

# **Russia in the New World Order: Communication Dimension**

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## **New Identity? New Allies?**

- Still a global power? Among Big 7 or 8?
  - Part of Europe? Asia? A backbone of Eurasia?
  - Leader of CIS?
  - BRIC? or BRICS?
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# Self-Sufficient Nation?

- Contradictory mentality: imperial and local
  - Russians speaking at least one foreign language: 2008 – 15%, 2012 – 9% (Levada Centre)
  - TV ‘Watching’ nation: average watching time – 3,5 hours a day
    - Increasing availability Russian language TV channels in major tourist centers (Turkey, Greece, Spain, France, etc.): We, Russians abroad, do not need any foreigners (Boris Grebenshikov)
  - Russian tourists in Russia – 32 million, Russian tourists abroad – 15 million (2011)



# Flows of Globalization in the Russian Media

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- **Incoming**

- Media Capital: Global brands at the magazine market, very few foreign TV channels freely available (mostly dubbed), advertising industry
- Management culture: (converged) newsroom culture (tabloid journalism)
- Content: import of content products, purchase of formats (talk-shows, serials), music, US blockbusters, news agenda from global channels/agencies

- **Outcoming**

- Media capital: cinema production in Russian language in Ukraine and Belorussia, mobile operators in neighbor countries (Middle Asia, Turkey) , book publishing companies in off-shore zones
  - Content: rather few to neighbor countries (news channels, TV serials, popular music), Russia Today to global audience
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# Misbalanced Media Coverage

- In the Russian media:
    - The 'Russian' has a priority
    - The world is (Western) Europe / EU and US – centric
    - BRICS is mostly missing
    - CIS is almost missing
      - besides Ukraine and Kazakhstan in a lesser degree
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# Russian Empire: Power without Communication

- Vedomosti: the first Russian newspapers for the political elite
  - Media system in Imperial Russia:
    - Censorship
    - No printing infrastructure and distribution networks
    - The role of magazines and – broadly – of the literary culture
    - Late rise of mass press in urban centers
    - ‘Divide and rule’: the system of press support in early XXth Century
  - Close integration into cultural life
  - Revolution in Feb., 1917: breakthrough to the press freedom legislation and role of media in politics
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# Soviet Empire: Propaganda Model

- Bolsheviks: a newspaper as a part and mechanism of a political system; role of the party press
  - An hierarchical model of the media system for the 'Second' world
  - Media and communications system: Heavily centralized and subordinated to ideology
    - Tough control over telecoms and satellite communications
  - Media system and journalism as PR for the Soviet system
  - The same for the outside world: legitimizing the empire in global public opinion
    - Soviet propaganda for foreign countries – soft power on the service of a hard one
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# Post-Soviet Russia: With/without Global Dimension?

- The fall of the state, the rise of the market?
  - Russian media searching modern identity for the nation; role of the federal TV
  - Media promoting consumerism after the deficit society: global is consumerist
  - Old media as drivers of conservative values, new media as drivers of globalization and neoliberal values
  - Journalistic standards under pressures of 'Western' journalism
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# Russia's Global Image:

- Vodka, Matreshka, Sputnik
  - Stereotypes: 'Slavonic Soul', hospitality
  - Language
  - Culture: literature, paintings
    - Cinema
    - Music
  - Sports
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# Communication Challenges for Russian Media in CIS

- Russian language
    - Russkiyi Mir
  - Russian news channels in neighbor countries
    - Uneasy practice
  - TV Channel Mir
    - Silenced project
  - Russian audiovisual content
    - Not much to offer
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# Global Challenges and Russian Responses

- Global news channels
    - Russia Today: alternative viewpoints
  - Russian media abroad:
    - Congress of the Russian language press (ITAR-TASS),
    - Congress of Russian language broadcasters (Golos Rossiji/Russia's Voice)
  - Internet: Runet
  - Popular culture
    - Contemporary cinema: from art-house to blockbusters for export
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# Issues for Discussion

- Russian cultural industries:
    - No holistic view, under-estimation, need for modernization of approaches
  - Media policy still a problem
    - State media for foreign audiences: unclear goals
  - Media as an instrument of soft power is still under consideration
    - Legitimizing alternative media agendas through on-line discussion
    - Russian media as an instrument of social collaboration and global positioning
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