened information crisis that have been present longer time ago and is related to more profound transformations in media ecosystem. Changes mainly are caused by the rising dominance in information infrastructure of algorithm-based social media and search engines and can be related to the specific of their business logic. These transformations cultivate information disorder (misinformation, disinformation, malinformation), amplify erosion of truth and trust thus posing a serious threat to democracy and challenging human rights. What led to the "post-truth" era and erosion of truth and trust? Is media literacy a magic anti-erosion measure for trust and truth? Can it help citizens to address the information chaos and face problems created by *infodemic*? We are aiming to search for answers to these questions together.

Delna: Transparency International Latvia

Delna is a Latvian operated non-governmental organization (NGO) working as an anti-corruption watchdog and supporting whistle blowers. Delna serves as the Latvian chapter of Transparency International (TI). TI was founded in 1993, and Delna in 1998. Delna's goal is to develop an open, ethical, and democratic society free from corruption in politics, business and mutual relations.

In 2019 and 2020, in the framework of the project "[Integrity Watch Europe](#)", funded by the European Commission and led by the Transparency International Secretariat, Transparency International Latvia updated the popular website "Deputāti uz Delnas". The background of the project and the creation of similar tools is to monitor political integrity across other seven EU Member States and two EU Institutions.

www.delna.lv/en/

SIA Getliņi EKO

SIA Getliņi EKO is the largest municipal solid waste landfill in the Baltic States. The landfill is one of the most modern landfills in Europe; at the moment, it is created and developed as a modern and safe waste recycling centre.

Since the opening of the sorting plant in the territory of SIA Getliņi EKO on 26 October 2015, biodegradable waste has been used for production of biogas, meanwhile materials and metal products useful for processing have been delivered to companies engaged in the recovery and recycling of these materials. Unrecyclable waste is stored in secure, environmentally sealed biodegradation cells protected from exposure to air or rainwater. The landfill gas produced in the cells is transferred to the Getliņi power unit, then burned in six internal combustion engines and converted into energy – electricity and heat. The electricity is sold to AS Latvenergo, and the heat is used in SIA Getliņi EKO greenhouses, where Getliņi tomatoes, cucumbers and hanging flowers are grown.

All wastewater (infiltrates) is collected and cleaned, so the environmental impact of the waste is reduced to a minimum.

www.getlini.lv/en

Valmiera

Valmiera is the 8th biggest city in Latvia and the administrative, educational, cultural and sports centre of the Vidzeme region. As it is a city with a true entrepreneurial spirit, Valmiera is also the centre for economic development of the Vidzeme region. It is a city of rich cultural heritage and active social life.

www.valmiera.lv

Cēsis

Cēsis is celebrating its 814th anniversary this year. It is the third oldest city in Latvia, and the Latvian flag has emerged here, the prototype of which is still stored in Cēsis New Castle. There is a medieval castle, the most beautiful parks, the layout of medieval streets in the old town, world-class cultural events take place, and the most

ambitious and locally patriotic inhabitants of Latvia live!

www.cesis.lv

Rundāle Palace Museum

The name of Rundāle comes from the German place-name Ruhenthal (Valley of Peace). The Rundāle Palace was built during the 16th century. In 1735 Duke of Courland Ernst Johann von Biron bought land in Rundāle with an old medieval castle in the territory of a planned summer residence. The old castle was demolished and construction after the design of Bartolomeo Rastrelli started in 1736. The beautiful palace and the surrounding gardens are now a museum and one of the major tourist destinations in Latvia.

<https://rundale.net/en/>

The Corner House

The Corner House is a historic building in the city center of Riga, Latvia. It was known as the headquarters of the Soviet KGB in Latvia from 1940 to 1941 and from 1944 to 1991. Since 2015 the house has been used by the Museum of Occupation of Latvia for an exposition about the history of KGB in Latvia.

Carpe Noctem (UL 100th anniversary concert)

The autumn of 2019 marks the centenary of the University of Latvia (UL) – the symbol for a continuous development of the Latvian nation. The UL centenary celebration took place throughout the year and culminated on the Night of the Century, CARPE NOCTEM, with a grand concert and a ball in Arena Riga.

The Night of the Century at Arena Riga begun with a grand concert, followed by a ball with the actor Artūrs Skrastiņš as Master of Ceremony. The concert programme featured performances by different famous latvian musicians and over 500 participants of the various UL singing and dancing ensembles and choirs as well as the UL Wind Orchestra and Early music ensemble Canto, the dance groups and ensembles and the UL Student Theatre.

The concert repertoire included the most remarkable Latvian songs and dances of various periods, from the 1900s onwards, marking a century of significant events in the history of the University and the Latvian nation. Song lyrics was displayed on a screen throughout the concert to encourage guests to sing along the popular tunes.

Don't miss it as the Night of the Century takes place only once in a hundred years!