Today media systems of different countries tend to acquire similar features due to a variety of reasons, including the processes of globalization and the change in national media cultures, encompassing professional values and traditions, level and type of commercialization, government regulations, organizational dynamics, technologies, audiences, etc.

Although many countries in the world still retain their national specifics determined by their unique social, cultural and political landscapes, we cannot but notice that this specifics is oftentimes replaced by the tendencies of the global character, which have significant influence on media systems of these countries. These tendencies include but are by no means limited to the active use of new digital technologies and social media by journalists; an attempt of media outlets to reach out to a broader audience instead of focusing on particular political or social groupings; the spread of user generated content and the subsequent re-consideration of professional journalists’ mission; a shift to common business models and common media platforms, which is particularly acute for traditional print media creating online versions today, and much more.

The conference aims to discuss current transformations of media systems across the world, identify factors, which may lead to these transformations, outline possible outcomes of this ‘homogenization’ trend for national cultures and identities, and to discuss best ways to classify media systems in the current context, relying on fundamental works of Siebert, Peterson & Schramm (1956), McQuail (2000), Hallin & Mancini (2004) and other scholars.

Questions to be discussed:

- How have media systems of different countries changed in the course of the XX-XXI centuries? What are the reasons for that?
- What is the future of traditional print media (newspapers, magazines, books) in the age of digitalization?
- How important is the role of social, political, cultural and technological influences in transforming media systems across the world?
- Do media systems of European, Asian, African, American or Australian countries still retain their national specifics, and if so, to what extent? How are these specific features reflected in print media, broadcasting and online media?
- What are the advantages and disadvantages of the ‘homogenization’ trend for national cultures, identities, and subsequently for national media markets?
- Is there a need for a new classification of media systems across the world? If so, what criteria should be used to describe current state of media systems (political regimes, culture values, role of the state, professionalization of journalism, etc.)?
Confirmed keynote speakers:
Professor François Heinderyckx, Faculty of Letters, Translation and Communication, Université libre de Bruxelles (Belgium)
Professor Kaarle Nordenstreng, School of Communication, Media and Theatre, University of Tampere (Finland)
Professor Sonia Virginia Moreira, Rio de Janeiro State University (Brazil)
Professor B. P. Sanjay, College of Integrated Studies, University of Hyderabad (India)
Dr. Jia Lerong, Associate Professor, Institute of Communication Studies, Communication University of China (China)

Local organizing and program committees are headed by Professor Elena Vartanova, Dean, Faculty of Journalism, Lomonosov Moscow State University

Deadline for abstract and registration form submission: September 10, 2016

Registration form should include:
1. Full name;
2. Name of institution;
3. Position, title;
4. Phone number, e-mail;
5. Title of the presentation;
6. Abstract (up to 1000 words) in .doc or .docx

The registration form and abstract should be sent by e-mail to moscow.readings@smi.msu.ru