Reference Materials
for HSE Global Scholarship Competition — 2022

Media Communications

I.   Contents. Topic Overview

Media Studies

Relationship of platforms and states. Representation of images in pop culture. TV series. Ethics of new media. Fake news.

Storytelling

Copywriting basics — "weak" and "strong" words in the text. Social networks and TV series as educational platforms. Avoiding aggressive words. Visual and immersion storytelling. Content gamification. Native ads.

Media Technology

AR/VR. Open data. Big data (general representation). Data visualization. Automated journalism. Voice assistants.

Production and Management

Media project monetization techniques. Professions of the future. Functioning of social media. Cyber sports. Brand media. Project analysis.

II.   Recommended sources:

Primary sources

- R Campbell, C. Martin, B. Fabos, S. Harmsen. Media Essentials
- Ralph E. Hanson. Mass Communication: Living in a Media World
- William Strunk, Jr. and E.B. White. The Elements of Style

Additional sources

- William J. Bernstein. Masters of the Word: How Media Shaped History
- William Zinsser. On Writing Well: The Classic Guide to Writing Nonfiction

Sources by topics

Media Studies

- Nick Srnicek. Platform Capitalism
- Marshall McLuhan and Lewis H. Lapham. Understanding Media: The Extensions of Man
- Lev Manovich. The Language of New Media

Storytelling

- Robert Mckee, Thomas Gerace. Storynomics

Media Technology

- Viktor Mayer-Schönberger, Kenneth Cukier. Big Data: A Revolution That Will Transform How We Live, Work, and Think
- Jaron Lanier. Dawn of the New Everything: Encounters with Reality and Virtual Reality

Production and Management

- Ed Catmull and Amy Wallace. Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration

III. Online sources

Institutions
- Poynter. URL: https://www.poynter.org/
- American Press Institute News Letters. URL:
https://www.americanpressinstitute.org/category/need-to-know/
- NiemanLab. URL: https://www.niemanlab.org/

Media about media
- DigiDay. URL: https://digiday.com/
- The Guardian media blog. URL: https://www.theguardian.com/media/media-blog
- WIRED. URL: https://www.wired.com/

Platform's blogs
- Facebook. URL: https://www.facebook.com/formedia/blog
- Twitter. URL: https://blog.twitter.com/
- Instagram. URL: https://business.instagram.com/blog