

Russian Media System

3rd Report

Course: International Media Systems

Mrs. Marion Irmer

Fachgebiet für Medien- und Kommunikationswissenschaft

Studiengang Angewandte Medienwissenschaft

der

TU Ilmenau

Presented by

Susanne Pfeifer (97593)

Elena Policov (40637)

Heidi von Schmidfeld (37676)

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Media Education in Russia

The media education in Russia has existed for about 80 years. Just like the overall education, media education in Russia resided under harsh ideological pressure for many years. Every media information was filtered by censorship.¹ The media education in Russia could be divided into four different fields. The first is the media education for media professionals who works for the press, television, radio or for the film industry. There is also the media education of future media educators or school and university teachers, the media education as a part of traditional education of pupils and students in primary schools, high schools, colleges, universities and the media education in the culture centers, entertainment centers, clubs and others ‘additional’ institutions.² In Russia, there is no compulsory general curriculum in the field of media education. Although the centralized Russian educational system does provide the opportunity for development of a national media education curriculum, both the well-defined existing national curriculum and the lack of funding for technology in schools make it unlikely that media education curricula will be actually adopted.³

Some Russian teachers prefer a practical media training, others like to focus on theory. It depends also on the available equipment in schools and universities. The most Russian teachers prefer the practical media training but many universities or schools in Russia do not have the money for modern audiovisual and internet equipment. This is the reason why the Russian media education is often based on media literacy. To be a teacher in Russia is not easy; they do not have the appropriate educational equipment and do not get their salary regularly paid.⁴ For a better media education, two Associations were launched in Russia: The Russian Association for Film and Media Education and the Russian Academy of Education (Laboratories for Screen Arts and Media Education). Their main work is the organizing of international media education conferences, special courses for media teachers and media education school and university programs. They also published the programs and literature concerning Media Education.⁵

¹ cf. <http://www.mediaeducation.boom.ru/Russia.htm>; 02.01.2007

² <http://edu.of.ru/attach/17/176.DOC>; 02.01.2007

³ <http://west.wvu.edu/atus/director/pubs/Media%20Education%20In%20Russia.pdf> ; 03.01.2007

⁴ cf. <http://edu.of.ru/attach/17/176.DOC>; 02.01.2007

⁵ cf. <http://edu.of.ru/attach/17/176.DOC>; 02.01.2007

Education for media professionals in Russia

In Russia there are many institutes where you can get professional education or a further education in the media field. Many Russian Universities have a Faculty of Journalism. The most important is the one from the Lomonosov Moscow State University. It was established in 1947 at the Faculty of Philology and in 1952 it was reorganised as the independent Faculty of Journalism.⁶ About 15,000 mass media specialists who currently work in different editorial boards, television and radio stations, news agencies in Russia and abroad have been educated at the Faculty of Journalism since that time.⁷ They have high standards of academic education and very good equipment. By the year 2001 the number of secondary and higher educational Russian institutions training professionals in the media, has quite grown. Besides VGIK (Russian State Institute of Cinematography), School for Script Writers and Film Directors, Russian Institute of Professional Development in the Field of Film, there are Petersburg State University of Film and Television, Film-Video College in Sergeev Posad and Petersburg, technical film colleges in Irkutsk, Sovetsk, Rostov-on-Don. Professional media education is included into the curriculum of Petersburg State Academy of Culture, Petersburg Academy of Theatre Art, Institute of Professional Development of TV & Radio Specialists (Moscow), Independent School of Cinema and Television (Moscow), Grymov's School of Advertising, Institute of Modern Art (Moscow), New Humanities University of Natalia Nesterova (Moscow), several school of animation, etc.⁸ Today, one can get an education in the media field at the Universities in Sankt Petersburg, Rostov on the Don, Perm, Novosibirsk, Krasnodar, Kemerovo, Cheboksary, Vladivostok, Kaliningrad, Irkutsk, Saratov, Chelyabinsk, Nizhny Novgorod, Ekaterinburg, Tver, Voronezh⁹, Kasan, Omsk, Tomsk and Krasnojarsk.¹⁰

There are also some international centres for journalist education. One of these is the Free Russian-German Institute of Publicists (FRDIP). The aim of the FRDIP is to advance the career opportunities of young Russian journalists, who want to work for the German media or make the PR for German companies in Russia.¹¹ Some other centres are the French College of Journalism, the Free Russian-German Institute of Publicists, the Russian-Finnish Centre for

⁶ cf. http://www.journ.msu.ru/eng/index_eng.htm; 02.01.2007

⁷ http://www.journ.msu.ru/eng/index_eng.htm; 02.01.2007

^{T8} cf. <http://www.unesco.ru/eng/pages/bythemes/stasya18022005145853.php>; 03.01.2007

⁹ cf. <http://www.journalismstudies.eu/russia.htm>; .3.01.2007

¹⁰ cf. <http://www.mediasprut.ru/info/studium/d-inst.shtml>; 02.01.2007

¹¹ cf. <http://www.frdip.ru/indexd.htm>; 02.01.2007

Research of Journalism, Mass Media and Culture, the Russian-Japanese Centre for Media and Culture Studies, the Russian-Indian Media Centre and the Russian-Italian Media Centre.¹²

Other international organisations want to give professional training for regional media managers and journalists in Russia. One of these organisations is Internews, which works to improve the access to information for people around the world by fostering independent media and promoting open communications policies.¹³ They work to improve access to information for people and they aim at supporting independent radio and TV stations and fair media laws and policies, promoting an open and accessible Internet and liberalized telecommunications policies. They want to facilitate the improvement of health and conflict reporting.¹⁴ The Institute for Further Education of Journalists (Fojo) is an international organisation which offers workshops for Russian journalists. They want to help journalists in areas which are vital to the development of a free and critically-investigative journalism, to help them acquire knowledge and to create conditions for the exchange of experiences and networking between journalists in the regions in which they operate.¹⁵ In a survey from 2001,¹⁶ the Russian journalists assess their possibilities of education in Russia as ‘good’.

Preoccupation in forming and training media educators are also to be seen. In 2002, the Ministry of Education of Russia registered the new university specialization 03.13.30 “Media education” (within the major “Social Pedagogy”). The Ministry of Education made a resolution to introduce the new specialization of media education as a result of the initiative of the Assembly of the Russian Union of Cineastes and the Association for Film and Media Education.¹⁷ In 2005, a new pedagogical journal, ‘Media Education’, was founded, having Alexander Fedorov as main editor. Full texts of this journal are on the web of IPOS UNESCO IFAP Russia (<http://www.ifap.ru>) and at <http://edu.of.ru/mediaeducation>. The scientific school of media education directed by him has gained the official status of the leading scientific school of the Russian Federation in Humanities since 2003, and was supported by the grants of the President of Russia, Russian Foundation for Humanities and the program ‘Russian Universities’. Journalists can also receive training if they have finished their education and in their mid-career time, for example from the Russian Center of the BBC Center for Broadcast Journalism Training¹⁸ (website: <http://www.bbc.ur.ru/>).

¹² <http://www.journ.msu.ru/eng/about.htm>; 02.01.2007

¹³ http://www.internews.ru/en/en_about/?sub=en_about_mission; 02.01.2007

¹⁴ cf. http://www.internews.ru/en/en_about/?sub=en_about_mission; 02.01.2007

¹⁵ cf. http://fojointernational.fo.hik.se/fojo_international/fojo; 02.01.2007

¹⁶ cf. http://www.fesmos.ru/Publikat/4_Kommunikationselite2001/komm3_2.html; 02.01.2006

¹⁷ cf. <http://www.ifap.ru/eng/pr/2006/061116a.doc>; 03.01.2007

¹⁸ <http://www.soros.org/initiatives/media/links/midcareertraining>; 03.01.2007

If we look from the other way around, so first at preeminent journalists and then to their education, it is more difficult to find data, because most Russian journalists do not have publicly available biographies. However, two examples can be given, both of them¹⁹ concerning journalists that were assassinated in 2006. The US-born Anna Politovskaya¹⁹ went to school in the USA and grew up in a bilingual environment. In the 1970s she studied journalism and literature at Moscow²⁰ University, graduating in 1980, with her thesis on Russian poet Marina Tsvetayeva²⁰. The other major journalist, Alexander Litvinenko, had no journalistic education. He graduated from secondary school in 1980, then joined the army. After a year of service, he matriculated from the Kirov Higher Command School in Vladikavkaz. After graduation in 1985, Litvinenko became a platoon commander in an Internal Troops regiment that guarded valuables in transit.

¹⁹ http://en.wikipedia.org/wiki/Anna_Politkovskaya#_note-0; 03.01.2007

²⁰ <http://www.imdb.com/name/nm1551322/bio>; 03.01.2007

Media Organisations in Russia

There were two big organisations in Russia to which media practitioners belong. The “Russian Union of Journalists” (RUJ), which fights for ideological goals and against the public media control, and the “Media Sojus”, which makes lobby for journalists to arrange conventions.²¹

The “Russian Union of Journalists” (RUJ) in Moscow is a non-political public association; its goal is to protect the interests of journalists in Russia, as well as to support the professional education and activity of the Russian Journalists, the freedom of mass media and freedom of opinion. The idea of such an association came after some leading journalists wanted to form the culture of a fair and free journalism, which is based on the conventional principles of ethics and professional behaviour and works together with global media organisations and mass media.²²

The elements of the RUJ are the Congress, the Federal Advice Council and the Secretary. The supreme supervising body is the Congress, which makes the decisions and can be convened by the Federal Advice Council. The RUJ is structured in local and regional departments.

To become a member you have to work in the mass media or have research and teaching activity in the field of journalism. The RUJ has to accept the Russian mass media laws and could only operate in their political borders.²³ Their responsibilities are to propose principles for the behavior of journalists, post them and control whether their members follow them.

Another activity is the organisation of competitions for journalists, for example the “Russian Competition of Mass Media“, the latest topic of which was the demographic situation in Russia seen through the eyes of journalists. The RUJ also makes tutorials for journalists. One topic, for example, was “The right of civil servants to disclosure to mass-media data of public interest. The European experience and the Russian realities“²⁴. The RUJ holds contact to other global players, like the “International Federation of Journalists“ and to “The International Confederation of the Journalistic Unions“.

²¹ cf. www.dgpuk.de/transfer/print/transfer_2005-1.pdf; 30.12.06

²² cf. http://www.online-translator.com/url/tran_url.asp?lang=de&direction=rg&template=General&transliterate=on&autotranslate=on&url=http://www.ruj.ru/index_1.htm; 30.12.06

²³ cf. http://www.online-translator.com/url/tran_url.asp?lang=de&direction=rg&template=General&transliterate=on&autotranslate=on&url=http://www.ruj.ru/index_1.htm; 30.12.06

²⁴ cf. http://www.online-translator.com/url/tran_url.asp?lang=de&direction=re&template=General&transliterate=on&autotranslate=on&url=http://www.ruj.ru/index_1.htm; 30.12.06

The second big journalistic organisation is “Media Sojus“, a media alliance which was founded some years ago. No detailed information concerning this organization were found, only that it represents the interest of journalists. In the internet magazine Rufo is mentioned, that “Media Sojus“ organised a media competition for journalists in collaboration with the German Consulate.²⁵

Next to the “Russian Union of Journalists“, there were similar organisations to support the freedom of press and media. One of them is the “The Glasnost Defense Fund“, which was founded in 1991 to defend the rights of journalists. The organisation provides journalists with legal assistance and material support.²⁶

A smaller journalistic associations is the “St. Petersburg Union of Journalists“, with about 2500 members from St. Petersburg. They organise the Media Festival in St. Petersburg and other Workshops. Young journalists can also receive support from the association if they wish to study in St. Petersburg.²⁷

²⁵ cf. http://www.aktuell.ru/rusland/medien_internet/journalistenwettbewerb_eroeffnet_223.html; 02.01.07

²⁶ cf. <http://www.civilsoc.org/nisorgs/russwest/moscow/dfglnst.htm>; 02.01.07

²⁷ cf. http://www.online-translator.com/url/tran_url.asp?lang=de&direction=rg&template=General&transliterate=on&autotranslate=on&url=http://www.journalists.spb.ru/about/; 30.12.06

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