



THE BALTIC STATES AND ITS NEIGHBORING POWERS

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

S.Struberga

Lectures will cover such issues as contemporary theoretical debates about public diplomacy as part of foreign policy is 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, the EU, France, Germany and the 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.

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

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

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 the 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.

Business Ethics and Corporate Social Responsibility (CSR)

Dr.oec., prof. V.P. 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. V.P. Karnups

The shadow economy is seen as a 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 a general overview of the shadow economy on the Baltics.

Relationship of Neighbors: Port within City

Dr.geogr, Assist. prof. K. Āboliņa

Based on studies of environmental humanities project financed by Latvian Council of Sciences "Living nearby port: eco-narratives, local history and environmental activism in Daugava river

delta, Riga, Latvia”. Co-existence of extensive and polluting economic activities and living neighborhoods in Riga and new concept of development of Port of Tallinn. Comparison of values and issues, signs of larger processes and discussions about human dimensions.

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

Prof. H. Kaļķis

The objective of the 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.

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

Prof. J.Šķilters

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 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.Šķilters

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.

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

Prof. Ž. 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

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 a 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, neo folklore 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.

STUDY VISITS

Saeima (Parliament of the Republic of Latvia)

Saeima is the parliament of the Republic of Latvia. It is a unicameral parliament consisting of 100 members. A member of parliament is one of the hundred representatives of the people who are elected in general, equal, direct elections, by secret ballot, and on the basis of proportional representation. Elections are scheduled to be held once every four years.

<https://www.saeima.lv/en>

Riga Grebenschikov Old Believers' Prayer Chapel

Byzantine-style Riga Grebenschikov Old Believers' Prayer Chapel features a modest exterior and an Art-Nouveau-style tower with the only golden dome in Riga. Besides, the building is the world's biggest Old Believers' church.

The church is deemed to be built in 1760, when a wooden barn was erected on the Daugava riverside and named Moscow Prayer Chapel on Dvina. In the late 18th century, it was accommodated in a stone building. In 1826, the church was named after Alexey Petrovich

Grebenschikov, trader and supporter of Old Believers. The church features a prayer hall with an iconostasis, several rooms for ceremonies, administration premises, apartments for clergymen and servants. The community has a huge collection of icons, books and manuscripts from the 15th to 19th century. Services are held according to ancient tradition.

Delna: Transparency International Latvia

Delna is a Latvian operated non-governmental organization (NGO) working as an anti-corruption watchdog and supporting whistleblowers. 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.

www.delna.lv/en/

Madara Cosmetics

AS Madara Cosmetics also known as MÁDARA, is a Latvian manufacturer of organic skin care, hair care and baby care products. The ingredients include biologically certified blossoms and herbal extracts from the Northern and Baltic region. Founded in 2006, MÁDARA has become one of the most sought-after beauty *cosmetic* brands in Northern Europe.

www.madaracosmetics.com

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 the 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. Non Recyclable 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.

<https://www.getlini.lv/en>

Ette Tete

Ette Tete is a small company that produces kids furniture designed to embrace kids movement, problem-solving and engagement with the world around.

In the summer of 2016, Ette Tete took the first step in the brand's creation and product development. The first helper towers and cradles were made in the basement of their own house. Each of the products is unique and functional. The design is created to be sustainable, inheritable for future generations, multifunctional and easy to use in everyday life, not to collect dust in a closet. All products are manufactured with own unique design, so 2 of Ette Tete products have internationally patented designs.

www.ettetete.com