



Communication
as a discipline
and as a field:
Sharing experiences
to construct a dialogue

International conference program

«Communication as a discipline and as a field: sharing experience to construct a dialogue»

Department of Integrated Communications, National Research University – Higher School of Economics, July 9-11, 2015

July 9, Thursday

09.30 – 10.00 Conference registration (next to the entrance)

10.00 - 10.15 Opening session (Conference room)

Welcome speech: Andrey G. Bystritsky, dean of the Faculty of Communication Media and Design, NRU HSE; Sergey A. Zverev, head of the Department of Integrated Communications, NRU HSE, Moscow, Russia.

10.15 - 11.00 Key note speech (Conference room)

“Communication as a Practical Discipline: Engaging Theory with Practice”

Speaker: Robert Craig, professor emeritus of Communication, University of Colorado Boulder, USA. Founding editor of “Communication Theory” journal, president of International Communication Association - ICA (2003-2004).

11.00 - 14.00 Plenary Session. Part 1: *The development of communication disciplinary field: challenges, tensions, traditions, and achievements*

The three-fold state of the discipline. Lluís Mas Manchón, Emma Rodero, Department of Communication, Universidad Pompeu Fabra, Barcelona, Spain.

The status of communication as a discipline in the US: Historical insights and current status. William Eadie, Journalism and Media Studies at San Diego State University, San Diego, USA.

11.45-12.00 Coffee-break

Co-creation of meaning: Strategic communication and the sovereign public. Carl Botan, Director of the Ph.D. program in Health and Strategic Communication, Department of Communication, George Mason University, Fairfax, USA.

Basic models and approaches to organizing and researching communication in the Moscow Methodological Circle. Vyacheslav Maracha, The Russian Presidential Academy of National Economy and Public Administration (RANEPA), Non-Profit Research Foundation "The Schedrovitsky Institute for Development", Moscow, Russia.

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Language and social interaction as an internationally prominent communication subfield. Karen Tracy, Department of Communication, University of Colorado, Fort Collins, USA.

Paradigmatic foundations of semio-socio-psychology. Tamara Z. Adamyants, Institute of Sociology, Russian Academy of Sciences, Moscow, Russia.

14.00 - 14.30 Lunch

14.30 - 18.30 Sessions and panel discussions

14.30 – 16.30

Philosophic and methodological foundations of communication (room 302)

Chairs: Olga I. Matyash (NRU HSE), Vyacheslav G. Maracha (RANEPA).

Between the two concepts: how to conceive communication? Mark V. Ruts. Non-Profit Research Foundation «The Schedrovitsky Institute for Development», Moscow, Russia; Jerusalem, Israel

On teleology of communicativeness: mutual understanding and its resources. Petr K. Grechko, Department of Social Philosophy, Peoples' Friendship University of Russia (PFUR), Moscow, Russia.

The problem of communication with a collectivistic subject. Arkadiy I. Lipkin, Department of Philosophy, The Moscow Institute of Physics and Technology (MIPT), Moscow, Russia.

Communication within the structure of action process. Boris V. Sazonov, Institute for Systems Analysis of Russian Academy of Sciences (ISA RAS), National Research Nuclear University MEPhI, Moscow, Russia.

Communication as movement of knowledge: a universal model. Marina R. Vasilyeva, Novosibirsk State Technology University, Novosibirsk, Russia.

The disciplinary challenges for communication studies in modern Russia. Sergei V. Klyagin, Russian State University for the Humanities, Moscow, Russia.

Social and Mass Media Communications

Chairs: Svetlana A. Shomova (NRU HSE), Iliya V. Kiriya (NRU HSE) (room 303)

Information field research within the context of sociological paradigms. Elena N. Yudina, Department of Theoretical and Special Sociology, Moscow State Pedagogical University; Svetlana A. Zaharova, Department of foreign area studies and international cooperation, The Russian Presidential Academy of National Economy and Public Administration (RANEPA), Moscow, Russia

Print, TV vs Internet: are Russians ready to forget traditional mass media in favor of the New Media? Tatyana D. Sokolova, Russian National Center for the Study of Public Opinion, Moscow, Russia.

Mediated communication: opening new dimensions of the communication discipline. Irina Privalova, Saratov Medical University, Saratov, Elena Ponomarenko, People's Friendship University of Russia, Moscow, Russia.

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Identification resonance while perceiving the author's programs: The development of ideas on subject-to-subject interaction. Alexander V. Sharikov, NRU HSE, Moscow, Russia.

Humanitarian technologies in the Internet: communication vs dialogue vs new ontological status? Marina G. Shilina, NRU HSE, Moscow, Russia.

Communication design of our century: poster, book, and multi-paged books. Elena Rymshina, NRU HSE, Moscow, Russia.

Mediatization: The Definition, the Concept, and the Process in Politics and Postmodernism with Reference to The Meditization in India. Ratnesh Dwivedi. Antitort Security Consultant, Gunagzhou, China.

16.30 -16.45 Coffee-break

16:45 – 18:30

Political Communication

Chair: Oleg N. Kashirskih, NRU HSE (room 302)

Spontaneity as an illusion: Internet meme in the structure of political communication. Svetlana A. Shomova, Department of Media, HSE, Moscow, Russia.

Mediatization of Russian politics: Heritage preservation in Moscow. Alexander Zverev, NRU HSE, Moscow, Russia.

Political deliberation in social media. Nikita Savin, School of Political Science, NRU HSE, Russia

Rational and symbolic approaches to comprehension of the crisis on the agenda of the Russian media. Ivan Podolyan, NRU HSE, Moscow, Russia

Communication potential of political diologistics. Hachic S. Galstyan, Department of Theory and History of Political Science, Erevan State University, Erevan, Armenia.

Managerial Communication: communication as organization

Moderator: Boris V. Sazonov (ISA RAS), Sergei V. Klyagin (RSUH) (room 303)

Toward the foundations of communication studies. Dmitry Reut, Sholokhov Moscow State University for the Humanities, Moscow, Russia.

Communication as an office tool organization of education and training programs for the administration professionals. Galina A. Davydova, Toliaty Academy of Management, Non-Profit Research Foundation «The Schedrovitsky Institute for Development», Moscow, Russia

The correlation of communication and information. Anatoly V. Nestrov, NRU HSE, Moscow, Russia.

Communication management of stakeholders on the lifecycle of large-scale high-tech systems. Pavel V. Baranov, International Research Institute of Management, Centre for investment management consulting, MIPT (RSU), Moscow, Russia.

Managerial networks: structural-dynamic approach towards the analysis of managerial communications. Elena I. Kudryavtseva, Department of Management, NRU HSE, St. Petersburg, Russia.

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The problems of communicators' resource optimization in a collective thinking activity. Vladimir F. Stepanov, Russian Association for Games in Education (RAGE), Moscow, Russia.

July 10, Friday

10.00 - 11.10 Plenary session.

Part II: *The development of communication disciplinary field: challenges, tensions, traditions, and achievements* (Conference room)

Richard M. Nixon's historic 1972 trip to the U.S.S.R.: An analysis of internal White House documents. Maureen C. Minielli, Department of Communications & Performing Arts, Kingsborough Community College, New York, USA. Current president. Eurasian Communication Association of North America.

Bitter mixture of analytical expertise and political pragmatism in Russian political communication. Susanna Pshizova, Moscow State University, Moscow, Russia.

Global Public Relations as communication subfield. Dean Kruckeberg, Department of Communication Studies, University of North Carolina at Charlotte, Charlotte, USA.

11.15 - 12.15 Round table: *Academics to practitioners: pragmatics of communication studies*

(room 301)

Moderator: Carl Botan, Director of the Ph.D. program in Health and Strategic Communication, Department of Communication, George Mason University, Fairfax, USA.

12.15-12.30 Coffee-break

12.30 - 18.00 Sessions and panel discussions

12.30 – 14.15

Intercultural communication (room 302)

Chair: Nelli S. Bachurina, NRU HSE

Multi-national and multi-lingual workforces: Implications for managerial communication in Australian workplaces. Ann Rogerson J.P, School of Management, Operations and Marketing, University of Wollongong, Wollongong, Australia.

Support for cultural and direct violence in user-generated comments: A challenge for communication scholarship. Marta N Lukacovic, Department of Communication Wayne State University, Detroit, USA.

Integration Potential of Intercultural Communication Metaphor. Tatiana M. Permyakova, School of Foreign Languages, NRU HSE, Perm, Russia.

Intercultural negotiation of the social self and other in English academic written discourse: a few cases in the USA, South Korea, and Russia. Hanzhou Pang, NRU HSE, Moscow, Russia.

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Foreign business communication: cross-cultural analysis of the foreign languages textbooks. Ekaterina N. Luchinina, Maria A. Lytaeva, Andrey A. Sinyavsky, Department of Foreign Languages, NRU HSE, Moscow, Russia.

Specification and Abstraction of Social Purposes. Hanzhou Pang, NRU HSE, Moscow, Russia.

Analyses of communication practices (room 303)

Chair: Vera L. Danilova, Research Foundation «The Schedrovitsky Institute for Development»

From argument to reconciliation: features of communicative behavior in transitional situations. Nadezhda V. Kazarinova, Saint Petersburg Electrotechnical University "LETI", St.Petersburg, Russia.

A communicative position: two approaches in social-humanitarian practices. Lyudmila M. Karnozova, The Institute of State and Law of The Russian Academy of Sciences, Higher School of Economics, Moscow, Russia.

Communication as a process of identity construction: Post-modern perspective on psychotherapy. Elena Grebenyuk, School of Philosophy, Moscow State University, Moscow, Russia.

Conflict management competence in communication: theory and practice. Lyubov N. Tzoy, Moscow School of Conflictology, Moscow, Russia.

Communication practices: how would one get inspired? Valentina Pogolsha, St.Petersburg, Russia.

The problems of communication about the future. Vera L. Danilova, Non-Profit Research Foundation «The Schedrovitsky Institute for Development», Moscow, Russia.

The role of communication indicators during the work with conflicts. Svetlana Satikova, NRU HSE, St.Petersburg, Russia.

14.15 - 14.30 Lunch

14.30 – 16.30

Communication education: problems and opportunities (room 302)

Chair: Nadezhda V. Kazarinova, Saint Petersburg Electrotechnical University "LETI" *What do Russian educators think about the need for communication education? (A survey analysis).* Olga I. Matyash, Alexandra S. Endaltseva, Department of Integrated Communications, NRU HSE, Moscow, Russia; Irina Makhova, Amur State University of Humanities and Pedagogy, Komsomolsk-on-Amur City, Russia.

Students' and employers' perceptions of advertising and PR professional competences. L. P. Kazakova, Department of Advertising, Design and PR; E. V. Petushkova, Department of Advertising, Design and PR, Plekhanov Russian University of Economics, Moscow, Russia.

Communication education in a knowledge-based society: The problem of understanding. Irina N. Chudnovskaya, Moscow State University, Moscow, Russia.

Contemporary issues in e-learning in the United States. Maureen C. Minielli, Kingsborough Community College, New York, USA.

Teaching communication studies in NRU HSE: Approaches, methods, and instruments. Lyubov A. Tsyganova, Department of Integrated Communications, NRU HSE, Moscow, Russia.

Readings by today's youth: Integrated communications and literature. Lyubov F. Borusyak, Department of Integrated Communications, NRU HSE, Moscow, Russia.

PR and GR: approaches and models (room 303)

Chairs: Katerina Tsetsura, Geylord College, USA. Irina P. Kuzheleva-Sagan TSU, Tomsk, Russia

Interdisciplinary approach to public diplomacy as global strategic communication: Comparing Russian and Western perspectives. Anna Klyueva, USA.

On a Russian model of «Unified PR theory». Asya F. Veksler, Department of Integrated Communications, NRU HSE, Moscow, Russia.

On innovative approaches to the notion “integrated communications”. Olga A. Pichugina, Sergei V. Klyagin, Russian State University for the Humanities, Moscow, Russia.

Universal competences of PR-practitioner in working with a person. Zoya A. Miloslavskaya, The Russian Presidential Academy of National Economy and Public Administration (RANEPA), Department of Advertising and PR, School of Journalism, Moscow State University, Moscow, Russia.

The Phenomenon of communication and the phenomenon of power. Pavel E. Rodkin, Department of Integrated Communications, NRU HSE, Moscow, Russia.

State as agent of communication. Alexander E. Balobanov, Russian Presidential Academy of National Economy and Public Administration (RANEPA), Moscow, Russia.

16.30 -16.45 Coffee-break

16:45 – 18:00

Panel discussion: Crisis Communication in the 21st Century: Social Impact and New Perspectives

(Conference room)

Moderator: Sergei A. Samoilenko, George Mason University, USA.

The future of crisis communication as defined by the cocreational paradigm. Carl Botan, professor of Communication at George Mason University, Fairfax, USA.

Character assassination as a theoretical framework in content analysis studies. Sergei G. Davydov, NRU HSE, Moscow, Russia. Elina V. Erzikova, E., Central Michigan University, Mt Pleasant, USA.

Crisis management and communication research in Russia. Sergei A. Samoilenko, Department of Communication, George Mason University, Fairfax, USA.

Round table «Semi-socio-psychological conceptual approach to social communication»

(room 301)

Chair: Tamara Z. Adamyants, Institute of Sociology, Russian Academy of Sciences, Moscow, Russia.

Respondent: Alexander V. Sharikov, NRU HSE, Moscow, Russia.

Semio-socio-psychological concept of social communication in public administration. Ekaterina V. Karpenko, The Russian Presidential Academy of National Economy and Public Administration (RANEPA) in Bryansk, Bryansk, Russia.

Possibilities of increasing the level of understanding in modern communications. Alexander L. Temnitsky, department of sociology, MGIMO-University, Moscow, Russia.

Important tasks in modern youth’s development: semio-socio-psychological approach. Pavel Yuriev, Institute of Sociology of the Russian Academy of Sciences, Moscow, Russia.

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Semio-socio-psychological aspects of communicative inequality in modern Russia. Valentina A. Shilova, Institute of Sociology of the Russian Academy of Sciences, Moscow, Russia.

July 11, Saturday

10.00 - 10.45 Open lecture (Conference room)

«*A maturing discipline: The development of comprehensive theories and designs in communication research*»

Speaker: Wolfgang Donsbach, professor and founding director of the Department of Communication, Dresden University of Technology, general editor of the 12-volume International Encyclopedia of Communication, Dresden, Germany.

10.50 - 12.30 – Discussion panel:

Modern Social Science Inquiry and Communication as an Integral Part of It: Epistemological and Methodological Issues (room 301)

Moderator: Olga I. Matyash, NRU HSE

Participants: Robert Craig (University of Colorado, Boulder, USA), Mark Ruts (Moscow Methodological Circle, Jerusalem-Moscow), William Eadie (San Diego State University, San Diego, USA), Vyacheslav Maracha (The Russian Presidential Academy of National Economy and Public Administration, Moscow), Sergei Klyagin, (Russian State University for the Humanities, Moscow), Petr Grechko (Peoples' Friendship University of Russia, Moscow); Wolfgang Donsbach (Institut für Kommunikationswissenschaft, Dresden, Germany).

Questions to discuss:

1. Differences and similarities between the methodology of natural science and social science and humanities (in the context of communication inquiry).
2. Postmodernism and constructivism/social constructionism: influence and implications for communication research.
3. Are there “conceptual foundations” in communication research? The issue of universal concepts and their construction in modern communication theory.
4. The status of practical theory and the issue of truth in modern communication inquiry.
5. Toward dialogue and collaboration between different perspectives and traditions in communication: what is gained by talking to each other?
6. Practical value of communication research: communication knowledge for whom and for what?

12.30-13.00 Lunch

13.00 - 14.25 Sessions and panel discussions

Business communication: practice, conceptual grounds (room 302)

Chairs: Katerina Tsetsura, Geylord College, USA, Irina P. Kuzheleva-Sagan, Tomsk State University, Tomsk, Russia.

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The notion of «business communication»: the issue of definition. Alexander M. Pivovarov, Department of Culture Sociology and Communication, School of Sociology, St. Petersburg State University, St.Petersburg, Russia.

Clipping mindset in the context of modern business communication. Vladimir A. Koshelev, Department of Advertising, Design and PR, Plekhanov Russian University of Economics, Moscow, Russia.

Business communication in the context of digital nomadism. Irina P. Kuzheleva-Sagan, Tomsk State University, Tomsk, Russia.

Law phenomena conceptualization within the perspective of communication theory. Anna A. Kartasheva, Department of ontology and epistemology, Institute of social and political science, Ural Federal State University, Ekaterinburg, Russia.

Marketing communication: soft power in a post-modern space. Olga O. Savelyeva, Institute of Integrated Communications, NRU HSE, Moscow, Russia.

Round table: Social communication – social advertisement, social PR, and social marketing: field for a discourse or a vector of development? (room K-201)

Chair: Gyuzella G. Nikolyashvili, Department of Integrated Communications, NRU HSE, Director of Laboratory of Social Advertising, Moscow, Russia.

The analysis of social advertising development in modern Russia – themes, tendencies, and perspectives. Gyuzella G. Nikolyashvili, Department of Integrated Communications, NRU HSE, Director of Laboratory of Social Advertising, Moscow, Russia.

Event as an instrument in creating effective horizontal communication (a case of development of HIV/AIDS prevention movement in Europe). Y. S. Koval-Molodzova, director of development, Foundation Dance4Life, Amsterdam, the Netherlands.

Social marketing in Great Britain – new solution of old issues. (via Skype) Simpson, director of agency of Social Development, Cultural Heritage and Environment Management "St. James's Research", London, UK.

Specific feature of PR-instrument choice for promotion of social campaigns, initiated by Ad Council, USA (via Skype) I. George Perlov, expert, Ad Council, head of course "Sustainability in the modern life", Columbia University, New York, USA.

14.30 – 15.30 Workshop «Teaching Communication Research Methods» (room 303)

Speaker: Katerina Tsetsura, Gaylord Family Professor and Director of Graduate Studies, Gaylord College, Vice-Chair Elect, PR Division, ICA, USA.

15.30 – 16.30 Closing session

Business meeting: Strategy discussion - actions necessary to further promote communication studies in Russian education. Conference resolutions.

16.30 – 18.00 Closing Event. Banquet. City tours.