



Saint-Petersburg  
State University



**Symposium: *Transcultural Media Research – New Challenges in the Context of Digital Communication and Social Change***

St. Petersburg State University, Faculty of Journalism

Freie Universität Berlin, Arbeitsstelle Journalistik /

Internationales Journalisten-Kolleg

28.02.2012-02.03.2012, St. Petersburg

**Day 1 (Tuesday, 2/28/2012)**

17.30 Arrival St. Petersburg

19.30 Get-together, Faculty of Journalism, 1 Linia 26

**Day 2 (Wednesday, 2/29/2012)**

**9.00 – 09.30 Welcome and Introduction**

Prof.Dr. Anatoly Puyu, St. Petersburg State University, Director, Graduate School of Journalism and Mass Communications

Prof.Dr. Margreth Lünenborg, FU Berlin, Institute for Media and Communication Studies

**09.30 – 10.30 Opening**

Elfriede Fürsich (Berlin/Boston): Comparative Media Research: Challenges and Opportunities for Understanding Global Media Communication

Anna Litvinenko (SPB): New Definitions of Journalistic Functions in a Hybrid Media System

**10.30-12.45 Panel 1: Comparative Research Approaches**

Chair: Margreth Lünenborg (Berlin)

10.30-11.30

Svetlana Bodrunova (SPB): Comparative Media and Political Research: A Quest of Separation from Political Communication Studies

Annabelle Ahrens (Berlin): The Image of Russia in the Editorials of German Newspapers (2001 – 2008)

11.30-11.45 Coffee Break

11.45-12.45

Kerstin Schulz (Berlin): Political Communication in the Making of Foreign Policy. The Role of the Media in the German Media Coverage of Russia

Angelina Davydova (SPB): Interdisciplinarity in Environmental Journalism in Germany and Russia: A Comparative Study

**12.45 – 13.45 Panel 2: Media Use in a Digitalized World**

Chair: Svetlana Bodrunova (SPB)

**a) New Opportunities for Migrant Communities**

Annett Heft/Sünje Paasch-Colberg (Berlin): Media Cultures of Young Turkish and Russian Immigrants in Germany

Anna Smoljarova (SPB): News Portals for Immigrants as Factor of Integration: A Comparison of Russian Immigrant Portals and German News Sites for the Russian-speaking Community

13.45 – 14.45 Lunch Break

**15.00 – 16.30 b) Re-Thinking Media Use**

Jingwei Wu (Berlin): Culture, Gender and Self-Disclosure in Social Network Sites: A Comparative Study of Privacy

Eleonora Kirkizh (SPB): Mass Media Consumption in Social Networks (on the Example of the Russian Facebook)

Ilya Bykov (SPB): Social Media in Russia: Politics of Cultural Self-Isolation or Expansion in the Post-Soviet Area?

**17.00 – 18.30 Field Trip: Piter TV, Meeting with the Editor-in-Chief Andrey Radin**

19.00 Formal Dinner

### Day 3 (Thursday, 3/1/2012)

#### 09.00 – 10.45 Panel 3: New Forms of Deliberation? Opportunities for the Civil Society in the Digital World

Chair: Anna Litvinenko (SPB)

Carola Richter (Berlin): Liberalization of Media Systems: A Precondition for Political Change? A Reappraisal of a Research Paradigm in Relation to the Arab Spring and Digital Communication

Saskia Sell (Berlin): "We are Anonymous." Challenges of Free and Open Communication

Ekaterina Glebova (SPB): Hoax Mass Media

#### 10.45 – 11.45 Panel 4: Pictures of Global Changes: Visual Communication

Chair: Elfriede Fürsich (Berlin/Boston)

Annika Bach (Berlin): Picturing vs. Reporting War – On the Relevance of War Journalism

Alexandra Fjodorova (SPB): The Role of Photojournalism in Forming of a Country's Visual Image

#### **11.45 – 12.00 Coffee Break**

#### 12.00 – 13.00 Panel 5: Changing Forms of PR and Political Communication: Theoretical Approaches

Chair: Carola Richter (Berlin)

Christin Schink (Berlin): Games of Transparency and Cooperation. Political-Media Communication Networks and Game Theory

Ekaterina Akimovitsch (SPB): The Phenomenon of Political Leadership in Russia and Great Britain in Conditions of Information Society

#### **13.00 – 14.00 Lunch Break**

#### 14.15 – 15.00 Presentation of "Polit-gramota", Political Journalism Project by Young Journalists

#### 15.00 – 16.30 Panel Discussion: "New Media – New Chance? The Role of the Internet in the Building of a Civil Society in Russia"

**Participants:** Valerij Neschaj, Radio "Echo Petersburg", Blogger; Alexandra Gramazhapova, Journalist, „Novaja Gazeta“; Mareike Aden, Freelance Correspondent in Moscow (Deutsche Welle, Deutschlandfunk, zdf.de); Markus Reher, Freelance Correspondent in Moscow (DW-TV)

### Day 4 (Friday, 3/2/2012)

10.00 City Tour (organized by participants from St. Petersburg, with visit of Hermitage)

Master Global Communication and International Journalism: Meeting of Developers and Coordinators

#### **18.25 Departure from St. Petersburg**

**Organizing Team:** Prof. Dr. Margreth Lünenborg, Dr. Edith Spielhagen, Dr. Svetlana Bodrunova, Dr. Anna Litvinenko, Saskia Sell, M.A.

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