



Deutsches Wissenschafts- und  
Innovationshaus – Moskau



Deutschland  
Land der Ideen

founded by the Federal Foreign Office



## Conference «Comparative Media Studies in Today's World: East meets West»

(Working language: English, with simultaneous translation into Russian)

### Program

**April 17**

**09.00 – 09.30** – Registration

**09.30 – 10.00** – Welcome speeches

Anatoly Puyu, Director of the School of Journalism and Mass Communications, St.Petersburg State University

Representatives of the Consulate General of Germany, German House of Science and Innovation, Centre for German and European Studies and other involved agencies

**10.00 – 11.30** – Podium discussion ‘Comparing Media Systems in Internet times: towards a generally applicable methodology?’

Paolo Mancini (University of Perugia, Italy), Katrin Voltmer (University of Leeds, UK), Elena Vartanova (Moscow State University, Russia), Sergey Korkonosenko (St.Petersburg State University, Russia)

*Moderation: Svetlana Bodrunova, St.Petersburg State University, Russia*

**11.30 – 12.00** – Coffee break

## **12.00 – 13.00 – Panel 1 ‘Explaining and Widening Comparative Media Research’**

Paolo Mancini (University of Perugia, Italy) *Introduction to the panel*

Katrin Voltmer (University of Leeds, UK) *Mediated transitions and hybrid regimes: Democratisation in the digital age*

Horst Poettker (University of Dortmund, Germany) *Public Opinion and Social Control: A Classic Media Theory and its Methodological Preconditions/Implications for Democracy in East and West*

Steffen Burkhardt (University of Hamburg, Germany) *Media Scandals: A Comparative Research Perspective*

*Moderation: Sergey Korkonosenko, St.Petersburg State University*

## **13.00 – 13.10 – Break**

## **13.10 – 13.30 – Book presentations**

Katrin Voltmer *‘The Media in Transitional Democracies (Contemporary Political Communication)’*, John Wiley & Sons, 2013

Anatoly Puyu & Svetlana Bodrunova (eds) *‘Mediacracy: Modern Theories and Practices’*, SPbSU Press, 2013

## **13.30 – 14.30 – Panel 2 ‘Results of Current Comparative Research Projects’**

Dmitry Gavra (St. Petersburg State University, Russia) *BRICS countries media systems: methodology of comparative study for the 2012-2015 combined research project*

Jean-Jacques Cheval (Bordeaux University, France) *Necessity of international researches for radio studies: experience of IREN network and beyond*

Svetlana Bodrunova (St. Petersburg State University, Russia) *Empirical comparative research in media and politics: ‘Mapping Mediacracies’ project*

Swenja Kopp (Hamburg University, Germany), *Journalism in hybrid regimes in sub-Saharan Africa. Comparing the cases of Kenya, Malawi and Zambia*

*Moderation: Anna Litvinenko, St.Petersburg State University*

## **14.30 – 15.30 – Dinner**

## **15.30 – 17.00 – Panel 3 ‘Researching Upon the Russian Media System in New Social Circumstances: Methods and Findings’**

Elena Vartanova (Moscow State University, Russia) *The Russian media model in post-Soviet context*

Florian Toepfl (London School of Economics and Political Science, UK) *Researching New Media Audiences in a Hybrid Regime: How Young Russians Decode State TV and Oppositional Blogs*

Svetlana Bodrunova & Anna Litvinenko (St. Petersburg State University, Russia) *Russian hybrid media system: Mechanism of online-to-offline spill-over on the example of the 'For fair elections' movement*

Dmitry Gavra (St. Petersburg State University, Russia) *Russian journalists' professional cultures: the first findings from the BRICS countries media research project*

Olessia Koltsova (National Research University – Higher School of economics in St.Petersburg, Laboratory for Internet Studies (LINIS)) *Social Media and the Rise of Protest Movements: Lessons from Russia in a Globalized World*

*Moderation: Marina Berezhnaya, St.Petersburg State University*

**17.30 – 18.30 Reception**

**April 18-19**

**52th Annual conference 'Mass Media in the Modern World. St.Petersburg Readings'**

**April 18**

*The main working language is Russian. Events in other languages include:*

10.30 – 12.30 Plenary session

*Moderation: Sergey Korkonosenko, St.Petersburg State University*

Keynote speeches in English, with simultaneous translation into Russian:

Paolo Mancini (University of Perugia, Italy) *Media fragmentation: technology, market segmentation and pluralism*

*Teun A. van Dijk. Pompeu Fabra University, Barcelona. Discourse and Power*

In Russian (translation into English on request):

E. Orlova, Moscow State University, *History of journalism through the eyes of a philologist*

I. Sechik, State Secretary of the Ministry of Culture of Slovakia. *Media and Public Policy: experience of Slovakia*

I. Blokhin, St. Petersburg State University. *Journalism education in the framework of the systemic social crisis*

16.00 – 18.00 Round table **„Neue Medien und Politik in Deutschland und in Russland“** (in German, with simultaneous translation into Russian)

*Moderators: Steffen Burkhardt (University of Hamburg, Germany), Anna Litvinenko (St.Petersburg State University, Russia)*

**Statements within the round table:**

Horst Poettker (University of Dortmund, Germany) *Quo vadis Journalism? Perspectives of an Old Media Profession in the Digital World*

Florian Toepfl (London School of Economics and Political Science, UK) *The Making of Representative Claims: Internet Elections, Mass Media and the Struggle for Power in Contemporary Russia*

Angelina Davydova (St.Petersburg State University – *Kommersant* newspaper, Russia) *When social media fail: the case of political mobilization in Russia*

**Participants:**

Katrin Voltmer (University of Leeds, UK), Swenja Kopp (University of Hamburg, Germany), Svetlana Bodrunova (St. Petersburg State University, Russia), Anna Smolyarova (St. Petersburg State University, Russia), Pauline Tillmann (freelance journalist, Germany), Katsiaryna Artsiomenka (University of Hamburg, Germany – Belarus), Anna Litvinenko (St. Petersburg State University, Russia), Kirill Artemenko (editor-in-chief, *Bumaga* online newspaper, Russia).

**For more information on the conference please visit our website:**

[http://eng.jf.spbu.ru/comparative\\_media\\_studies](http://eng.jf.spbu.ru/comparative_media_studies)

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