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Russian media market: actors, relations and political culture

Brief Description

The course aims to introduce students to Russian media market as complex system represented as interrelationship of media companies, government and society. Moving from one to the other player, we'll make an attempt to understand social, cultural and political grounds of existing development patterns. Historical background of the peculiarities of Russian political and media culture are introduced to students. A special attentions will be given to transformation of Russian media market in the digital era.

Methodology

Course is based on the interdisciplinary approach of media studies and will include elements of sociology, cultural studies, political studies and other disciplines.

Main goals of course

- Introduce students to contemporary media system of Russia from sociological, political and cultural perspectives
- Point out main actors of the media market and investigate their interrelations
- Study historical backgrounds of political and media culture as prerequisites for current development
- Analyze current transformation of Russian media market under digital technologies

Target audience

The course can be useful for HSE students with different backgrounds as well as for international students who are interested in Russian media and society.

Course structure

№	Topic	Total hours	Audience hours		Individual workload hours
			Lectures	Seminars	
1.	Intro. Theory and methodology of media studies.		4	2	
2.	Why market? Media in Russia as market: approaches to analysis.		4	2	
3.	What market? Mapping main actors and their interrelations.		4	4	
4.	What is behind? Political and media culture.		4	4	
5.	Future. Main transformations in digital era		4	4	
	Total		24	18	

1. Intro. Theory and methodology of media studies.

2. Why market? Media in Russia as market: approaches to analysis.

Different ways to understand market. Market in economic and managerial studies. Market in sociological studies. Market as networks. Market as institutions. Market as culture. Ways to analyze media markets. Dual nature of media market. Characteristics of media market.

Concentration. Rivalry. Media capital.

Media market in Russia as an industrial and academic concept. Main periods of building media market in Post-Soviet period. Characteristics of each period, key actors, drivers and leaders. Changes in regulation policy.

Granovetter, M. S. (1973). The strength of weak ties. *American journal of sociology*, 78(6), 1360-1380.

Powell, W. W., & Smith-Doerr, L. (1994). Networks and economic life. *The handbook of economic sociology*, 368, 380.

DiMaggio P. J., Powell W. W. The iron cage revisited institutional isomorphism and collective rationality in organizational fields //Economics Meets Sociology in Strategic Management. – Emerald Group Publishing Limited, 2000. – C. 143-166.

Fligstein, N. (2002). *The architecture of markets: An economic sociology of twenty-first-century capitalist societies*. Princeton University Press.

DiMaggio, P. (1994). Culture and economy. *The handbook of economic sociology*, 27.

Zassoursky, Ivan (2004), *Media and power in post-Soviet Russia*, Armonk, NY : M.E. Sharpe.

Koltsova, Olessya (2006), *News media and power in Russia*, Abingdon, UK: Routledge.

Rantanen, Terhi (2002), *The global and the national: media and communications in post-Communist Russia*, Oxford, UK: Rowman & Littlefield.

Richter, A. G. (1995). The Russian press after perestroika. *Canadian Journal of Communication*, 20(1), 7.

Rantanen, Terhi (2002), *The global and the national: media and communications in post-Communist Russia*, Oxford, UK: Rowman & Littlefield.

Toepfl F. Why do pluralistic media systems emerge? Comparing media change in the Czech Republic and in Russia after the collapse of communism. *Global Media and Communication*. 2013. Vol. 9(3). P. 239—256.

Jakubowicz K. Post-communist Political System in Central and Easter Europe: Politics, Economy, Culture. // in Downey J. & Mihelj S. (Eds.). *Central and Eastern European media in comparative perspective: politics, economy and culture*. Ashgate Publishing Ltd., 2012.

Price, Monroe, Richter, Andrei, Yu, Peter (2002), *Russian media law and policy in the Yeltsin decade: essays and documents*, London, UK: Kluwer Law International.

3. What market? Mapping main actors and their interrelations.

Companies as actors. Main media corporations: assets, owners, financial performance. State and private capital. Public service model in Russia. Regional media companies.

Content as product. Transformation of genres. Prevalence of entertaining content. Social responsibility function and content. Piracy.

Audience as service. Access to audience.

Role of the state. State as arbiter. State as market actor. Types of state support. State and media capital. Direct and indirect support. Informational contracts.

Journalist community. Role of journalists in the contemporary media market in Russia. Censorship. Self-censorship. "Adekvanost". Clientelism.

Kiriya, Ilya & Degtereva, Elena (2010). Russian TV Market: Between State Supervision, Commercial Logic and Simulacrum of Public Service. *Central European Journal of Communication*, 1, 37-51.

Kiriya, I., & Sherstoboeva, E. (2015). Russian Media Piracy in the Context of Censoring Practices. *International Journal of Communication*, 9, 839-851.

Schimpfoss, E., & Yablokov, I. (2014). Coercion or conformism? Censorship and self-censorship among Russian media personalities and reporters in the 2010s. *Demokratizatsiya*, 22(2), 295.

Vartanova, E. (2012). The Russian media model in the context of post-Soviet dynamics. *Comparing media systems beyond the Western world*, 119-142.

Rosenholm, A., Nordenstreng, K., & Trubina, E. (Eds.). (2010). *Russian mass media and changing values*. Routledge.

Oates, S. (2007). The neo-Soviet model of the media. *Europe-Asia Studies*, 59(8), 1279-1297.

Richter, A. (2008). Post-Soviet Perspective On Censorship and Freedom of the Media An Overview. *International Communication Gazette*, 70(5), 307-324.

Hallin, D. C., & Papathanassopoulos, S. (2002). Political clientelism and the media: Southern Europe and Latin America in comparative perspective. *Media, culture & society*, 24(2), 175-195.

Roudakova, N. (2008). Media—political clientelism: lessons from anthropology. *Media, Culture & Society*, 30(1), 41-59.

Pasti, S. (2005). Two generations of contemporary Russian journalists. *European Journal of Communication*, 20(1), 89-115.

4. What is behind? Political and media culture.

The mix of orality and literacy in Russian culture. Secondary orality in Russian culture and media in 20-21st centuries.

The idea of “middle worlds” in Russian political culture. The media as “middle worlds” in 21st century.

The myth of “good czar and bad boyards” in Russian political culture. The role of media in maintaining political mythology in Russia.

Practices of media usage in Russia. Media in everyday life in cities and villages.

Media mainstream, folk culture and underground in Russia: struggle and adaptation.

Russian media phenomena: pseudo nostalgia for USSR, aestheticization of despair, criminal culture in media (Russian shanson etc), “new Russian comedy”.

Innis H. (1951) *The Bias of Communication*. Toronto: University of Toronto Press.

Foxall, A. (2013). Photographing Vladimir Putin: Masculinity, nationalism and visibility in Russian political culture. *Geopolitics*, 18(1), 132-156.

McLuhan, M. (1994). *Understanding media: The extensions of man*. MIT press.

Ong, W. J. (2013). *Orality and literacy*. Routledge.

Pahl, B. (2017). Pussy Riot’s humour and the social media: Self-irony, subversion, and solidarity. *The European Journal of Humour Research*, 4(4), 67-104.

Postoutenko, K., & Zakharine, D. (2016). Secondary orality in twentieth-century Russian culture (language, cinema and politics): an introduction. *Russian Journal of Communication*, 8(2), 119-121.

Robertson, G. B. (2010). *The politics of protest in hybrid regimes: Managing dissent in post-communist Russia*. Cambridge University Press.

Ulianovskii, A., Golubev, V., Filatova, O., & Smirnov, A. (2016). Social Media Impact on the Transformation of Imaginary Political Characters in Russian Youth Culture. *Digital Transformation and Global Society*. Springer International Publishing. pp. 35-44

5. Future. Main transformations in digital era

Digital divide in Russia: geographical, economical, social reasons. State programs “Culture of Russia” and “Electronic Russia” and their outcomes.

Zubarevich, N. (2013). Four Russias: Human Potential and Social Differentiation of Russian Regions and Cities. In *Russia 2025* (pp. 67-85). Palgrave Macmillan UK.

Castells, M. (2001). The Internet Galaxy: reflection on the Internet. *Business, and Society*. Oxford University Press, 292.

Inna F. Deviatko. Digitalizing Russia: The uneven pace of progress toward ICT equality, in: *The Digital Divide: The Internet and Social Inequality in International Perspective*. L., NY : Routledge, 2013. P. 118-133.

Seminars

During seminars students will go deeper into the topics discussed at the lectures. For instance characteristics of Russian media market will be analyzed in comparison to media markets of other countries. Special attention will be given to reading and discussion of the relevant articles and texts.

Research project

During the course the students will work on their own group or individual research projects concerning Russian media market. Within the project they are to choose one segment of the media market (for instance print media or radio or whatever) and focus on one aspect (social, political, cultural, technological etc.). Students are to formulate research question that fulfill these two criteria. Research are to be finished by the end of the course and presented by the author(s). Presentations of the projects will be held at the last seminar that will be organized as open event.