

## **MEDIA AND DIASPORAS (СМИ И ДИАСПОРЫ)**

Media targeting Diasporas are no more counted as minority media: this segment of media landscape has its own structure and diversity, presents a crucial political and economic potential. Academic research of Diaspora media is well developed and included in such fields of study as constructing of identity, social and political integration, journalism cultures and practices, media management and others.

The aim of the course is to acquaint the student with the field of ethno-cultural media research. During the course students will examine the corpora of fundamental scientific works on ethno-cultural media, get familiar with the mainstream fields of the Diaspora media analysis, understand the functional diversity of the Diaspora media and form a clear picture of the relationship between the national character of the media system and peculiarities of Diaspora media.

After finishing the course, the students will be able to: provide relevant theories from the main research areas of ethno-cultural media; compare ethno-cultural media basing on their typology and on cross-national comparative approach; bring the fundamental framework of the study into correlation with analysis of the selected empirical case; analyze the ethno-cultural segment of the media market and media system in general, and use one of the methods of analysis of the effectiveness of ethno-cultural media; compare cases of the functional identity and models of ethno-cultural media landscape segment in different countries.

Interim assessment: Pass / not pass