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**Controversies of post-analogue national policy-making: the case of Russia in 2000s**

Because of particular Russian historical path developments, media policy in Russia has converged contradictory features of media policy making in traditional – industrial society and analogue – mass media and digital society with its focus on universal access, open source and UGS media philosophy. In recent 20 years Russian media regulation has yet not matured as in other European states because of specific pressures of economic, political and legal nature, but mostly because of particular cultural factors that dominated Russian public communication. The exceptional role of the state in policymaking has been defined not only by the nature of the state and its relationship with Russian business, but also by sociocultural traditions of the society. Thus, the first layer of controversies in media policy-making has been shaped by a confrontation of new institutions and old social practices rooted in different societal periods.

However, the complexity for national media policy-making has become even more noticeable with the rise of digitalization and convergence of media. Poorly established principles of the normative media policy were challenged by the rise of neoliberal philosophy of digital online media environment requiring minimal or no regulation. The new tensions reflection the conflict between the national and the global, the cultural and the economic, became a driving force of the present day media regulation in Russia, thus reflecting a unique environment of media policy making in Europe.