

## MEDIA COMMUNICATIONS

### *Demo Version of Olympiad Assignments*

#### 10<sup>th</sup> and 11<sup>th</sup> grades

The International Youth Olympiad in “Media Communications” is an opportunity for students in their final years of high school to test their skills and knowledge in this very interesting and timely topic, which is particularly pertinent in regards to the current development of technology.

Anyone interested in pursuing a career in media may find work not only in dynamically developing traditional areas (e.g., newspapers, magazines, journals, TV, radio, news sites, etc.) but also in newly emerging creative and cultural industries. Such specialists can offer their skills to museums, music labels and film companies, which are active online and on social networks, as well as eager to connect directly to their audiences. This type of career is especially important for leading brands, which aim to build their own ecosystems and compete not only on store shelves (if there will be any store shelves in the future!), but also for people’s attention, since consumers only have 24 hours a day. From the classroom forward, learners in this field can test their knowledge about the contemporary publishing industry and digital narratives, applying the latest ideas and technologies, as well as focus on the creation of content for game development (e.g., multiplayer modes, mobile games, etc.).

To start working in this area, in addition to having a strong desire to do so, students with potential should be erudite in media history and theory, as well as hold their own opinions about related technologies. This is what the review committee will be looking for in your Olympiad essays. Good luck!

#### Olympiad timeline:

The Olympiad’s schedule is as follows:

- **August 10, 2018, 4pm Moscow time** – first webinar where information on the upcoming Olympiad round will be provided;
- **August 10** – start of registration campaign to take part in the Olympiad;
- **September 21, 4pm Moscow time** – second webinar on how to focus on effective preparation and highlight key issues and ideas in your essay. A case study on one of the possible essay topics will be presented;
- **October 14** – last day to register to take part in the Olympiad;
- **October 19, 4pm Moscow time** – third and final webinar with another test case, as well as a Q&A session for participants;
- **October 25, 10am Moscow time** – start of “Media Communications” Olympiad. The committee will start accepting papers, which should be submitted in accordance with the Guidelines provided below;
- **October 26, 10am Moscow time** – last day to submit your essay. In order to avoid any technical problems (i.e., delay in e-mail delivery), the committee will accept essays **until 10.05am**. After this time, the inbox will stop accepting messages;

- **November 10** – completion of reviews of submitted essays;
- **November 15** – announcement of results.

### Topics

To take part in the Olympiad, you will need to write an essay on one of the following topics:

- **Why are non-media brands moving towards media formats?**
- **Winning people's attention. What is the main competition for new media?**
- **What does augmented reality bring to media?**

The best essays should:

- cite information on the history of the issue at hand (not a block of text from Wikipedia, but a carefully crafted description of the history of the issue or related background information);
- provide references to thinkers, ideas and concepts from the world of media (the text should be clear as to why such persons or ideas are being cited and how they relate to the focus of the essay);
- present a set of contemporary examples and cases (You don't need to write a separate chapter on examples and cases. Just cite them where you think they are important in the context of your essay);
- present your well-founded position in regards to future developments in media (Please refrain from generalizations. Instead, cite objective data and form your conclusion on the basis of this information).

Low-quality essays would include:

- useless generalizations ("Everybody uses social networks, of course!");
- baseless conclusions ("Nevertheless, I think social networks will never go away!");
- citing your subjective experience as objective knowledge ("None of my friends watch TV, so TV is losing its audience.").

### Technical requirements

Your essay should be composed on a computer, using any word processing programme and submitted for the competition in pdf format. It should be a maximum of 5,000 symbols (including spaces). Please present your work in the Time New Roman Cyrillic font, at size 12 with 1.5 line spacing. Space from the left margin - 3cm; from the right margin – 1.5cm; from the top and bottom – 1cm.

Please send the final version of your essay to [mediamom2018@hse.ru](mailto:mediamom2018@hse.ru). Your paper will be considered received if you get a message in response.

### Links and bibliography

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- M. McLuhan. *Understanding Media*
- W. Bernstein. *Masters of the Word: How Media Shaped History, from the Alphabet to the Internet*
- Лучшие кейсы индустрии: как бренду стать медиа /“Best Cases in the Industry: How Media can be a Brand”: <https://rb.ru/opinion/brend-ili-media/> <https://rb.ru/opinion/brend-ili-media/> (in Russian)
- 5 трендов новых медиа в 2018 году /“5 New Media Trends in 2018”: <https://jrnlst.ru/5-trends2018> (in Russian)
- “2018 Trends in Augmented Reality (AR)”: <https://medium.com/@lampix/2018-trends-in-augmented-reality-ar-8fc6138700ae>
- Музейное дело умирать не собирается / “Museums Aren’t Dying Anytime Soon”: <http://2035.media/2018/04/06/lebedev-interview/> (in Russian)
- КУРИРОВАНИЕ КОНТЕНТА В ЭПОХУ ИЗБЫТКА ИНФОРМАЦИИ /“Overseeing Content in the Age of Information Overload”: <http://www.radioportal.ru/news/kurirovanie-kontenta-v-epohu-izbytka-informacii> (in Russian)
- “Media in the Age of Algorithms”: <https://wtfeconomy.com/media-in-the-age-of-algorithms-63e80b9b0a73>
- “2018 Social Media Marketing Trends: Augmented Reality, Micro-Influencers and TV-Style Content”: <https://www.wmegroup.com.au/social/2018-social-media-marketing-trends-augmented-reality-micro-influencers-and-tv-style-content/>
- Тренды SMM 2017-2018: бум сторис, лайвов и мессенджеров /“SMM Trends for 2017-2018: The Boom Stories, Streams and Messengers”: <http://www.sostav.ru/publication/trendy-smm-2017-2018-bum-storis-lajvov-i-messendzherov-29864.html> (in Russian)
- Почтовые рассылки как медийный продукт /“Mailing Campaigns as a Media Product”: <https://themediacenter/2018/05/21/pochtovye-rassyilki-kak-mediyniy-produkt/> (in Russian)
- Люди, которые играют: что такое геймификация и где её используют /“People Who Play: Gamification and its Uses”: <http://sila.media/gamification/> (in Russian)
- Миф о золотой рыбке /“Myth of the Golden Fish”: <http://sila.media/goldfish/> (in Russian)