

PROGRAM

**Second International Scientific-practical Conference
Media Literacy and Media Education: Digital Media for the Future
26-28 November, Moscow, National Research University Higher School of Economics
Faculty of Communications, Media and Design
School of Media
2/8 Khitrovskiy per., bldg. 5**

26 November SCIENCE DAY

9 am – 10 am
Registration
Coffee Reception

Room 505

10 am – Opening of the conference

Vladimir Grigoriev, Deputy Head of the Federal Agency for Press and Mass Communications
Yekaterina Larina, Director of the Department for State Policy in the field of Mass Media, Ministry of Telecommunications of the Russian Federation
Ilya Kiriya, professor, PhD, Head of the Media Department, NRI HSE (Moscow)
Anna Kachkaeva, professor, Chairman of the Conference Program Committee, NRI HSE (Moscow)

10:15 am – 11:30 am – Plenary meeting

Media literacy in mediatized world: scientific approach and educational practices

Masato Kajimoto, Assistant professor, University of Hong Kong, Journalism and Media Studies Centre (Hong Kong)

Measuring the effectiveness of news literacy education through a MOOC: What we can learn from the behavioral data and learning analytics for better pedagogical strategies

Johathan Sanders, professor, Stony Brook University (USA)

News Literacy in schools and universities of the USA

Charo Sadaba, professor, University of Navarra, Communications Faculty (Spain)

Disconnect to connect: educational consequences of *unplugging*

Anna Kachkaeva / Svetlana Shomova / Anna Kolchina, Media Department, NRI HSE (Moscow)

Education and media literacy in Russia: genesis and modern trends. *Assessment of media literacy level of the HSE students*

Moderator: Anna Kachkaeva, HSE

Room 505

11:30 am – 1 pm – Plenary meeting

Level of media literacy of the Russian population: current status and change prospects (on the basis of all-Russian monitoring of media behavior 2009-2015)

Igor Zadorin, head of the ZIRKON research group (Moscow)

Participants of the discussion:

Irina Zhilavskaya, the Sholokhov Moscow State University, UNESCO Department Chairman

for media and information literacy issues (Moscow)

Aleksandr Sharikov, professor, HSE (Moscow)

Yury Purgin, General Director of Altapress (Barnaul), Vice President of AIRP (Alliance of independent regional publishers)

Moderator: Iosif Dzyaloshinskiy, professor, HSE (Moscow)

1 pm – 2 pm

Dinner

SECTIONS

2 pm – 3:45 p.m.

Room 505

News literacy in the education system

Moderator: Anna Kachkaeva, HSE (Moscow)

Opponent: Johathan Sanders, Stony Brook University (USA)

- **Agnieszka Fiipiak, Eliza Kania**, Adam Mickiewicz University, Faculty of Political Sciences and Journalism (Poland)
Teaching News Literacy in Poland: between global commonalities and national socio-cultural features.
- **Masato Kajimoto**, University of Hong Kong (Hong Kong)
Localizing News Literacy concepts with interactive activities and games in the classroom
- **Irina Dushakova**, Ethnology Center, Institute of Cultural Heritage (Kishinev, Moldova)
News literacy: role of an expert in news reports
- **Anastasia Kazun**, HSE (Moscow)
How are “non-problems” constructed? Counter-rhetorical strategies in the discussion of mass media about economic sanctions
- **Maria Mironova**, Smolensk State University (Smolensk)
News in internet mass media: peculiarities of agenda buildup
- **Sergey Venidiktov**, Mogilev Institute of the Ministry of Internal Affairs (Mogilev, Republic of Belarus)
Media civic consciousness as a political and educational priority
- **Oleg Dmitriev, Ksenia Sevastianova**, HSE (Moscow)
Technology of news literacy training with the help of headings and leads
- **Natalia Sokolova**, Autonomous Non-commercial Organization Editorial and Publishing House “Novaya Gazeta” (Moscow)
Formation of critical thinking of Russian citizens

Room 509

Media ecology of the information environment and media space

Moderator: Iosif Dzyaloshinsky, HSE (Moscow)

Opponent: Yevgenia Nim, HSE (Moscow)

- **Irina Chelysheva**, A.P. Chekhov Taganrog Institute, branch of Rostov State Economic University (Taganrog)
Mediareality and moral choice problems
- **Iosif Dzyaloshinsky**, HSE (Moscow)
Media ecology: in search of effective paradigm

- **Yury Yershov**, Tomsk State University (Tomsk)
Embedding internet communications into national media systems
- **Varvara Chumakova**, HSE (Moscow)
Informational overload as an issue of social and humanitarian science
- **Aleksey Trofimov**, Sfera advertising agency (Tomsk)
Social media as a factor of organization of municipal communities: possibilities and restrictions
- **Maria Pilgun**, HSE (Moscow)
Ecological problems of the media environment in communication aspect
- **Yevgenia Nim**, HSE (Moscow)
Marking the media space: to the new media research map
- **Maria Kozlova**, Peter the Great Saint Petersburg Polytechnical University (Saint Petersburg)
Manipulating public opinion as a trend of modern media space

Room 506

Digital media for education: media instruments and teaching practices

Moderator: Irina Zhilavskaya, Sholokhov Moscow State University for the Humanities (Moscow)

Opponent: Aleksandr Sharikov, HSE (Moscow)

- **Irina Zhilavskaya**, Sholokhov Moscow State University for the Humanities (Moscow)
Media informational literacy as a key competence of a modern expert
- **Irina Fateeva**, Federal State Budgetary Educational Institution of Higher Professional Education Chelyabinsk State University (Chelyabinsk)
Media education in the system of Russian additional education of children
- **Elena Muryukina**, A.P. Chekhov Taganrog Institute, branch of Rostov State Economic University (Taganrog)
Theory and practice of a media club for students who are going to become teachers
- **Anna Krasushkina**, Institute of Pedagogics and Psychology and at Cherepovets State University (Cherepovets)
Technologies of media education in the higher school teaching process: experience of preparation of would-be preschool education teachers
- **Olga Petrova**, Tyumen State University (Tyumen)
Creation of media educational environment in school with participation of journalistic and scientific communities
- **Yulia Balashova**, Saint Petersburg State University (Saint Petersburg)
Tradition of media education of Russian schoolchildren (the beginning of the XX century)
- **Konstantin Kiuru**, Chelyabinsk State University (Chelyabinsk)
Media space of a higher education institution as an environment where competence of work with new media is formed
- **Elena Lukovitskaya**, Novgorod State University (Velikiy Novgorod)
Negotiating Sex and Gender Pedagogies Across Continents: Brockport NY to Novgorod Russia
- **Aleksandr Gradyushko**, Belarus State University (Minsk)
Media literacy as an improvement factor of effectiveness of regional digital media in the Republic of Belarus

3:45 pm – 4 pm Coffee break

4:00 pm – 5:45 pm

Room 506

Media criticism in the process of preparation of media experts

Moderator: Anna Kachkaeva, HSE (Moscow)

Opponent: Roman Bakanov, Kazan (Volga Region) State University (Kazan)

- **Aleksandr Fyodorov**, A.P. Chekhov Taganrog Institute (Taganrog); **Anastasia Levitskaya**, Taganrog Management and Economics Institute (Taganrog)
Synthesis of media literacy and media criticism in modern world: results of international expert poll
- **Aleksandr Bushev**, Tver State University (Tver)
Learner of mass media era
- **Natalia Makarova**, **Veronika Yarnykh**, Russian State University for the Humanities (Moscow)
Challenges and possibilities of modern professional media education
- **Dmitry Tumanov**, **Liliya Egorova**, Kazan Federal University (Kazan)
Congruence of media education to modern media processes
- **Ivan Pechishchev**, Perm State National Research University (Perm)
“Reversed class” in teaching of journalism
- **Oksana Silantjeva**, Silamedia (Montenegro)
Mediatization of education spaces
- **Irina Radchenko**, Saint Petersburg National Research University of Information Technologies, Mechanics and Optics (Saint Petersburg)
Data journalism as a tool for improvement of informational literacy
- **Marina Shilina**, HSE (Moscow)
Media in paradigm Big&Open Data: the recent parameters of prosumer
- **Roman Bakanov**, Kazan (Volga Region) Federal University (Kazan)
Educating function of media criticism: Russian practical aspects

Room 505

Immersion in media narration: art and media education

Moderator: Anna Novikova, HSE (Moscow)

Opponent: Yekaterina Shapinskaya, D.S. Likhachev Russian Institute of Cultural and Natural Heritage (Moscow)

- **Anastasia Levitskaya**, Taganrog Management and Economics Institute (Taganrog)
Art and media education: analysis of audiovisual media text in a lecture hall
- **Yekaterina Shapinskaya**, D.S. Likhachev Russian Institute of Cultural and Natural Heritage (Moscow)
Art in the digital era
- **Daria Berezutskaya**, Southern Federal University (Taganrog)
Use of cinema art in media educational work
- **Polina Milushkova**, HSE, Moscow School of New Cinema (Moscow)
Interaction of media and modern Russian theater
- **Tatyana Sergeeva**, Kazan (Volga Region) Federal University
Peculiarities of transmedia art projects: Plovdiv experience (Bulgaria)
- **Maria Krupnik**, ZIL Cultural Center, Moscow Higher School of Social and Economic Sciences (Moscow)
Media and playing frameworks in modern theater

- **Anna Paukova**, HSE (Moscow)
Theater as a place where artists and scientists meet
- **Anna Novikova**, HSE (Moscow)
Cliché in modern media culture: decoding images and media literacy
- **Oksana Moroz**, Russian State University for the Humanities (Moscow)
Media as a moral witness: Russian experience of self-determination of (non-) recognized community

Room 509

Aesthetics and media literacy: new space of language

Moderator: Svetlana Shomova, HSE (Moscow)

Opponent: Anna Plisetskaya, HSE (Moscow)

- **Yulia Chernenko**, A.S. Griboedov Institute of International Law and Economics (Moscow)
Roaming cultural plots as a public opinion manipulation tool
- **YYekaterina Arye**, Russian State University for the Humanities (Moscow)
Irony as a way to decode mainstream media agenda
- **Anna Plisetskaya**, HSE (Moscow)
Facebook social network as a speaker's stand
- **Uliana Sentsova**, HSE (Moscow)
Research of linguistic manipulation mechanisms as exemplified by texts in German-language press
- **Natalia Kodola**, Moscow State Pedagogical University (Moscow)
Theory of journalism as a base of media education
- **Yevgenia Petrova**, Don State Technical University (Rostov-on-Don)
Influence of media on attitude of country-folk to time (as exemplified by research in the Kostroma and Rostov Regions)

6:00 –pm – Promenade in the evening Moscow

27 November
SPECIAL EVENT DAY

10:00 am – 11:30 am

Room

Greenhouse of Social Technologies presents:

Room 505

Information graphics or disinformation graphics? (workshop)

How not only to look but to see? How to learn to critically estimate visual means in journalism?

Aleksey Novichkov, lecturer of the Faculty of Communications, Media and Design at the HSE, designer, expert in the field of infographics (“Russian Reporter”, “Vokrug Sveta”, “Snob”, “Artkhronika”, “ADWEEK” (USA) and RIA Novosti infographics studio).

Room 506

Deconstruction of web technologies as a new media education frontier (workshop)

How does technical industry structure influence our information consumption patterns? What is it helpful to know about the “bottom side” of applications, copyright, open code and open licenses?

Gleb Suvorov, head of the Greenhouse of Social Technologies Development Department

11:30 am – 12:45 pm

Room 505

PostNauka presents:

Popular science scenarios online. Discussion about the future of education in the context of transmedia projects on science and those who create it

Participants: scientists and lecturers of PostNauka project

Moderator: Ivar Maksutov, editor in chief, co-founder of Editorial and Publishing House PostNauka

12:45 am – 1:45 pm

Room

Arzamas presents:

Arzamas as scientific and entertainment project: “Humanitarian series” and “ideal TV” or how mediatization helps humanitarian education in digital space.

Moderators: Kirill Golovastikov, chief editor of "Arzamas"; **Alexander Urzhanov**, director of the video-department of "Arzamas".

1:45 pm – 2:30 pm

Dinner

2:30 pm - 4:00 pm

Room 506

Art-Science: possibilities of art methods in social and humanitarian studies (jointly with the Polytechnical Museum, FOM-Labs, Triumph Gallery)

Special centers are established in leading universities for forging relations between artists and researchers. Researchers start actively participating in art residences. What is science art and what is performative sociology which is completely based on "theatrical" terms? How is interaction between social sciences and art implemented, when the use of such term as art research become more and more common?

Participants: Yekaterina Kozhevina, FOM-Labs (Moscow); Natalia Fuks, Polytechnical Museum (Moscow); Ksenia Lazebnaya, Faculty of Social Sciences, HSE (Moscow); Sofia Gavrilova, Triumph Gallery, Department of Research Arts (Moscow), PostPlay students' discussion club (Moscow).

Moderators: Anna Paukova, researcher in the field of art science, Sub-department of Personal Psychology, Department of Psychology, Faculty of Social Sciences at the HSE (Moscow); Varvara Chumakova, Media Department, Faculty of Communications, Media and Design at HSE (Moscow).

Room 505

“Digital environment” and Russian classics. Online marathons, Samsung and interactive “War and Peace”

Participants: Fyokla Tolstaya, L.N. Tolstoy State Museum (Moscow); Anastasia Bonch-Osmolovskaya, HSE (Moscow); Maya Stravinskaya, Creative Director "Rambler Infographics" (Moscow).

4:00 pm – 5:00 pm

Room 505

Mass media institutional development index (results of the research program, ZIRCON Research Group by the order of Kudrin's Foundation for Support of Social Initiatives, 2015)

The project was implemented by the procedure of ZIRCON for assessment of mass media institutional development status in the entities of the Russian Federation. In the course of the field stage information concerning more than 50 empirical indexes was gathered in each of 85 higher-level entities of the Russian Federation (republics, territories, regions, federal cities, autonomous regions and autonomous districts).

The project is presented by: Yury Voinilov, analyst of ZIRCON Research Group (Moscow)

5:00 pm – 5:30 – Coffee break

5:30 pm – 7:00 pm

Room 505

“Digitalized” media. Genesis of Russian mass media. Gorbachev's era (1985-1991) – jointly

with “Liberal Mission” foundation

The newest history of Russian mass media in digitalized chronicle of the “glasnost era”. The issues of how the “revolutionary transition” events were reflected in mass media and how mass media changed time are discussed in a project which may become a starting point of the digital history of Russian mass media (the project was implemented with participation of Kenna Institute and support of “Liberal Mission” foundation and Faculty of Media Communications of the HSE).

Participants: **Natalia Rostova**, author, journalist; **Tatyana Malkina**, journalist; **Georgy Satarov** (“Liberal Mission” foundation).

Moderator: **Anna Kachkaeva**, HSE (Moscow).

28 November

DISCUSSION DAY

10:00 am – 11:30 am

Online aggression and digital ethics: about new heroes, old morals and educational role of internet (jointly with Mass Media Institute, Russian State University for the Humanities)

How do new subcultures, closed communities and persons emerge in digital environment and where do they disappear? Why do online behavior and ethics oftentimes differ substantially from common social relations offline? What does the clash of various realities and “digital gap” of generations result in? Prankers, internet activists, creators of political and social network experiments will become round table attendees having the goal to familiarize the public with representatives of new and long-standing projects, discuss their activity, try to understand principles and practices of digital interaction, and discuss moral; and ethical issues as well as connection with established specializations including journalism.

Participants:

Jovan Savovich, founder of Dirty.ru and Leprosorium.ru communities

Roberto Panchvidze, founder of MDK

Vladimir Kuznetsov, Vovan the pranker (Vovan222)

Samson Sholademi, popular blogger, media expert

Yaroslav Grekov, political consultant (also known as “Pug of the Russian Internet” and founder of ricn.ru)

Moderators: **Maksim Kornev**, Russian State University for the Humanities (Moscow); **Ilya Peresedov**, network analyst and blogger (Moscow)

11:30 am – 1:00 pm

Gamification of media and educational potential of computer games

Participants: **Vasily Lebedev**, rector of Interactive Communications School IKRa - ikraikra.ru (Moscow); **Ilya Kurylyov**, gamification expert, Gamification-now.ru (Moscow); **Aleksey Nitsa** – event editor and author of Social Technologies Greenhouse video tutorials; **Valentina Titova**, Tomsk State University (Tomsk). Gamification: definition problems; **Anna Tsaryova**, Saint Petersburg State University (Saint Petersburg). Game as a reality and reality as a game: media space of modern computer games.

Moderator: **Maksim Kornev**, Russian State University for the Humanities (Moscow)

1:30 pm – 2:00 pm – Coffee break

2:00 pm – 3:30 pm

Discussion “New audience of traditional Media”

Moderator: Yury Purgin, General Director of Altapress (Barnaul), board member of AIRP (Alliance of independent regional publishers)

Speakers:

- **Jørgen Ejbøl**, President of the company JP/Politikens Hus (Denmark)
How the Danish publishers develop their project “Newspaper in education”
- **Yury Purgin**, General Director of Altapress (Barnaul)
From newspapers to Multimedia: new forms to attract school students
- **Yulia Kazakova**, Deputy Head of Mass Media and Advertisement Department, Moscow City Government
Newspapers in Education: Educational programs of Moscow City Government
- **Albina Krasnoshekova**, general director of the newspaper "Strana Kaliningrad"
Interaction of Media Holding «Zapadnaya pressa» with the young generation of the readers through the magazine «Malenkaya Strana»
- **Tatiana Popova**, the Executive Director of AIRP (Alliance of independent regional publishers)
The newspaper in education: global project and its domestic content.

3:30 pm – 5:00 pm – Closing of the Conference