



**Liva Ornicane**  
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Ms. Ornicane is both, a practitioner as well as a researcher of multimedia performance art and communication. As a researcher she focuses on studying audience impact creation from Communications and Cognitive science perspective. During her research she has come up with and presented in international conferences Impact Creation map as a helpful and informative tool to be used while creating any kind of performance (including presentation and public speech).

Liva has graduated Stockholm School of Economics in Riga and runs her own enterprise in creative industry for more than 5 years. She has specialised in marketing research and advertising planning while studying at University of Wisconsin - Eau Claire and afterwards worked as a strategic planner in advertising agency DDB Latvia. Liva holds MA in Audiovisual and Media arts and is running multimedia performance company “White Knights”. Now on her way to PhD she is researching how to create audience impact by looking closer on topics as narrative and aesthetic emotions.

