

Lecturer	Lecture	Abstract
10.00-10.30 Welcome and Introduction		
10.30- 12.00		
Ilya Kiriya, PhD, professor of the Department of Media, HSE	Political economy of communication: contemporary issues on cultural industry	In this talk we will show how the theory of industrialization of culture, born in 1930s, became topical today with the proliferation of digital platforms which progressively contribute to the industrialization of newer segments of cultural economy such as performing arts, painting and similar fields.
12.00-12.30 Break		
12.30 - 14.00		
Olga Baysha, PhD, Assistant Professor of the Department of Media, HSE	Global Communication - A Discursive Perspective	The aim of this lecture is to introduce students to the critical evaluation of the role that media networks play in the normalization of some global discourses and the marginalization of others. The lecture will focus on the discussion of globalization imagined as westernization and modernization – an outlook implying that the history of global society starts with the history of the Western world. We will discuss the limitations of this perspective and the problems associated with it: West-centrism, Euro-centrism, Orientalism, racism, and so forth. We will also analyze how the normalization of various West-centric assumptions, which are deeply ingrained in the ways we think and act, prevent us from imagining alternative ways of dealing with global problems such as social inequality, chronic poverty, endemic diseases, endless wars, and so forth.
14.00- 15.30		
Yiannis Mylonas, PhD, Assistant Professor of the Department of Media, HSE	Media, culture and critique: an introduction	This course aims at familiarizing students with main contemporary contributions of critical media and cultural studies. While mainstream media studies focus on rather positivist approaches on media industries, media production and media culture that often function in a rather celebratory manner, critical approaches offer a broad and in-depth view that assesses how the media work and develop as institutions that are situated in specific historical, economic, political and social contexts. Drawing on sociology, cultural and political theory and economics, and with the uses of examples drawn from today's digital media context in particular, the course will discuss how the media industries develop in a globalized and competitive world, and what their political, cultural and economic effects are. In this process, important critical questions will emerge with regards to the ways that technology is developed and distributed in an oligopolistic global media framework, the ways that particular ideological contents are reproduced in various public spheres, along with the symbolic reproduction of geopolitical relations and asymmetries. The course will equip students with concepts and knowledge to understand media-related phenomena in a systemic, historical and socially embedded sense, as part of a broader socio-political and economic context. This way, students will acquire a better understanding of the forces that shape the development of media as

industries and as cultural and socio-political institutions. Along that, the students will get a better sense of the ways that the media influence society and individuals: the ways that our opinions, preferences, and biases –all connected with a broad range of issues that we deal with daily– are shaped by the media and our uses of them. This course can suit well students of journalism, politics, sociology, arts, history, and literature, and all those that wish to broaden their perspectives with a theoretical input.

15.30-16.00 Break

16.00-17.30

Panos Kompatsiaris, PhD, Assistant Professor of the Department of Media, HSE	Culture, art and media practices in contemporary economies	This talk explores how practices in culture, media and the arts take shape in the context of contemporary economies. We will be speaking about uses related to the economy of culture as well as on issues around gender, race, class, political economy and ideology drawing from recent debates and examples from the area of visual art, including films, music, exhibitions and videos. The talk puts emphasis on an understanding of the values and qualities of cultural activities, involving those taking place in official cultural institutions such as museums, art fairs and biennials, social media environments or unofficial settings such as various subcultures and scenes.
---	--	--