



# Faculty of Journalism

## Lomonosov Moscow State University

Leadership  
in Journalism Education  
in Russia since 1947



# Rich History of Lomonosov Moscow State University

In 1755, Russian Empress Elizabeth signed a decree declaring the foundation of Moscow University

Two people played an important role in the creation of the University: the Empress' favorite Ivan Shuvalov and the first Russian professor of the Imperial Academy of Science, a famous scientist Mikhail Lomonosov.

In 1940, Moscow University was named after Mikhail Lomonosov.



Ivan Shuvalov

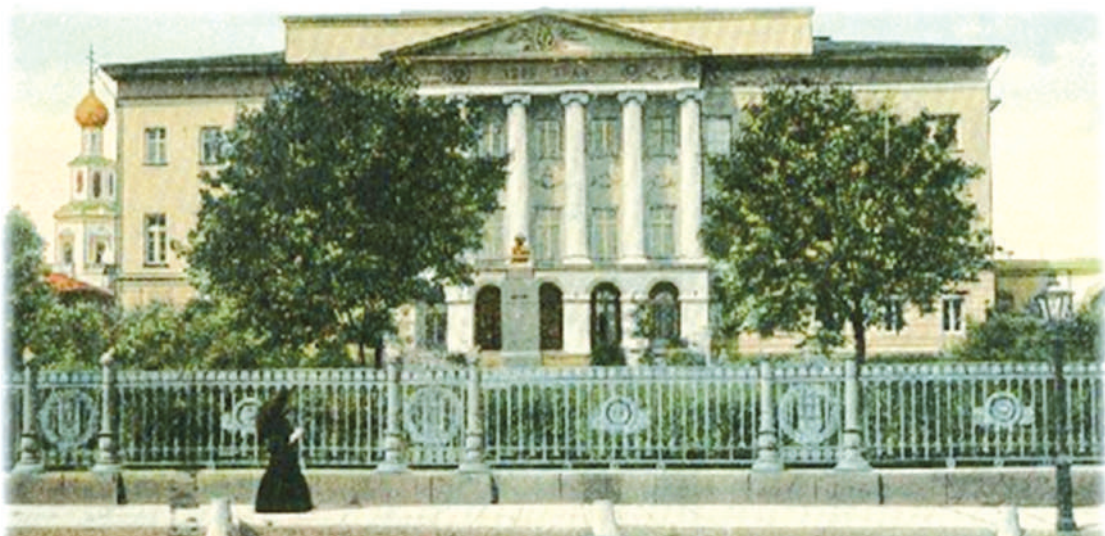


Empress Elizabeth



Mikhail Lomonosov

Russian Emperor Nicholas I gave an order to buy the building on the Mokhovaya street for Moscow University, which is now home for the Faculty of Journalism. The history of the Faculty of Journalism dates back to 1947, when the faculty was founded as a part of the Faculty of Philology, Lomonosov Moscow State University. In 1952, it was reorganized as an independent Faculty of Journalism





## Faculty Today



Dean of the Faculty of Journalism,  
Professor Elena Vartanova



Welcome to the Faculty of Journalism,  
Lomonosov Moscow State University!

As one of the leading institutions of journalism education in Russia, we understand our mission as fostering academic rigor and achievement and empowering student success. Our faculty scholars prioritize student learning and innovative research. It is our goal to help students develop their skills and achieve their full potential in the course of study and in their future careers as journalists.

The Faculty of Journalism, Lomonosov Moscow State University has a long legacy of academic excellence, and we continue to build on that legacy in ways that prepare students to succeed as media professionals in a rapidly changing world. We are happy to have excellent faculty body consisting of highly professional teachers, researchers and mentors. The Faculty of Journalism is proud of its innovative teaching methods, longstanding connections with media practitioners, who share their unique experiences and success stories with the students, its study programs, many of which were recognized nationally, and its broad international outreach.

By embracing innovation and advancing teaching excellence as central to the learning experience, we empower our students not only to succeed in classroom but to achieve distinction in the world as a result of their education.

As a rapidly growing Faculty, we are open to new collaboration projects, initiatives and ideas and are always willing to build new linkages with foreign universities. Thank you for your interest in the Faculty of Journalism. We hope that you will enjoy your stay here!

## Fast Facts

Founded: **1947**  
Location: **Moscow, Russia**  
Color: **Navy blue**

Enrollment in 2022:  
**911**



Overall number of students: over 2670

Bachelor students: over 2000

Master students: over 670

Students from over 20 countries

Students population: female 78%, male 22%

Percentage of students who do not pay for tuition: approximately 37,5%

Full-time faculty 233  
(200 lecturers including professors, 33 researchers)

# Academic Departments

**Media Theory and Economics:** Head: Prof. Elena Vartanova

**Digital Journalism:** Head: Dr. Olga Smirnova

**Radio and Television:** Head: Prof. Galina Schepilova

**Photojournalism and Media Technology:** Head: Dr. Oleg Bakulin

**Sociology of Mass Communication:** Head: Prof. Viktor Kolomiets

**Advertising and Public Relations:** Head: Prof. Vladimir Evstafiev

**Editing, Publishing and Informatics:** Head: Prof. Ivan Pankeev

**History of Russian Literature and Journalism:** Head: Prof. Ekaterina Orlova

**History of Russian Mass Media and Media Law:** Head: Dr. Olga Minaeva

**History of Foreign Journalism and Literature:** Head: Prof. Galina Voronenkova

**Literary Criticism and Publicism:** Head: Dr. Nikita Gusev

**Media Linguistics:** Head: Prof. Pavel Balditsyn

**Russian Language Stylistics:** Head: Dr. Vladimir Slavkin

**New Media and Communication Theory:** Head: Dr. Andrey Vyrkovsky



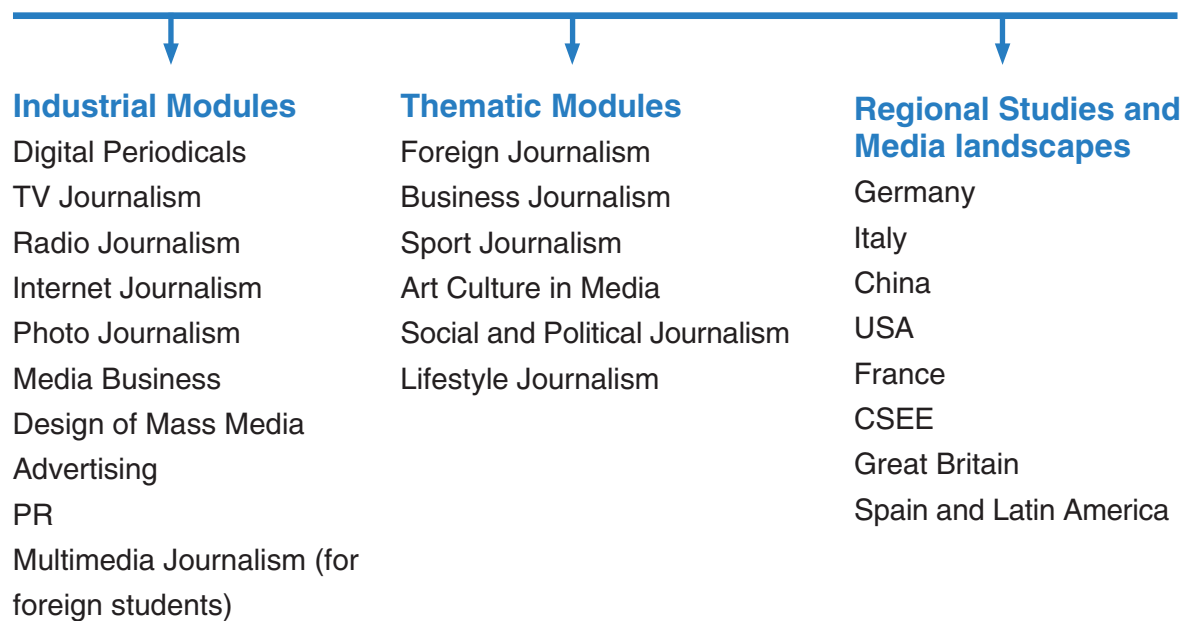
# Curriculum

## BA Programs

### Journalism

BA education includes 2 years of fundamental university education + 2 years of intensive professional training.

At the 3rd year of study, the students choose three *modules* – one industrial module, one thematic module and one linguistic and cultural module.



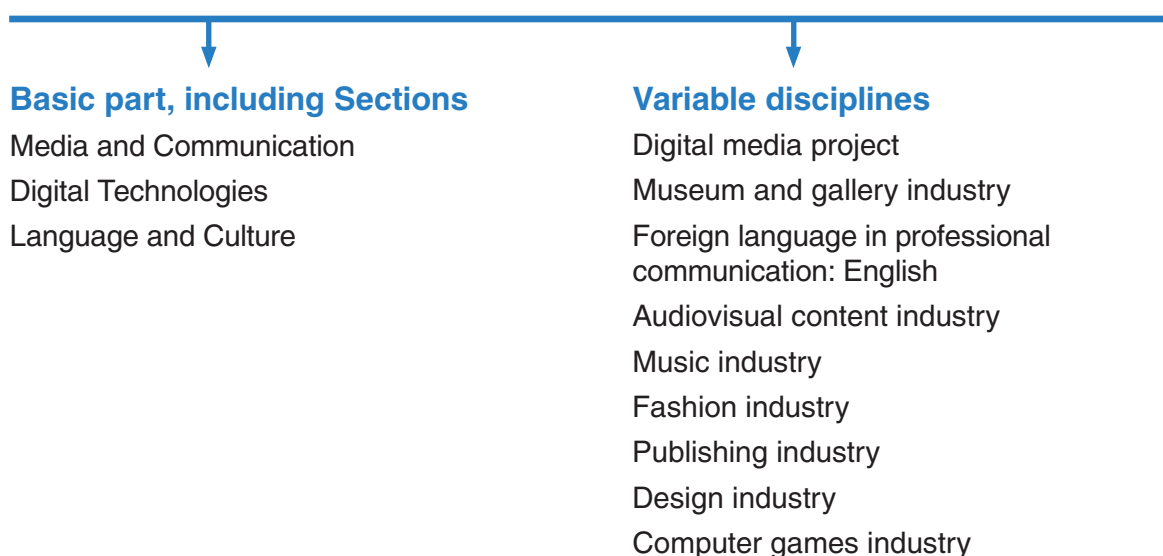
## Journalism. Foreign Journalism Profile

The purpose of the program is to develop the graduate's theoretical knowledge, practical skills and abilities to perform at a high level professional challenges in the field of international journalism.



## Media communications

Media communications is designed to train graduates whose professional activities are related to the creation, distribution, promotion of multimedia content that provides media communication links between various subjects of social and economic relations.



## MA Programs

### Journalism

The master's researcher training program includes general professional disciplines, basic scientific disciplines, and special disciplines.

#### Programs

- TV Journalism
- Strategic Communications
- Digital Journalism
- Theory and Economics of Digital Media
- Media Communications in International Relations

### Russian Journalism and Culture in the Global Context (in English)

This internationally oriented program is designed to train students from all over the globe to become journalists with advanced professional skills and in-depth knowledge of Russian cultural, social and political realities. The schedule includes fundamental disciplines and thematic disciplines.

#### Among the disciplines

- Contemporary Russian culture in global context
- Russian journalism as a multicultural digital space
- Economics of Russian media production
- Russian media as “soft power”
- Cultural industries in Russia
- Modern studies of media and culture: problems and methodology
- Image of Russia in foreign media
- Russian media system

### Double degree program *Theory and Economics of Digital Media in Russia and the Asia-Pacific Region*. Lomonosov Moscow State University and Far Eastern Federal University

#### Among the disciplines

- Video advertising on traditional TV and online
- Digital Media and the Asia-Pacific Economies: Japan
- Digital Media and the Asia-Pacific Economies: The Republic of Korea
- Digital Media and the Asia-Pacific Economy: China
- Media system of the Russian Far East: digital media



## PhD Program

## Mid-career Training



# Short – term Programs for International Students

## **Russian Media and Journalism Spring School**

The school is targeted at undergraduate and graduate students, and young researchers from different countries. It gives a general understanding of the way mass media work in Russia. The schedule includes theoretical module (lectures at the Faculty of Journalism) and practical module (visits to newsrooms and production of multimedia stories).

- 2 weeks
- 20-40 students from different countries
- No tuition fee for students from partner universities
- All classes are conducted in English

## **Study internship**

This type of internship is aimed at teaching foreign students Russian language, culture and giving them an opportunity to attend all Russian language classes (BA and MA programs) paying no additional fee.

## **Research internship**

This is an ideal option for international students wishing to carry out a research project, meet leading Russian academics and make interviews with Russian journalists.

## Current Issues of Mass Media

- This is masters level course conducted in English
- Each year we have 15-20 influential media scholars from all around the world join to online meetings at the Faculty of Journalism as lecturers



## Elective courses for foreign students

## Russian Language for Journalists

- Russian language for the preparation of journalistic texts
- Practical development of basic skills in the preparation of journalistic texts
- Basics of editing

## Preparation of public speech based on the results of scientific research

- Features of the preparation of public speaking (communicative qualities of speech, techniques, style of presentation)
- Methods of conducting a discussion on the topic of speech, answers to questions from opponents
- Practical development of public speaking skills



# International Partners

One of the major international activities at the Faculty of Journalism is maintaining, strengthening and developing connections with foreign partner universities and scientific organizations.

## Cooperation agreements with 26 universities from 17 countries

Belgium

Bulgaria

Vietnam

Germany

Greece

Spain

Italy

China

The Republic of Kyrgyzstan

Latvia

The Netherlands

Armenia

The Republic of Belarus

The Republic of Kazakhstan

Slovakia

France

Sweden





## Honorary Professors



**Paolo Mancini**  
University of Perugia,  
Italy



**Hannu Nieminen**  
University of Helsinki,  
Finland



**Kaarle Nordenstreng**  
University of Tampere,  
Finland



**Els De Bens**  
Ghent University,  
Belgium



**Greg Simons**  
Uppsala University,  
Sweden



**Pal Tamas**  
Corvinus University  
of Budapest,  
Hungary



**Massimo Ragnedda**  
Northumbria University  
Newcastle,  
Great Britain



**Wolfgang  
Mühl-Benninghaus**  
Humboldt University,  
Germany



**Jens Wendland**  
University of the Arts Berlin,  
Humboldt University Berlin,  
Germany

# International Conferences and Seminars

## Moscow Readings

The Faculty of Journalism is an organizer of many nation-wide and international conferences. Since 2009, it has been organizing the annual International Media Readings in Moscow “Mass Media and Communications”, also known as the Moscow Readings conference.



The 14th International Media Readings in Moscow ‘Mass Media and Communications-2022’. Professor Afonso de Albuquerque (Fluminense Federal University), Professor Elena Vartanova (Lomonosov Moscow State University), Professor Uma Shankar Pandey (University of Calcutta), and Dr. Anna Gladkova (Lomonosov Moscow State University)



## Topical Seminar

A series of online seminars featuring well-known Russian and international speakers. Topical seminars are of utmost importance both for the integration of national research studies into the international academic environment, and for the conceptualization of distinctive features of Russian media studies.

- Periodicity: on a monthly basis
- Format: 2 presentations by the speakers followed by a discussion

**8 November 2022** 15:00 MSK  
12:00 UTC



**Topical seminar**  
Faculty of Journalism, Lomonosov Moscow State University



**Massimo Ragnedda**  
Northumbria University

**Anna Gladkova**  
Lomonosov Moscow State University

**Living on the edge of the digital poverty**

**From digital divides to epistemic divides: The rise of new inequalities**

Massimo Ragnedda is Associate Professor in Media and Communication at Northumbria University, where he conducts research on the digital divide and social media. He is co-chair of the IAMCR Digital Divide Working Group and co-editor of the Palgrave Studies in Digital Inequalities book series. He has authored and edited fifteen books with his publications appearing in numerous peer-reviewed journals, and book chapters in English, Spanish, Italian, Portuguese and Russian languages.

Anna Gladkova is Leading Researcher and Deputy Dean for International Affairs at the Faculty of Journalism, Lomonosov Moscow State University. She is co-chair of the IAMCR Digital Divide Working Group, IAMCR Ambassador in Russia and member of the IAMCR International Council. Anna Gladkova has published and edited collections on ethnic media, digital inequalities and digital divides in Russia and abroad.

Please pre-register to receive details for login: [www.journ.msu.ru/eng/](http://www.journ.msu.ru/eng/)

**13 December 2022** 15:00 MSK  
12:00 UTC



**Topical seminar**  
Faculty of Journalism, Lomonosov Moscow State University



**Shi-xu**  
School of Foreign Language,  
Hangzhou Normal University

**Denis Dunas**  
Faculty of Journalism,  
Lomonosov Moscow State University

**A Culturalist Approach to Communication Studies**

**Media Socialization of Young Russians: Risks and Challenges**

Shi-xu is Professor at Hangzhou Normal University (China) and Editor-in-Chief of Journal of Multicultural Discourses, a premier international journal in discourse studies. Professor Shi-xu is an author of papers published in Culture & Psychology, Journal of Asian Pacific Communication, Journal of Multicultural Discourses and books, including Chinese Discourse Studies (Palgrave Macmillan, 2014) and A Cultural Approach to Discourse (Palgrave Macmillan, 2005). He is a Series Editor of the book series Cultural Discourse Studies Series (Routledge).

Denis Dunas is Leading Researcher at the Faculty of Journalism, Lomonosov Moscow State University (Russia) and Associate Professor at the Russian Academy of Education. His research interests include media theory, Russian media studies, anthropology of media and media consumption of young people. He is also Editor-in-Chief of the MediaAlmanah academic journal.

Please pre-register to receive details for login: [www.journ.msu.ru/eng/](http://www.journ.msu.ru/eng/)



## WIP Series

Periodic virtual sessions is a platform for presenting Work-In-Progress in all areas of Digital Divide Studies.

- The platform where scholars in the career early stages can give a talk and present the results of their ongoing research
- The opportunity to receive constructive feedback from peer reviewers and discuss collaboration options with likeminded colleagues
- Conveners: Anna Gladkova (Lomonosov Moscow State University, Russia), Massimo Ragnedda (Northumbria University, UK), and Glenn Muschert (Khalifa University, UAE)



**IAMCR**  
DIGITAL DIVIDE  
WORKING GROUP

### NEW WIP Series

Periodic virtual sessions for scholars to present Work-In-Progress in all areas of Digital Divide Studies. In a collegial environment, participants will offer a presentation of a research paper, and peer reviewers will provide constructive feedback

The first session is planned for late-September 2022. Scholars at all levels are encouraged to participate



Massimo Ragnedda  
Northumbria University



Anna Gladkova  
Lomonosov Moscow  
State University



Glenn Muschert  
Khalifa University

**22 September**  
15.00 MSK / 12.00 UTC



### WIP Meeting

**Evaluating Digital Participation and Engagement of Women: A Cross-Sectional Study on Internet Usage in West Bengal**



**Madhumita Das**  
School of Journalism and New Media Studies,  
Indira Gandhi National Open University, India

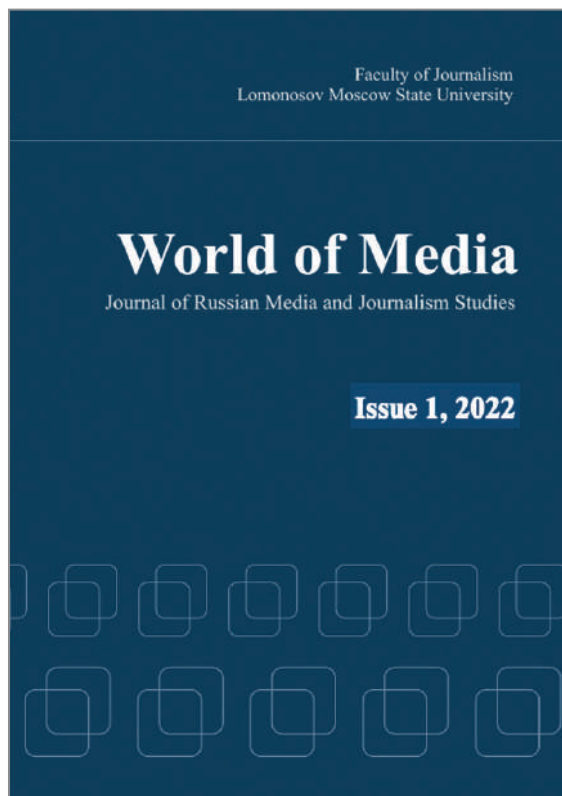
**Conveners**

Anna Gladkova (Lomonosov Moscow State University)  
Massimo Ragnedda (Northumbria University)  
Glenn Muschert (Khalifa University)



## World of Media

World of Media is an academic journal. It represents a collection of original research in the field of media and journalism studies conducted by authors from diverse cities and institutions. The journal is aimed at promoting the development of media and journalism studies in both national and global contexts, and stimulating a wider public interest in the journalism theories, methods, findings and applications generated by research in communication and allied fields.



### A cultural discourse studies approach to communication

Shi-xu<sup>1</sup>  
Hangzhou Normal University, China

To cite this article: Shi-xu (2022). A cultural discourse studies approach to communication. *World of Media. Journal of Russian Media and Journalism Studies* 1: 5-23. DOI: 10.30547/worldofmedia.1.2022.1

#### Abstract

Just as the old problems of the world, such as poverty, climate change and nuclear weapon rivalry, are being exacerbated by the new virus of COVID-19, humanity has not chosen solidarity and cooperation. The human science of Communication Studies does not seem to be concerned, or equipped, to help with the existential crises, either. In this article I introduce as alternative Cultural Discourse Studies (CDS), an emerging culturalist paradigm of communication research, in terms of its conception, direction, operation as well as production. It is characterized by engagement with culturally diversified and competing discourses with a view to combating cultural hegemony on the one hand and enhancing cultural harmony on the other. To illustrate this culturally conscious and critical programme, a case study of Chinese defense policy discourse is presented.

#### Keywords

Culture, diversity, power, discourse system.

#### Introduction

The global village has never been so chaotic as today since the end of the Cold War. A few figures speak volumes. The 2018 World Bank report says that 'almost half the world's population – 3.4 billion people – still struggles to meet basic needs,'<sup>2</sup> while, according to Global Wealth Report 2021<sup>3</sup>, the top percentile

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Email: xshi@zjhu.edu.cn

<sup>2</sup> Available from: <https://www.worldbank.org/en/news/press-release/2018/10/17/nearly-half-the-world-lives-on-less-than-550-a-day>

<sup>3</sup> Credit Suisse Research Institute, [research.institute@credit-suisse.com](mailto:research.institute@credit-suisse.com); [credit-suisse.com/researchinstitute](https://www.credit-suisse.com/researchinstitute).

The journal seeks to publish original research articles of the highest standard in the fields of:

Media studies  
Journalism studies  
Communication theories  
Intercultural communication  
International communication  
Media policy and regulation

Media sociology  
Media psychology  
Regional studies  
Digital media  
Media communication

# Projects

## Podcast

### Elena & Anna: Media Talks



- Fascinating discussion of journalism, media and communication studies
- Hosts: Professor Elena Vartanova, Dean of the Faculty of Journalism, and Anna Gladkova, Leading Researcher and Head of International Affairs Office at the Faculty of Journalism, Lomonosov Moscow State University
- The topics range from journalism education to new media, from digital inequalities to business models and much more, linking Russian media studies to the global academic discourse



## Telegram Channel

### Office of International Affairs, Faculty of Journalism MSU

- The Telegram channel launched in 2022 is about the upcoming seminars, workshops and conferences, including our International Moscow Readings Conference.
- The subscription on the channel provides you with the details of the past events and essential information on the newly-developed academic projects



# Contacts

The mailing and visiting address for the faculty is:

Faculty of Journalism,  
Lomonosov Moscow State University,  
9 Mokhovaya street,  
Moscow, Russia 125009

If you plan to visit us in person, the closest metro station would be Biblioteka imeni Lenina (red line). We are located in very centre of Moscow, just across the street from the Kremlin, Red Square and Manezh building. Please contact the respective department prior to your visit and make an appointment.

Below are frequently contacted departments at the Faculty of Journalism. If you need to contact a particular academic department, look for the contact information at the official website [www.journ.msu.ru/eng](http://www.journ.msu.ru/eng)

Dean's office:  
+7 (495) 629 74 35,  
[referent@smi.msu.ru](mailto:referent@smi.msu.ru)

International collaboration and partnerships:  
+ 7 (495) 629 52 76,  
[gladkova\\_a@list.ru](mailto:gladkova_a@list.ru)

Admissions:  
+7 (495) 629-45-94,  
[int\\_pkjourn@mail.ru](mailto:int_pkjourn@mail.ru)



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