

WINTER SCHOOL

10.00-10.30 Welcome and Introduction

10.30- 12.00

Political economy of communication: contemporary issues on cultural industry

Ilya Kiriya, PhD, Professor of the Department of Media, HSE

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

Global Communication - A Discursive Perspective

Olga Baysha Ph.D., Associate Professor of the Department of Media, HSE

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

A critical analysis of media representations; the case of the “Greek crisis” in the news

Yiannis Mylonas, PhD, Assistant Professor of the Department of Media, HSE

The lecture will focus on the study of media representations, by offering an overview of my recently published book entitled ‘The “Greek crisis” in Europe: Race, Class and Politics’ (Brill, 2019). In particular, this study is concerned with a critical research of the Greek economic crisis (2009-2018) publicity in the EU, based on the analysis of mainstream news media from Greece, Denmark, and Germany.

15.30-16.00 Break

16.00-17.30 Curating as a Mode of Production in Media Economies

Panos Kompatsiaris, PhD, Assistant Professor of the Department of Media, HSE

This talk explores the concept of curating as a key economic site and activity in media-driven contemporary capitalism. It looks at how gestures of authorizing quality and good taste via selecting, arranging and displaying objects in time and space, exceed the boundaries of art venues diffusing the logic of more 'ordinary' production and consumption patterns. Curating as a mode of production expands in an array of commercial activities, including curated guided tours, curated restaurant menus, curated homes, curated social media profiles and curated playlists. In the above activities, the curator is a micro-expert in the field through which consumption is expected to occur under the guidance of a specialist in a manner that becomes purposeful rather than arbitrary. The talk maintains that the curator as an expanded economic actor trades upon the idea that the deterritorialized chaos of contemporary experience should give space to ordered, curated lives in tune with aesthetic capitalism's emphasis on style, packaging and design.