

**THE EIGHTH INTERNATIONAL
'MOSCOW READINGS' CONFERENCE
“MASS MEDIA AND COMMUNICATIONS-2016”**

**ВОСЬМЫЕ МЕЖДУНАРОДНЫЕ
НАУЧНЫЕ ЧТЕНИЯ В МОСКВЕ
«СМИ И МАССОВЫЕ КОММУНИКАЦИИ-2016»**

*Anna A. Gladkova, PhD in Philology, Senior Researcher,
Chair of Media Theory and Media Economics,
Faculty of Journalism, Lomonosov Moscow State University,
Moscow, Russia
gladkova_a@list.ru*

*Анна Александровна Гладкова, кандидат филологических наук,
старший научный сотрудник,
Кафедра теории и экономики СМИ,
Факультет журналистики,
Московский государственный университет имени М. В. Ломоносова,
Москва, Россия
gladkova_a@list.ru*

On November 17-28, 2016 the international 'Moscow Readings' conference took place at the Faculty of Journalism, Lomonosov Moscow State University. The event, in its eight year, was organized with support from the Federal Agency for Press and Mass Communications of the Russian Federation. The overarching theme in 2016 was “Expanding Media Frontiers in the XXI century: The Impact of Digitalization upon Media Environment”.

The conference 'Moscow Readings' brought together scholars and journalists from 16 countries and over 20 research and educational institutions. As a pre-conference event, a public talk by Professor Kaarle Nordenstreng (University of Tampere, Finland)

took place on November 16. Professor Nordenstreng discussed the history of international journalist associations and the changes undergone by these organizations in the past 120 years.

The first day of the conference started with an official opening ceremony and greeting speech by the Dean of the Lomonosov State Faculty of Journalism, Professor Elena Vartanova. She expressed hopes that the conference would be a fruitful and inspiring event, with many interesting speeches and presentations. Her speech was followed by the first plenary session and a keynote address by Professor Kaarle Nordenstreng. He described the concept of media system in terms of its advantages and disadvantages, as well as challenges this concept is experiencing today.

Professor Gunnar Nygren (Södertörn University, Sweden) focused on the problem of fake news in modern society. He drew attention to several key questions. How should journalists act when they are surrounded by information flows? What is the role of verification in the post-modern era? The first plenary session ended with a presentation by Professor Elena Vartanova (Lomonosov Moscow State University, Russia). She spoke about the digital divide, the challenges it creates for the modern society and for the media sphere, and possible solutions to overcome the digital gap today.

The topic of digitalization was discussed by Professor Francois Heinderyckx (Université libre de Bruxelles, Belgium) in his talk during the second plenary session. He pointed out the diversity of media forms and concluded that “it is difficult to agree on what media actually are and will be in the foreseeable future, as the notion is stretched and bent to accommodate technological innovation”. Professor Bharthur Sanjay (University of Hyderabad, India) spoke of the rapid growth of digital technologies in India today, and discussed the role of new media in transforming media

practices and media consumption in this country in the past years. Dr. Jia Lerong (Communication University of China) gave an overview of how Chinese media have changed under the impact of mobile communications and modern technologies. Finally, Professor Jens Wendland (Humboldt University, Germany) spoke about The Dialogue of Civilizations research institute (DOCRI) established within the World Public Forum, its policy and main goals.

Both days of the conference were filled with engaging discussions and interesting meetings. Presenters took part in 14 thematic sessions and plenary meetings, discussing issues of the development of media systems under the influence of new technologies, media policy in different countries, the future of regional media and media for minorities, journalistic practices across the world, the problem of digital literacy and much more. The Faculty of Journalism, MSU is proud to host such important academic events, which are aimed at bringing together members of the international research community to discuss current issues of media studies.