Media and social institutions: cross-cultural comparison of media systems in the world
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Goals of the course, target audience of the course, main prerequisites for the course
This course has two main goals:

- It is oriented toward understanding of the contemporary industrial media landscape in main developed countries
- Secondly this course will also develop communicative competences of the journalism and media students in order to make them able to express their opinions and describe their professional field in English language.

Consequently this course is recommended mainly for the undergraduate students from the above disciplines but at the same time could be useful for foreign students interested in the subject area as well as for students from close fields such as cultural studies, sociology, political sciences etc.

Main prerequisites for this course are the intermediate level of English (ability to speak, to read the texts as well as to write some essays) and main knowledge in history (especially history of the XX century), sociology, economics.

Grading and criteria of assessment
Students will be graded during seminars for their participation in classwork (group work), the attendance also will be graded accordingly. Final work will be individual essay in English which will be considered as the final assessment.

The formula of the grading will be:
Gfin = Gcum*0,5+Gexam*0,5
Where:
- Gcum = cumulative grade for the seminars, classwork and another work during the semester
- Gexam = grade for the final essay

Gcum = Ggroup*0,4+Gind*0,4+Gatt*0,2
Where:
- Ggroup = assessment of the groupworks which will be based on group presentations
- Gind = assessment of the individual works which will be based on average grade for all individual works such as individual participation in group discussions, games and other forms of seminar workload
- Gatt = grade for attendance which is equal the % of attended classes*0,1

During the course each student should participate in group work which will be the creation of the collective map of the contemporary media industry in different countries and each group will present the particular country. Other seminars will be based on reading and discussion of the different English texts on the development of contemporary media.

Essay will be graded according following criteria:
- Richness of sources and information basis – 30%
- Scientific culture (ability to demonstrate the analysis and to do a review of existing texts) – 20%
- Clarity of the arguments – 20%
- Structure of the essay – 30%

Structure of the course
The course will be divided on six parts:
1. Methodological basics for comparing media landscapes
2. European media system (British media system, French media system, German media system, some Scandinavian examples)
3. American media system
4. Emerging big media systems (Asia-Pacific media system, Latin America media system (Brazilian, Mexican etc) and African media system.
5. Some reflections on Russian and post-soviet media
6. Toward global media?

First part will be focused on main methodological assumptions about comparison of media systems in different countries. We will do a brief introduction into the general problems of development of media in democracies and will examine the connections between media and such fields as: political regime, economic policy and development, urbanism and culture. Finally first part of the course will provide a common methodology to compare media systems: volume of media markets, advertising and license-fee based segments of markets, media concentration, political parallelism and role of parties press.

In the second part we will do a brief description of the main European media markets such as GB, France, Germany, Italy and some Scandinavian markets. We will trace especially peculiarity of the creation of the media sector after the WWII and how media industries has been affected by such reconfiguration. Especially we will do a description of the main public media in Europe and trace the history of this field. Than we will briefly do a review of the European Union policy in the media field such as role of EBU and some other authorities.

Third part is devoted to the American media field which is in difference from Europe is much more based on commercial driven forces such as big commercial companies, advertising market etc. US media during last 50 years was faced few times some deontological crises such as policy of the senator McCarthy, pressure on media from Nixon and G.W. Bush administrations etc.

Part four of the course is oriented toward finding peculiarities inside very different new markets considered as very prominent: Asian Pacific and Latin America. Mainly this part will study Chinese and Indian media systems which are really different one from another but very common in terms of growth and prospects of growth. Than this part will do a review of the Mexican and Brazilian media systems bypassing such particular media countries as African (Northern Africa and Southern Africa mainly).

Part five will do a critical introduction into Russian media system. Together with students we will try to focus on the different elements of the Russian media systems and their origins. We will find a mix between main models in field of media capital, political parallelism etc. and consequently will be able to compare Russia with other BRICs countries in this field.

Final part of the course will present different approaches to the studies of the global media and will turn around two main concepts: concept of the “global media” and globalization of cultures and critical concept of “globalized local medias” which considers the media as the field which is in general cannot be globalized.

Main sources of the course:
Hallin, D., Mancini, P. Comparing media systems