



WINTER SCHOOL 2024

«CRITICAL MEDIA STUDIES»

FEBRUARY 3, 2024, ONLINE



11:00 – 11:10

Opening words

Oleg Dmitriev, Deputy Director, HSE Institute of Media, Acting Head of the Programme

11:10 – 11:55

Programme presentation: main peculiarities, scope and rationale, core disciplines, Q&A

Olga Baysha, Ph.D., HSE University, Associate Professor, Institute of Media, responsible for the track «Critical Text Analysis»

Panos Kompatsiaris, Ph.D., HSE University, Associate Professor, Institute of Media, responsible for the tracks «Project Work» and «Media, Culture and Research»

Yiannis Mylonas, Ph.D., HSE University, Associate Professor, Institute of Media, responsible for the track «Research Seminar»

11:55 – 12:00

Break 5 minutes

12:00 – 12:30

Lecture-discussion: «A Love Note to Our Future Selves»: Life Coaching, Micro-Celebrities and Cultural Industries in the Age of Digital Platforms

Panos Kompatsiaris, Ph.D., HSE University, Associate Professor, Institute of Media, responsible for the tracks «Project Work» and «Media, Culture and Research»

In this presentation, prof. Kompatsiaris looks at the culture industry in the age of media platforms via the online manifestations of life coaching as professional practice and general inspirational diffuse pervading digital socialities.

12:30 – 12:35

Break 5 minutes

12:35 – 13:05

Lecture-discussion: «The Discursive Construction of Reality and Its Social Implications»

Transnational Populism and Its Effects on Global Peace

Olga Baysha, Ph.D., HSE University, Associate Professor, Institute of Media, responsible for the track «Critical Text Analysis»

Dr. Baysha's presentation aims to show the detrimental effects for global peace stemming from populism's tendency to present complex social issues in simplistic terms of good vs. evil. Analyzing the «civilizational» discourse of Ukrainian President Volodymyr Zelensky with respect to the ongoing war between Russia and Ukraine — his division of the world into «civilized us» vs. «barbarian them». As Dr. Baysha argues, such a one-dimensional representation of complex social reality leaves no space for understanding the conflict and has little, if any, potential to bring about peace.

13:05 – 13:15

Break 10 minutes

13:15 – 13:55

Critical Quiz

Camilla Chukasheva, lecturer, the graduate of the programme

13:55 – 14:00

Coffee break

14:00 – 14:30

Lecture: «Analyzing media representations: the case of the «Greek crisis in the news»

Yiannis Mylonas, Ph.D., HSE University, Associate Professor, Institute of Media, responsible for the track «Research Seminar»

Drawing on the findings of published research (Mylonas, 2020), with this lecture, professor Mylonas will present a critical analysis of how different mainstream European news media (German, Greek, and Danish) presented the so-called Greek debt crisis, an event of major socio-political importance in Europe during the 2010's.

14:30 – 14:35

Break 5 minutes

14:30 – 15:25

«Critical Media Studies» graduates' panel

15:30 – 15:50

How to enter the Critical Media Studies programme: things to know

Alexey Pereyaslov, manager of the programme

15:50 – 16:00

Closing words and Q&A moderated by the teachers of the programme