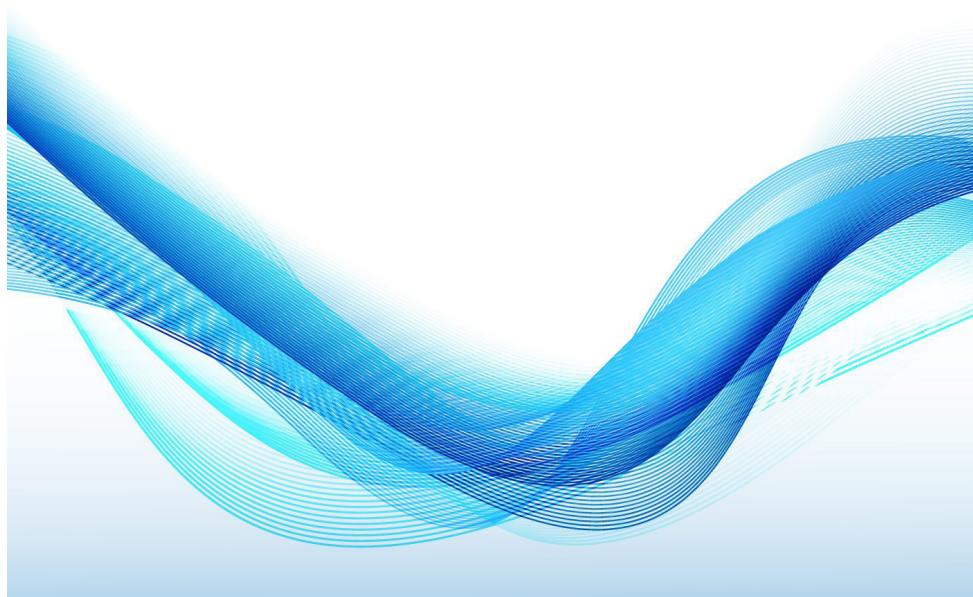


International Conference “Comparing Media Systems in BRICS Countries: A Review of Conventional Paradigms”



NATIONAL RESEARCH
UNIVERSITY



PROGRAM

April 25-26, 2016

National Research University Higher School of Economics
Moscow, Myasnitskaya street, 9-11

Organising Committee Contact:

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FREE WIFI

Name of the network: HSE

Login: hsequest

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April 25, 2016

REGISTRATION

9.00–9.30

WELCOMING CEREMONY AND OFFICIAL OPENING OF THE CONFERENCE

9.30–10.30

Room 428

- **Maria Yudkevich**, *Vice Rector of Higher School of Economics*
- **Andrej Bystritsky**, *Dean of the Faculty of Communication, Media and Design*
- **Iliya Kiriya**, *The Head of Department of Media*
- **Janet Wasko**, *Head of IAMCR*
- Welcoming Words from the official guests

PLENARY SESSION

Chair – Iliya Kiriya, *HSE, Russia*

10.30–12.30

Room 428

- **Daya Thussu**, *University of Westminster, UK*
BRICS for a New Media Order for the Digital Age
- **Kaarle Nordenstreng**, *University of Tampere, Finland*
Empirical review of media systems in the BRICS countries
- **Colin Sparks**, *Hong Kong Baptist University, China*
Comparing media systems: theory and reality

Coffee Break

12.30–13.00

Room 430

SESSION 1

COMPARING BRICS MEDIA INSTITUTIONS

Chair – Colin Sparks

13.00–15.00

Room 428

• Afonso de Albuquerque, *Fluminense Federal University, Brazil*

Diógenes Lycarião, *Ceará Federal University, Brazil*

BRICS as a concept for comparative media studies

• Jan Miessler, *Hong Kong Baptist University, China*

Contradictions in Chinese Media System in a Comparative Perspective

• Elena Sherstoboeva, *National Research University Higher School of Economics, Russia,*

Joao Araujo Monteiro Neto, *University of Fortaleza, Brazil, University of Kent, UK*

Russian and Brazilian Policies on Online Content

• Shaim Shaimov, *National Research University Higher School of Economics, Russia*

The transformation of legal framework for Audiovisual Media Services in Russia

• Liu Yan, *Far Eastern Federal University, Russia*

Media Systems in Transition: A Comparative Analysis of the Government

Regulation on Online News Media in China and Russia

SESSION 2

DISCOURSES ON BRICS AND WITHIN BRICS

Chair – Yiannis Mylonas

13.00–15.00

Room 429

• Renira Rampazzo Gambarato, *National Research University Higher School of Economics, Russia*

Fabiana Komesu, *São Paulo State University (UNESP), Brazil*

What are you laughing at? Dilma Rousseff's online memes across spreadable media contexts

• Tom Dwyer, *University of Campinas (Unicamp), Brazil,*

Olivier Arifon, *Université libre de Bruxelles, Belgium*

Recognition And Transformation: Beyond Media Discourses on BRICS

• Gabriele Cosentino, *Vesalius College, Belgium*

The political dimensions of reality TV in China and India: a comparative analysis

• Alexandra Astapenko, *National Research University Higher School of Economics, Russia*

"Creative class" as "floating signifier" in Russian Mass Media in 2004-2015

• Yi Ding (Ronald), *Hong Kong Baptist University, China*

Multimedia Effects on Processing and Perception of Online Mews: A Case Study of Pictures and Title Length on Headline News (Toutiao)

- Xie Xuan, *Hong Kong Baptist University, China*,
Yue Yu, *Chinese University of Hong Kong, China*

Media coverage and national image construction: Content Analysis of Reports made by Xinhua News Agency and the Associated Press During Beijing Olympics

Lunch

15.00–16.00

Dining Hall

PLENARY SESSION

BRICS AS ANTI-WESTERN IDEOLOGY

Chair – Keyan Tomaselli

Part 1

16.00–17.00

Room 428

- Bertrand Cabedoche, *University Grenoble Alpes, France*

Cultural diversity and BRICS countries: a new ideologies

- Peter Dahlgren, *Lund University, Sweden*

Is the Western Paradigm Useful for Brazil and South Africa?

Coffee Break

17.00–17.30

Room 430

PLENARY SESSION

BRICS AS ANTI-WESTERN IDEOLOGY

Chair – Keyan Tomaselli

Part 2

17.30–18.30

Room 428

- Tristan Mattelart, *University of Paris 8, France*

The literature on the rise of non-Western transnational media flows:

Refiguring Western hegemony or denying it?

- Ilya Kiriya, *National Research University Higher School of Economics, Russia*

BRICS media studies against Western databases: a critical study of BRICS publications

April 26, 2016

PLENARY SESSION

BRICS MEDIA: BETWEEN LOCAL AND GLOBAL

Chair – Kaarle Nordenstreng

Part 1

9.30–10.45

Room 423

- **Obaid Siddiqui**, *University Jammia Millia Islamia, India*

Media education in India

- **Ruth Teer-Tomaselli**, *University of KwaZulu-Natal, South Africa*,
Keyan Tomaselli, *University of Johannesburg, South Africa*

Global expansion and diversification: A consideration of South Africa's
NASPERS' adventures into BRICS country from a political economy approach

Coffee Break

10.45–11.15

Room 424

PLENARY SESSION

BRICS MEDIA: BETWEEN LOCAL AND GLOBAL

Chair – Kaarle Nordenstreng

Part 2

11.15-12.30

Room 423

- **Elena Vartanova**, *Lomonosov Moscow State University, Russia*

Hybridization of Media Policy:

Embracing Digital Developments in Russia

- **Joe Straubhaar**, *The University of Texas at Austin, USA*

Brazilian Soft Power and its Impact in Portugal and Lusophone Africa

Coffee Break

12.30–13.30

Room 424

SESSION 3

MEDIA ECONOMY AND MEDIA MANAGEMENT

Chair – Elena Vartanova

13.30 – 14.30

Room 423

- **Oliver Hahn**, *University of Passau, Germany*,
- Miriam Witsch**, *University of Passau, Germany*

The Dilemma of Community Radios in Brazil: Searching for New Financial Models as Alternative Media within the Transition – Towards a Paradigm Shift in German Media Development Assistance

- **Cláudio Lucena**, *Paraíba State University (UEPB), Brazil*

Is multistakeholder the new Black? Brazilian experiences in Internet Governance and Digital Rights Policymaking

- **Salma ElElimi**, *Regional Center for Strategic Studies, Egypt*

Media Economy Impact among BRICS countries

- **Dinara Tokbaeva**, *University of Westminster, UK*

Charismatic leadership of media holdings in Russia:

Cases of AltaPress and Abak-Press

Lunch

14.30–15.30

Dining Hall

RUSSIAN LANGUAGE SESSION

(Russian-English translation is provided)

Chair – Iliya Kiriya, *HSE, Russia*

15.30–17.00

Room 423

- **Varvara Tchumakova**, *National Research University Higher School of Economics, Russia*
Cultural values and media usage in BRICS countries: the comparative analysis (on World Values Survey wave 6)
- **Dmitry Eremenko**, *National Research University Higher School of Economics, Russia*,
Julia Kazakova, *National Research University Higher School of Economics, Russia*
The building of common information space through the media «BRICS Now»
- **Anastasiya Kazun**, *National Research University Higher School of Economics, Russia*
“Rally around flag”: Participants of newspapers’ discussions on economic sanctions and their arguments
- **Alexandra Latysheva**, *The Russian Presidential Academy of National Economy and Public Administration, Russia*
The peculiarities of transmedia in Russia: the problem of audience involvement
- **Natalia Sokolova**, *National Research University Higher School of Economics, Russia*
“Turn to the East” in Russian Media

Closing Ceremony

17.00

Room 423

Farewell Party

17.30

Room 433

FOR NOTES

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