

## MEDIA COMMUNICATIONS

### Demo Version of Competition Assignments

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

The HSE Global Scholarship Competition 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 Competition essays. Good luck!

### Topics

To take part in the Competition, you will need to write an essay on one of the following topics (example):

- **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

The updated conditions, rules of participation in the Online competition, as well as the technical requirements for the participants' works will be published in September, 2020.

### Links and bibliography

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- М. McLuhan. *Understanding Media*
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- 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-izbytk-a-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/>
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- Почтовые рассылки как медийный продукт / “Mailing Campaigns as a Media Product”: <https://themediacenter.com/2018/05/21/pochtovyie-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)