

Biggest failures of my PhD research

&

avoid

Top Tips how to ~~repeat~~ them

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Research interests

- Cultural policy
- British Cultural Studies
- Post-structural discourse theory
- Communication theory

Research projects

- PhD research 'Design and implementation of cultural policy in Russia and EU countries: comparative analysis' (Herzen University, St. Petersburg, Russia).
- Tradition religions and religious identity in post-secular society: Orthodox parish. Principal investigator: Dr./Docent Ekaterina Grishaeva (Russian State Humanitarian Foundation, 2016-2018, № 16-03-00387, type 'a').

Past Projects

- Discourses and practices of Scotland (UK) cultural policy (personal research project; Centre for Cultural Policy Research, University of Glasgow, Scotland, 2-30.09.2015).
- The sociocultural capital of the population as an outcome of cultural policy (personal research project; Committee of Science and the Higher School of St. Petersburg, May-October, 2015).
- The model of the communicative terrain of the modern University: socio-economic and cultural-anthropological factors. Principal investigator: Dr./Docent. Kira Preobrazenskaya (Russian State Humanitarian Foundation, 2014-2016, № 14-06-00853, type 'a').
- Theory and practice of University communications: the development of educational institutions. Principal investigator: Dr./Docent. Kira Preobrazenskaya (Ministry of Education and Science of Russia, 2012-2013, № 18/13 – GZP).
- Strategic development of communication policy at the University (personal research project; travel grant project 3.1.1.; Herzen University, St. Petersburg, Russia, Queen Margaret University, Scotland, UK 17.05 – 1.06.2013).
- Strategy, IMC and communication policy at Herzen University (personal research project; grant project 3.1.1., Herzen University, St. Petersburg, May-October 2013).
- Strategy and communication management: institutes of higher education (personal research project; Committee of Science and the Higher School of St. Petersburg, May-October, 2013).

Dominant topics in Russian cultural policy discourses (1980-2015)

questions of sociocultural construction

the 'sociocultural projecting'

(Dridze 1986, Orlova 2002, Kokorina 2013)



the State is considered as the main subject of the policy

the 'State cultural policy'

(Flier 1994, Ostaphieva 2014, Vostryakov 2011)



cultural decentralization and democratization, 'public cultural policy'

cultural diversity, creativity and participation

(Henisaretsky 2003, Butenlo and Razlogov 2000)



positive EU ideas about cultural industries and Russian realities

cultural industries and economy of culture

(Gnedovsky 2003, Ausan, Arkhangelsky 2012)

Construction of the 'unitary subject' in Russian context

<https://www.youtube.com/watch?v=wyqJ9wxZ9L0>

1950-1960 'True communist'

1970-ies 'A Soviet man'

Since 2012... 'A Russian patriot'

Collapse of the Soviet Union and establishing of Russian Federation in the beginning of 1990-ies

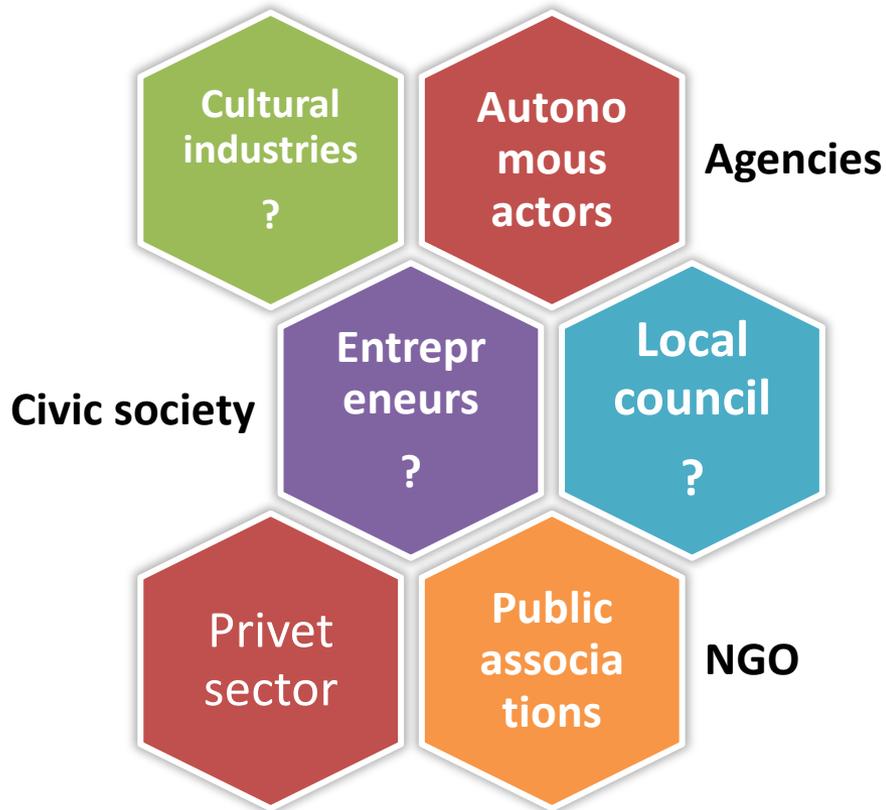
Crash down of the planned economy

Downfall of central state system of sociocultural reproduction

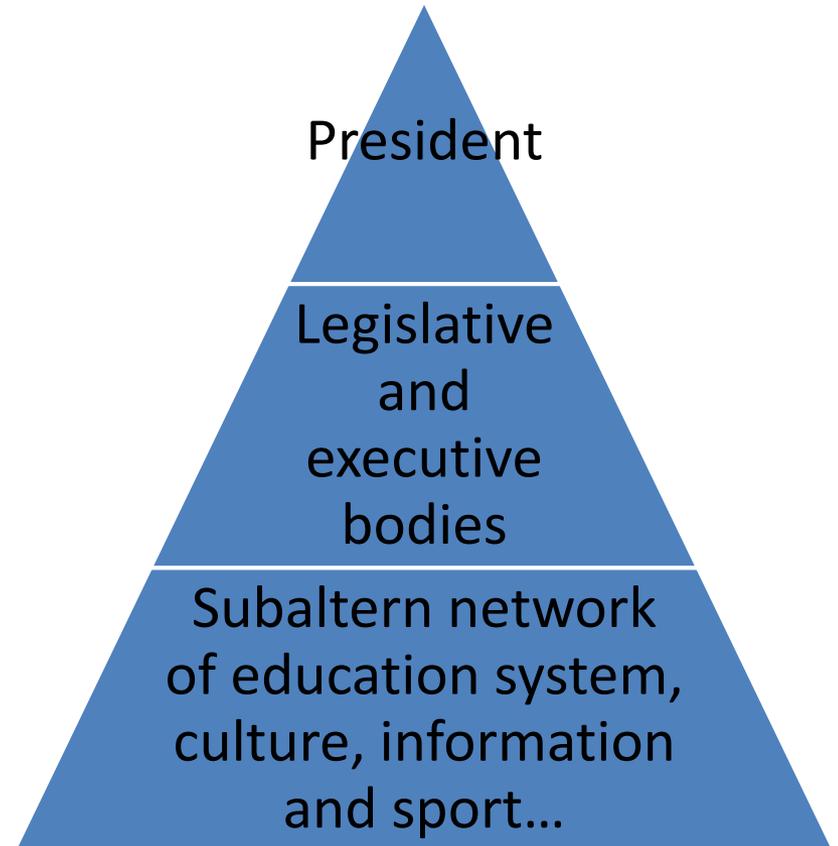
Restructuring of the 'nomenclature'

The final fall of the iron curtain between Soviet Union and democratic world

'1990-2000 democratization'



'From 2002 until 2008 back to recentralization'



State cultural policy promote and celebrate 2012-2017



National
culture

‘State
approved
folklore
culture’

(Razlogov 2013)

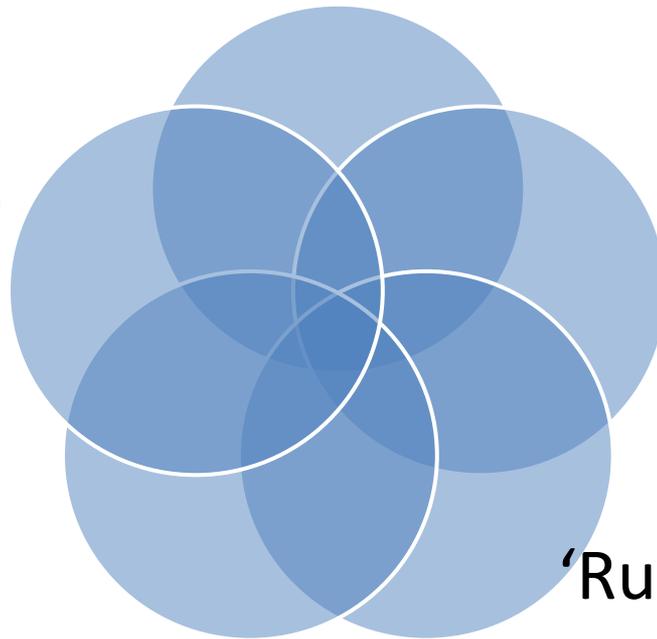
‘Patriotism as a
national idea’

‘Spiritual bonds’

(Putin 2012-2016)

Classical
culture

‘Russian’ norms &
traditions



Since 2012 Russian cultural policy has been shaped by increased State **centralization** and **censorship**



Pussy Riot support . Petr Pavlensky, 2012.

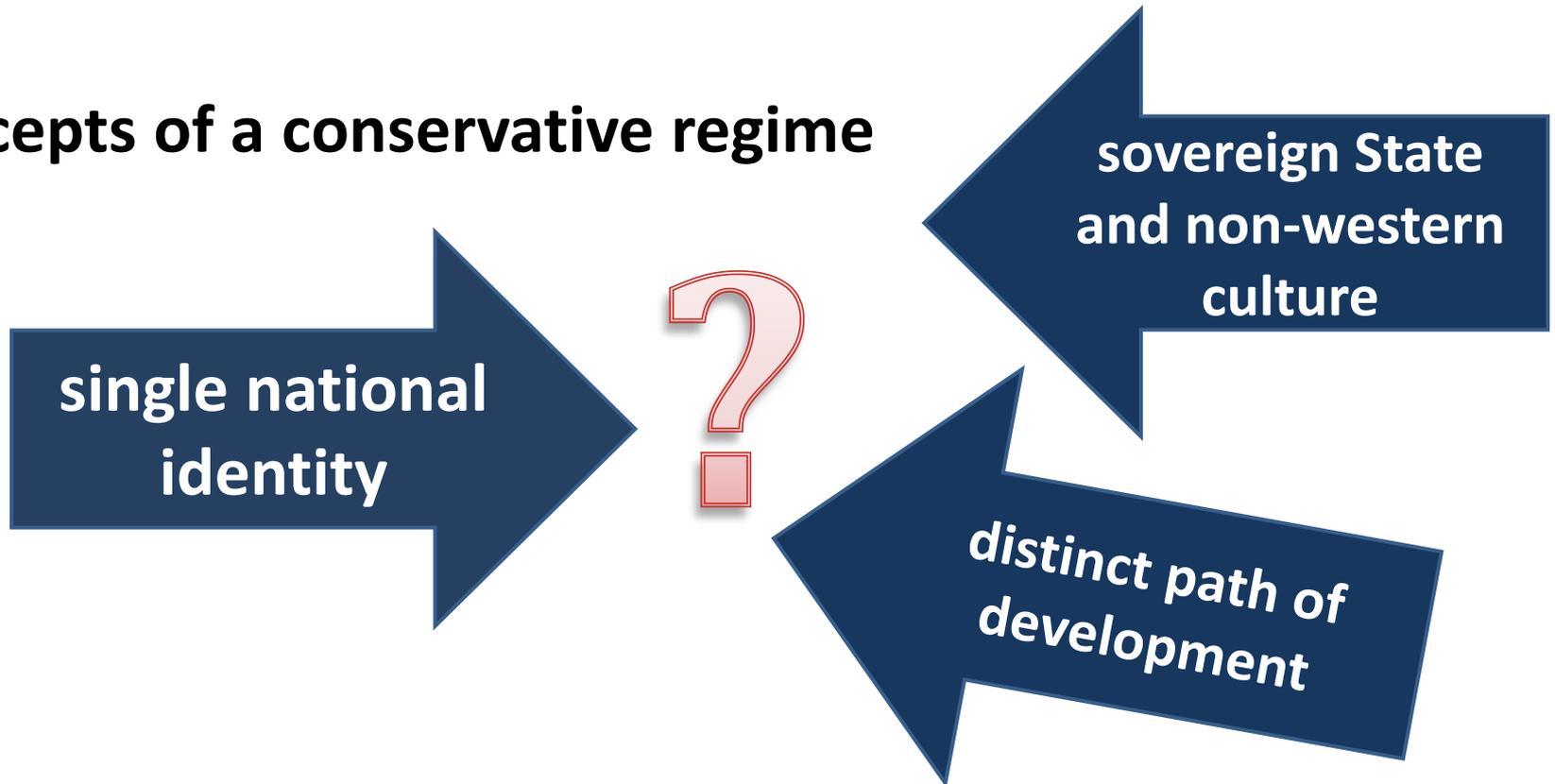
Photograph: Reuters

'I'm ready for anything' ... Artist Petr Pavlensky nailed his scrotum to Red Square in front of the Kremlin wall in central Moscow, 10 November, 2013. Photograph: Reuters www.theguardian.com

In 2012 Putin's address to the Federal Assembly, he declared that there was a **deficit of "spiritual bonds" in Russia.**

It provoked numerous attempts to determine the single identity of Russian population on the base of **language and ethnicity** (Federal Law 2014); **classical Russian literature and arts** (Kurennoy, Kherstanov 2014); **Russian high moral soul 'sobornost'** (N. Mikhalkov, V. Tolstoy 2013-205).

Concepts of a conservative regime



Mistake №1. Unrealistic expectations

- Manage expectations
- Make a research plan
- Choose field of science
- Find a supervisor
- Choose theoretical approaches
- Choose methods



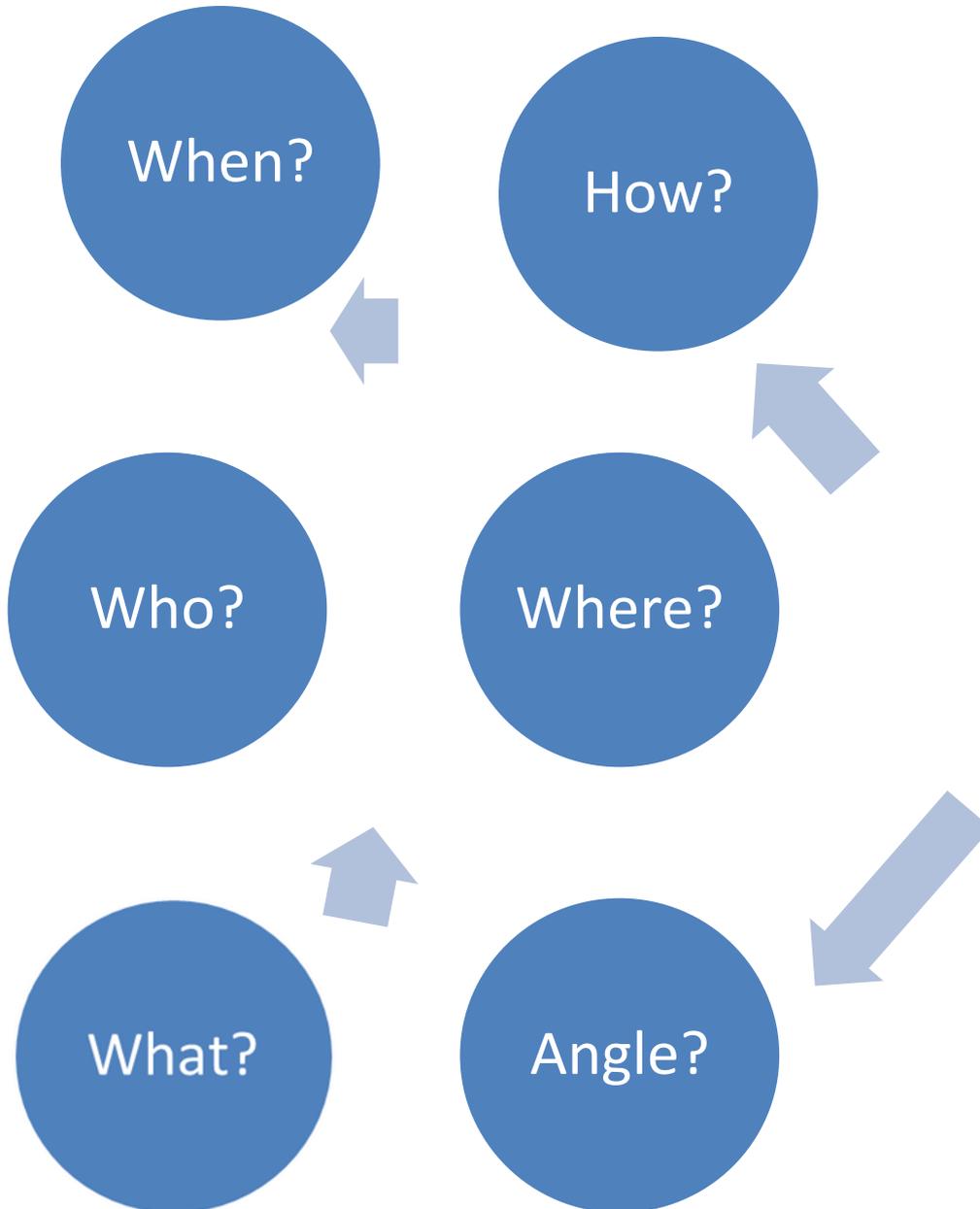
Questions?

How can we make a comparative analysis of policy?

What can we analyse?

What kind of data and resources can we use?

What is the main field of research in CP Studies might be?



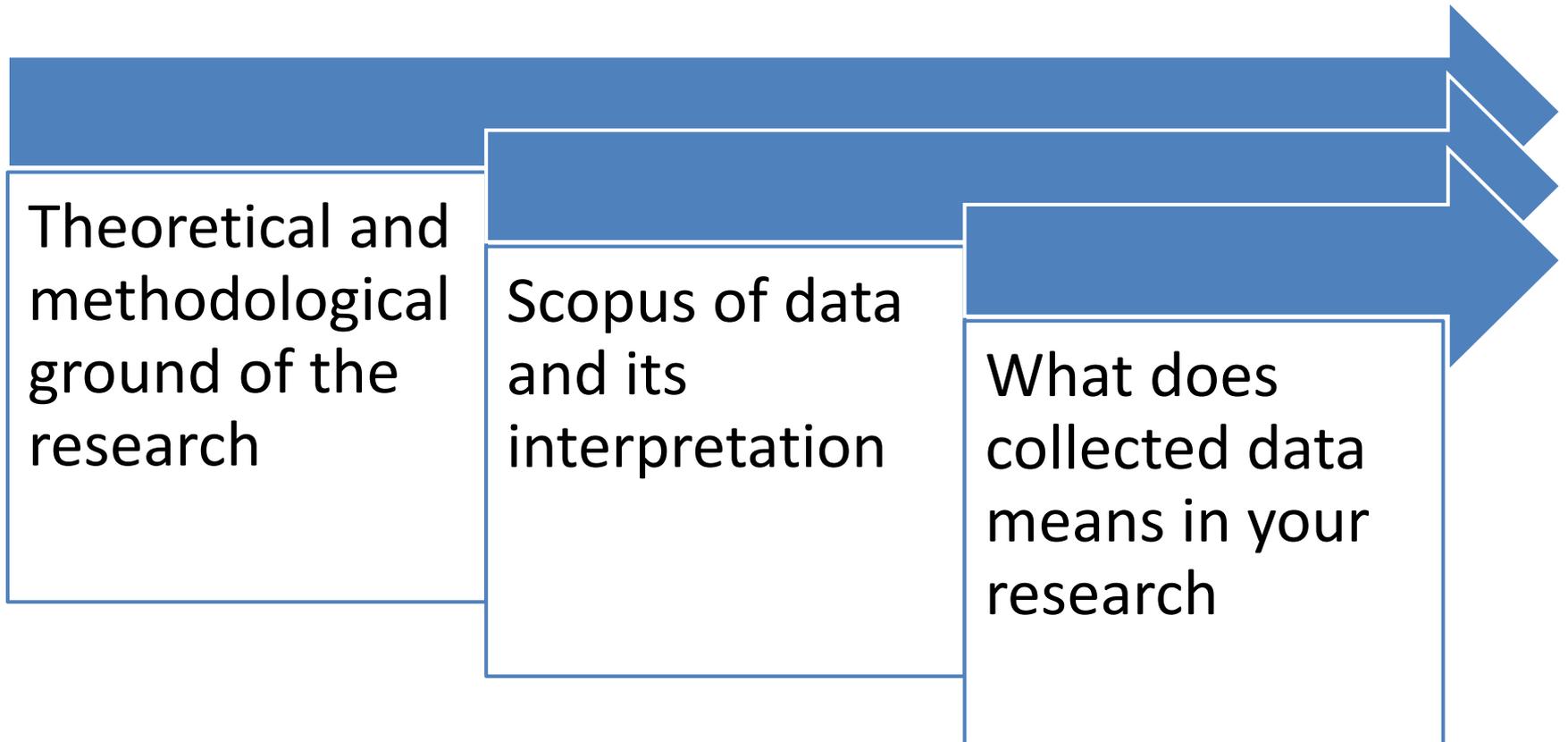
Artistic activity?
Particular cultural pattern?
Nation legislation?
International legislation?
People or actors?
Actions or polices?
Structures or institutions?
Polices (documents) or
discursive formations?
...

Who can give you an answer to all these questions?

Discourses – what is discourse?

What is and is there any distinction between discourses and practices?

Mistake №2. Search in the darkness



Theoretical framework and methodological approach

Poststructuralist Discourse Theory (Laclau and Mouffe 1985, Howarth 2010)

Neo Maxism, Post-Marxism (Gramsci 1929, Althusser 1971, Foucault 1979, Hall 1997)

Methods: associated with PSDA and CDA

1) NGO (actors, foundations and agencies)

2) State and 'subaltern' structures (Spivak 1981)



Poststructuralists framework

'ideological state apparatus'
(Althusser 1971)

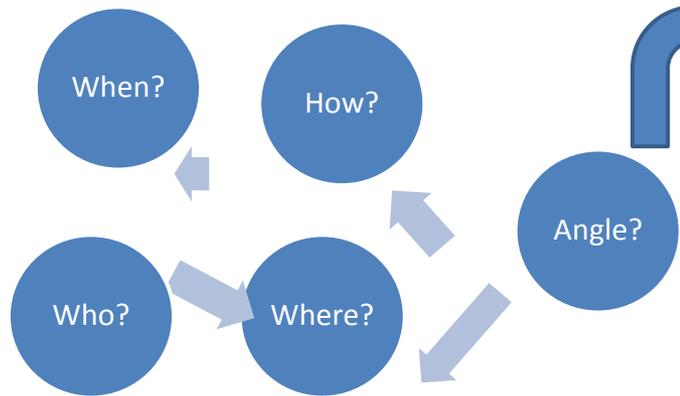
'historical blocs'
(Gramsci 1971)

**'dominant ideologies or
metaphysical drives'**
(Derrida 1973)

Discourses and **institutes** are connected by power and hegemony of more or less fixed beliefs and practices

The **meanings of discursive field** are formed in the same way as **political** or **social objectivity** is constructed

Hegemony as a kind of political practice shapes changing of political coalitions of discourses by a division of social space into **two camps** through the logic of **equivalence and difference**



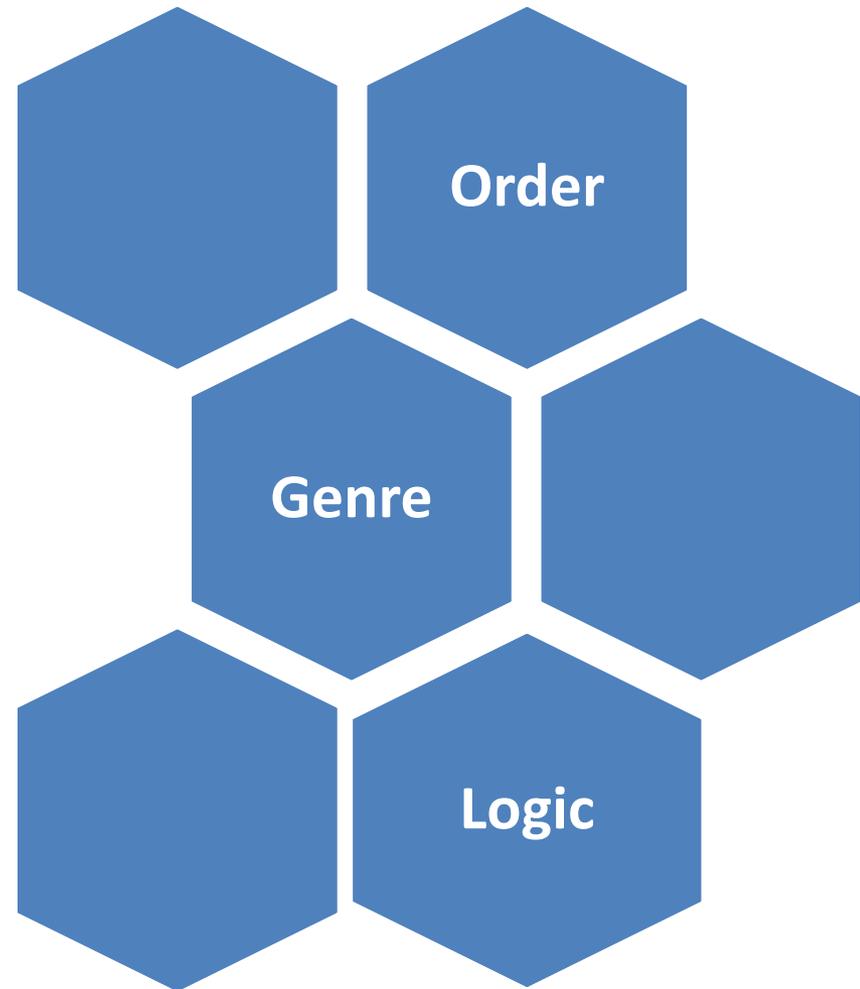
From chaos to organised structure

NB! The theoretical frameworks should not be applied in a pure positivistic way.

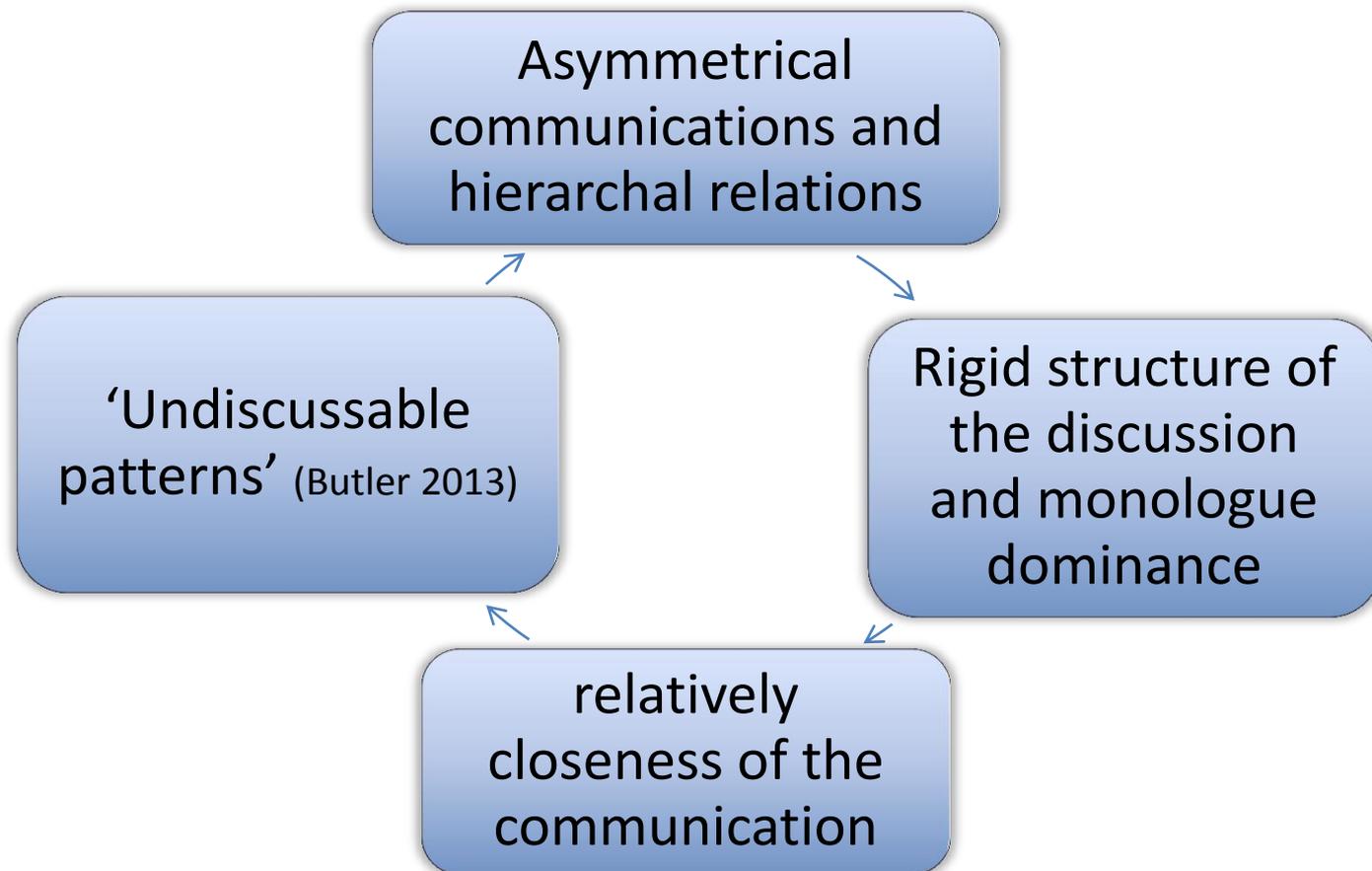
Limitations ?!?



Possible outcomes of a proper theory and methodology



‘State discourses’ (official meetings, cabinet discussions, roundtables, statements, speeches, etc.) may be accepted as **forms of rules or ‘orders of discourses’** (Foucault 1976) with main features (Russian case):



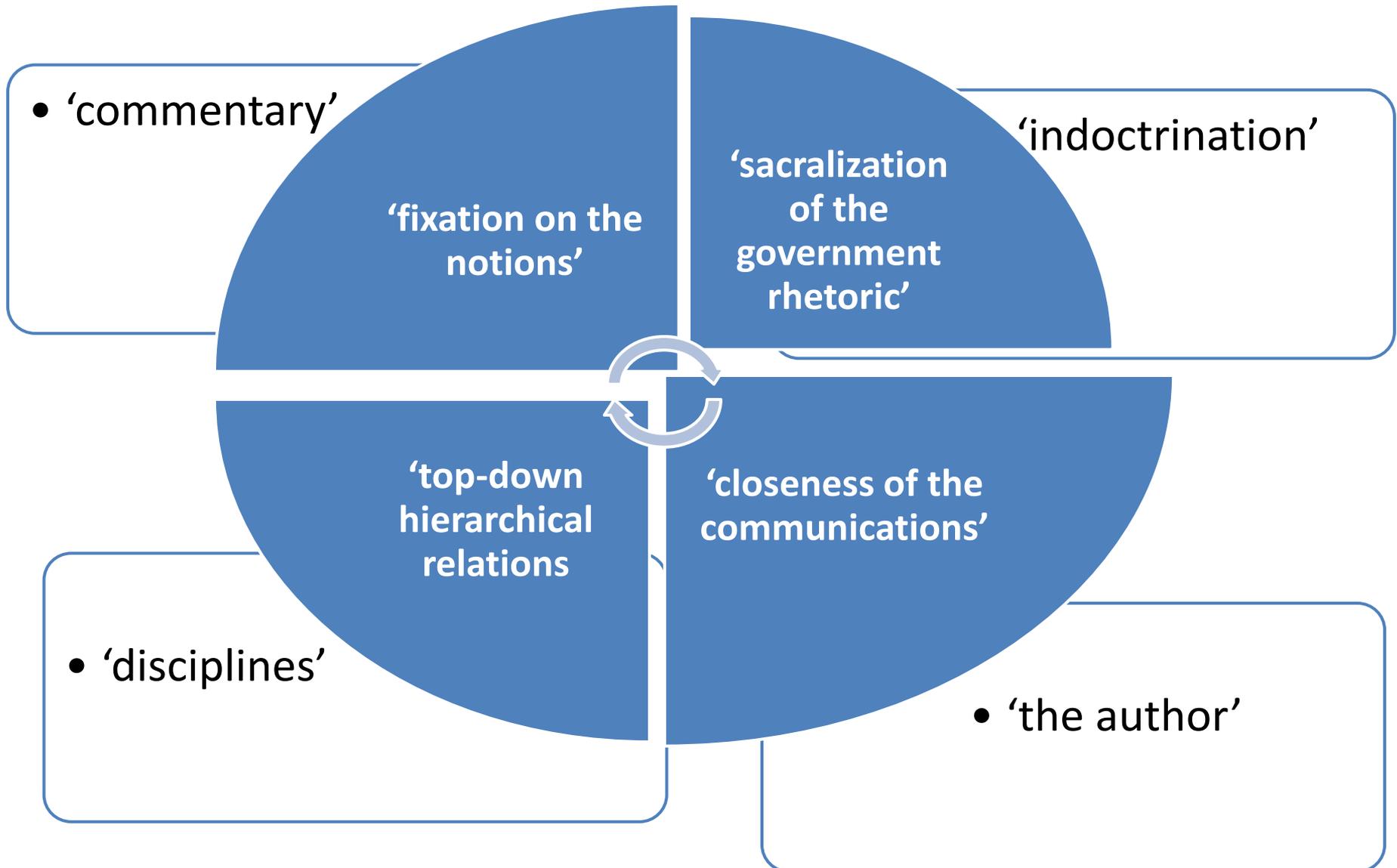
Two main themes of cultural policy discourses:



national security of safety priorities

the conservative priorities of the policy

‘The order of discourses’ (Foucault 1978) in Russian context is supposedly found in principles of classification, ordering and distribution.



And eventually I came up with Althusserian concept
'dispositife' of power relations

It helped me to rethink Foucault's ideas on

Technology of
the self

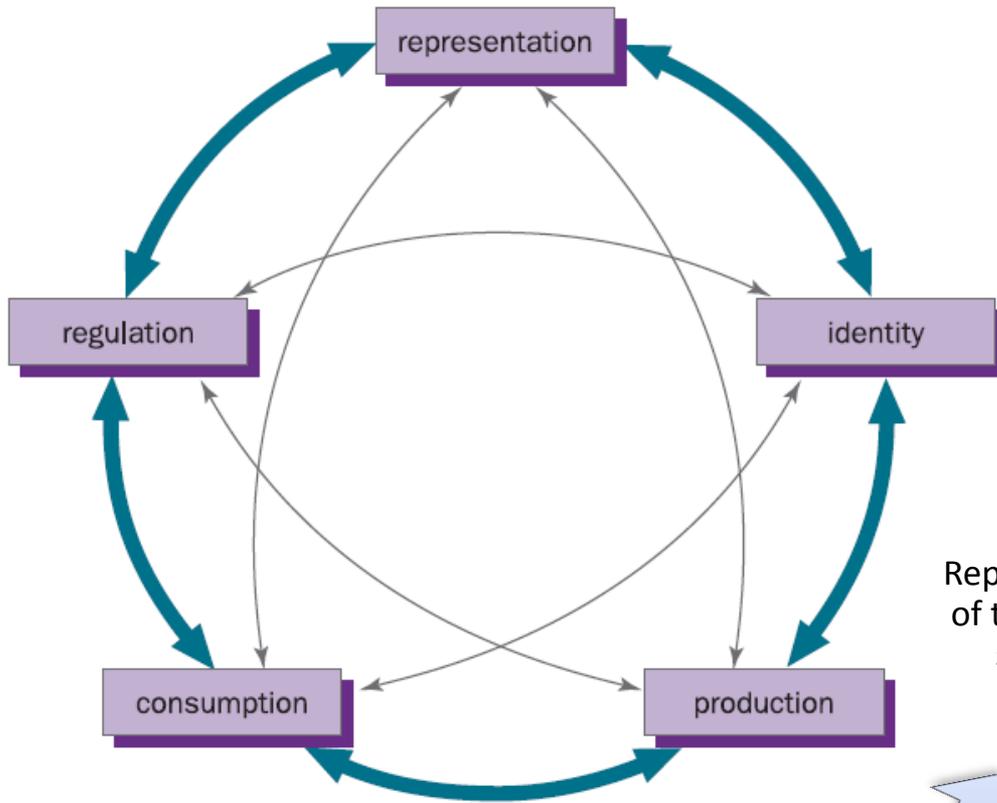
Technology of
power

Technology of
sign system

Technology of
production

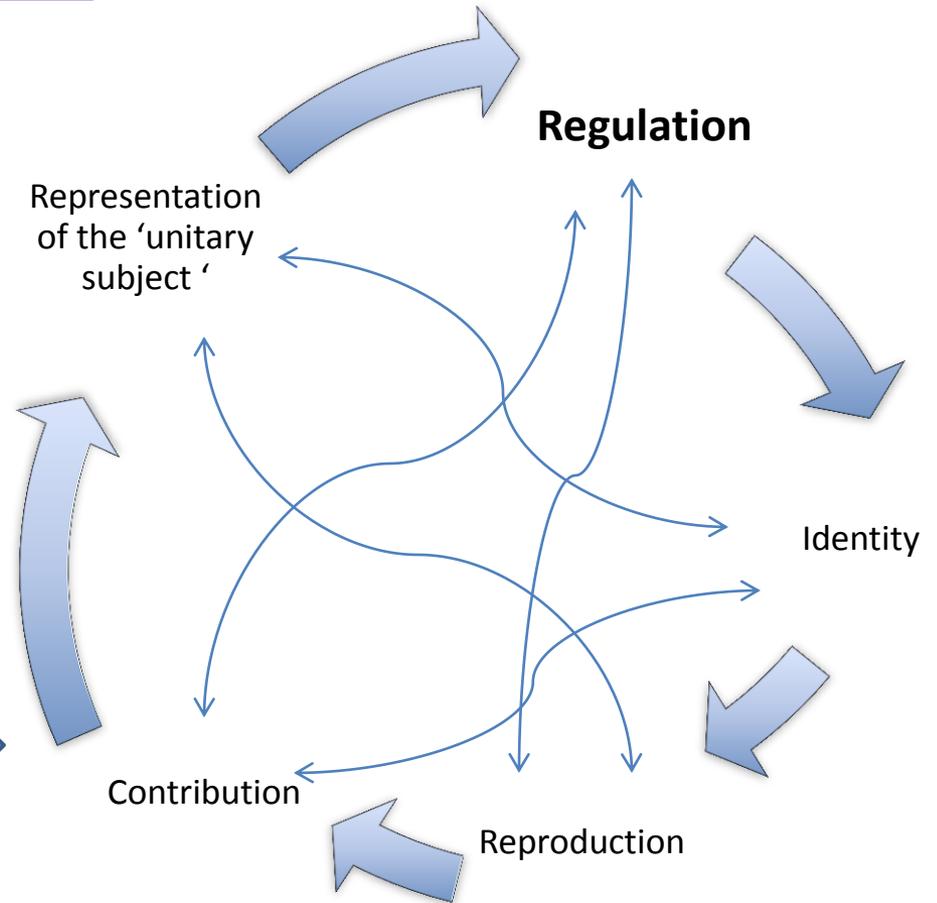
... and and apply them to my research

S. Hall (1978)
The Circuit of Culture

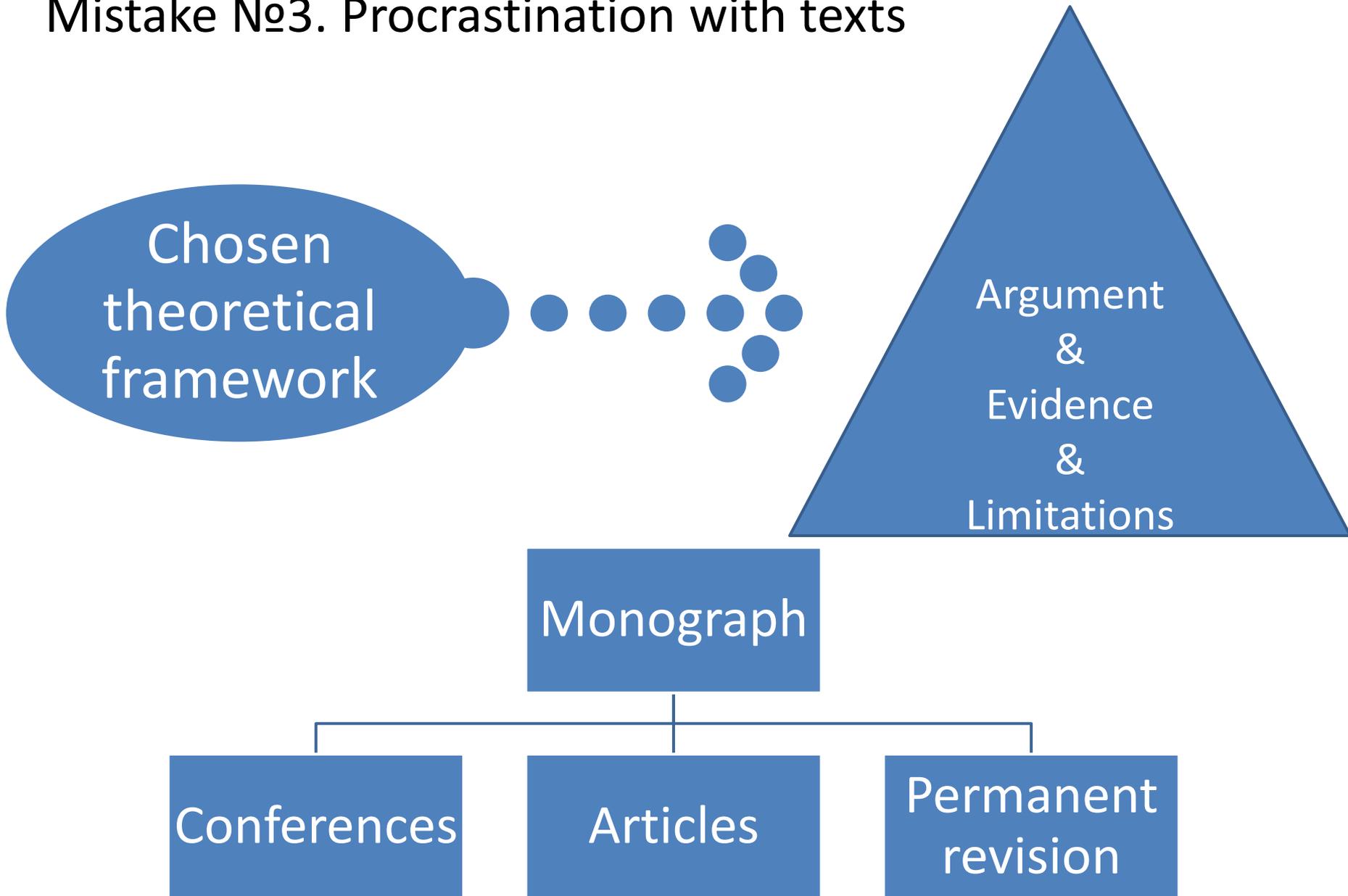


General EU & UK case

Russian case of CP



Mistake №3. Procrastination with texts





questions & comments

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