



DE-WESTERNIZING MEDIA AND CULTURAL STUDIES: NEW DISCOURSE PRACTICES IN THE DIGITAL WORLD

Dates: 19-20 November 2020

Format: virtual event

Organizer: Faculty of Journalism, Lomonosov Moscow State University

Co-sponsored by International Association for Media and Communication Research (IAMCR)

In partnership with IAMCR Digital Divide Working Group, IAMCR Communication in Post- and Neo-Authoritarian Societies Working Group, UNESCO chair in communication, National Association of Mass Media Researchers

Local organizing and program committees are headed by Professor Elena Vartanova, Dean of the Faculty of Journalism, Lomonosov Moscow State University, Corresponding member of the Russian Academy of Education, President of the National Association of Mass Media Researchers

Back in early 2000s, scholars drew their attention to the phenomenon that was metaphorically called the rise of ‘the rest’ (Amsden, 2001). After World War II the world changed significantly, with a select number of countries (China, India, Korea and others) becoming economic powers by the end of the 20th century. The rise of ‘the rest’ however was not limited to the economic growth only. Very soon a tendency for de-Westernization of culture, media and communication fields, together with an increasing presence of Russia, Brazil, India, China, South Africa and other countries (Argentina, Australia, Colombia, Iran, Saudi Arabia, Nigeria and others) became evident. As a result, scholars started to discuss de-Westernization and further internationalization of communication research and media studies (Park & Curran, 2000; Takahashi, 2007; Thussu, 2009; Wang, 2010), cultural and discourse studies (Shi-xu, 2014), comparative media system studies (Hallin & Mancini, 2012) and many other areas.

At this year’s conference, we welcome discussion around challenges media, communication and culture fields – both in the East and in the West – are facing under the ongoing digitalization process. Among those are the rise of digital divide and digital exclusion (Norris, 2001; Hargittai, 2002; van Dijk, 2006); development of new communication and media policy aimed at supporting offline and online activities of cultural, linguistic and ethnic groups (Matsaganis, Katz, & Ball-Rokeach, 2011; Nordenstreng, & Thussu, 2015; Vartanova, 2015); the influence of social, political, economic, technological and cultural transformations upon cross-cultural communication and people’s identities (Shi-xu, 2016); digital communication and the role of media as a ‘soft power’ (Thussu, 2013; Wasserman, Zhang, & Mano, 2016); appearance of new journalistic practices in the digital age (Westlund, 2019); digital

inclusion of various ‘vulnerable groups’ in the society including ethnic and cultural minorities (Choudrie, Kurnia, & Tsatsou, 2017), and many other topics.

We welcome case studies and contributions covering and/or contrasting various aspects of media, journalism, communication and culture studies both in the East and in the West. We particularly encourage a discussion around re-conceptualization and further internationalization of Eastern and Western paradigms of media and communication research, given new challenges and opportunities of the digital age. Theoretical and empirical papers are both welcome, with preference during selection process being given to papers with solid methodological base and original approach.

Questions for discussion

- De-Westernizing media and communication studies: theoretical approaches and empirical case studies
- Communication in the digital age: practices, tendencies, challenges
- Digital journalism: new practices, forms, methods, audiences
- Media and communication policies in the digital age
- Media as a ‘soft power’: lessons from the West and the East
- The rise of the new digital cultures in the 21st century
- Digital natives: media consumption and media production practices
- Media literacy in the digital age
- New players and actors in digital communication
- Digital inclusion / social inclusion: correlations and interdependencies
- Ethnic/community/diaspora media in the digital age
- Information security in the digital age
- Cultural Discourse Studies as a new theoretical paradigm

Confirmed keynote speakers

Elena Vartanova, Lomonosov Moscow State University

Daya K. Thussu, Hong Kong Baptist University

Oscar Westlund, Oslo Metropolitan University, Volda University College,
University of Gothenburg

Gerard Goggin, Nanyang Technological University

Shi-xu, Hangzhou Normal University

Andrea Medrado, University of Westminster

Sabina Mihelj, Loughborough University

Welcome word by Elena Vartanova (Lomonosov Moscow State University) and Nico Carpentier (Charles University, Vrije Universiteit Brussel, and Uppsala University)

Registration form should include:

1. Full name;
2. Name of institution;
3. Position, title;

4. Phone number, e-mail;
5. Abstract (between 300 and 500 words) in .doc or .docx in English or Russian

Registration form and abstract should be sent by e-mail to *moscow.readings@mail.ru* before 26 October 2020

Registration fee

Moscow Readings conference does not have conference registration fee, although all costs will have to be covered either by the home institution or by the presenters themselves.

Publishing opportunities

Best papers will be considered for publication in peer-reviewed *Vestnik Moskovskogo universiteta. Seriya 10. Zhurnalistika* (Scopus, Web of Science) and *World of Media. Journal of Russian Media and Journalism Studies* (Scopus).

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