



The Princess Dashkova Russian Centre

The University of Edinburgh

In collaboration with the Russian State University for the Humanities (Moscow)

International Conference

'Middle' and 'Creative':

Emerging Russian Social Groups in Language and Culture

25-26 October 2013

Conference Room, The Princess Dashkova Russian Centre, 14 Buccleuch Place



Friday, 25th October

9.30-10.00 **Registration, coffee**

10.00-10.10 Opening word - Lara Ryazanova-Clarke (University of Edinburgh)

10.10-11.10 Chair: Lara Ryazanova-Clarke (University of Edinburgh)

Keynote talk: Helena Goscilo (The Ohio State University). Problems of Taxonomy, Issues of Class, Conduct, Consumption, and Avdot'ia Smirnova's *KoKoKo* (2012)

11.10-12.40 **The new social reality: Searching for definitions and establishing hierarchy**

Chair: Iliia Kalinin (St Petersburg State University).

Elena Trubina (Ural Federal University). “Creative class” and its others in the context of uneven development

Victoria Merzlyakova (Russian State University for the Humanities). “I’m ok but who are all these people?” Practices of social representation of the “Ok-class” and its opponents on the Runet

Vera Zvereva (University of Edinburgh). “Around us is *bydlo*”: demarking social boundaries on the Russian networking sites

12.40-1.30 **Lunch**

1.30-3.30 **Linguistic and cultural markers of the middle class**

Chair: Vera Zvereva (University of Edinburgh)

Natalia Azarova (Institute of Linguistics, Russian Academy of Science). Creativity as a word and as a concept in contemporary Russian

Oxana Moroz (Russian State University for the Humanities). Российское мокьюментари как язык репрезентации: о чем мы говорим?

Svetlana Bochaver (Institute of Linguistics, Russian Academy of Sciences). Coherence and Incoherence in Contemporary Russian Poetry

Polina Kliuchnikova (Durham University). “Creative community” or “linguistic misfits”: Translingual practices and transcultural identities of Russian-speaking migrants in the UK

3.30-4.00 **Coffee**

4.00- 5.30 **The middle class: “new” and “old” cultural practices**

Chair: Luke March (University of Edinburgh)

Elena Gapova (Western Michigan University). “Creative Class”, Virtual Community and the Urban Culture Buzz

Galina Zvereva (Russian State University for the Humanities). “Us vs Them”: practices of shaping the Russian middle class in social media

Tatiana Venediktova (Moscow State University). “Bourgeois reader” as a Cultural Hero

5.30-6.15 **Wine reception**

Saturday, 26th October

9.00-10.30 Representations of the creative class

Chair: Aldona Judina (University of Edinburgh)

Anna Kotomina (Russian State University for the Humanities). Multimedia projects for Moscow Circorama and the public show as self-representation of the “creative class”

Galina Shmatova (Russian State University for the Humanities). “Креативный класс” в пространстве театра: образ и стратегия

Yulia Griber (Smolensk State University). Colour representations of Russian “creative class” in urban space

10.30-11.00 Coffee

11.00-12.30 The middle/creative class in the protest movements

Chair: Victoria Merzlyakova (Russian State University for the Humanities)

Sergey Davydov (Higher School of Economics). Construction of protest activity at the leading Russian TV channels during the electoral period in 2011-2012

Yulia Lukyanova (University of Edinburgh). Politicisation of the identity of the middle class in Russia: a socio-psychological approach

Ekaterina Suverina (Russian State University for the Humanities). Social media in Russian protest: How we try to create common values

12.30-1.15 Presentation of the Calvert Forum

Jonathan McClory (Calvert 22 Foundation, London). The Calvert Forum: Exploring Russia's creative potential.

The working languages of the conference are English and Russian