

i*consulting



медиа ШКОЛА

**АРГУМЕНТЫ
И ФАКТЫ**

close-up: creative class in russia
elena dugina, moscow, march 2013

www.iconsulting.pro

pr, communications, consulting, training

www.school.aif.ru

school of journalism

- 3 department: text, photo, business
- short & medium courses, open lectures
- top people: journalists, cameramen, publishers
- mixed class profile: PR-directors compete in creativity with lawyers, students, no age restriction
- creativity is possible to teach, so we teach everyone interested
- on the market since 2009
- 500 students per month - sample



1. The **Creative Class (2002)** is a socioeconomic class that social scientist [Richard Florida](#) identifies as a key driving force for economic development of [post-industrial cities](#) .

2. The Creative Class (best part of middle class) comprises over 40 million workers—30 percent of the U.S.

3. The Creative Class values:

involvement into the creative process,
preference of horizontal to vertical carrier,
non-financial pay-offs to financial result,
individualism and personal freedom

4. Occupation

• wide range of occupations (e.g. science, engineering, education, [computer programming](#), research), with arts, design, and media workers “fully engaged in the creative process”

• creative [professionals](#): [knowledge-based workers](#) working in healthcare, business and finance, the legal sector, and education.

creative class in russia

1. Occupation / Education?
2. Where from?
3. Values?
4. How they identify their role and aims in the society?
5. Do they feel about how many people share their views?

1. Occupation

- Wide range: more frequently managers, students, copywriters, PR-managers, IT-specialists, media-workers.
 - More than 50% are not satisfied with it, ready for change.
- Writers would like to earn more and study business application of words.
- Lawyers, engineers, IT-specialists, managers would like to be involved in creative process.
 - Do not want to work in the office, do not want to be managers.
- More than 90% do not earn enough to be called middle class.
- PR specialists , media workers do not know what they need to do in their jobs (real crisis of humanitarian education in Russia).

2. Where from

Very different places, also more than 50% form Moscow.

Believe that in the regions only the business of «buy-sell» is possible.

3. Values

Interesting life

Self-realization (maybe hobby)

Good job

Equal financial and non-financial pay-offs

Democratic society to live in

4. How they identify their role and aims in the society?

Same proportions: no way - would like to leave, not interested, revolutionary (visited all actions of protest)

5. Do they feel about how many people share their views?

They feel rather lonely, so they do not share their views of prefer to visit places as MediaSchool to do this.

former investment managers started working in pr

