**RUSS 4340 Invention of Business Discourse in Russia**

The course will address origins of business discourse in post-Soviet Russia. We will analyze the strategies used by the first Russian business people and by pro-Western Russian journalists to create a positive identity for Russian business people and for Russian business culture. Focusing on the words and concepts that were transferred mainly from English into Russian, we will discuss the importance of Western ideology for the creation of the Russian business culture. We will also consider transformations in the meaning of words and of related practices that occurred during this process of acculturation. Assessment on the basis of participation, papers and presentations.

Course is taught in Russian.

|  |  |
| --- | --- |
| Week 1 | Debates about planned economy vs. market economy in Russia during *glasnost* and *perestroika* |
| Week 2 | Attitudes toward money in Russian and Soviet culture |
| Week 3 | Criminalization of capital and profit under Soviets |
| Week 4 | Black market under Soviet regime |
| Week 5 | New attitudes towards money and legalization of business in Russia |
| Week 6 | Social and educational profile of the first cohort of Russian business people in the early 1990s |
| Week 7 | Russian journalists about Russian business people: the *Kommersant* approach |
| Week 8 | Russian intelligentsia attitudes to the first business people |
| Week 9 | Attitudes to charity in post-Soviet Russia |
| Week 10 | Attitudes to the West and Western business practices by Russian business people |
| Week 11 | Business and the criminal sphere: a new language to express new relations |
| Week 12 | Racket and the heroicization of criminals in the 1990s |
| Week 13 | Mafia, private security, police, secret police and Russian business |
| Week 14 | Presentations |
| Week 15 | Presentations |

|  |  |
| --- | --- |
| **ML PERFORMANCE GOAL #1: PROFESSIONAL COMMUNICATION** | |
| **ML Learning Outcome 1 : Demonstrate oral and aural proficiency in the target language** | Students will demonstrate oral proficiency at the intermediate or advanced level through class discussion and debate |
| **ML Learning Outcome 2:** Demonstrate effective presentation skills in the target language | Students will demonstrate the ability to make coherent formal research presentations of 10 minutes without written text and to engage audience into discussion |
| **ML Learning Outcome 3: Demonstrate writing proficiency in the target language** | Students will demonstrate writing proficiency in Russian at the advanced level, engaging a broad range of authentic target-culture texts in various media, including newspapers and the Internet sources |
| **ML Learning Outcome 4:**  Demonstrate proficiency in comprehension of authentic written texts in the target Language | Students will improve reading comprehension, focusing on reading authentic texts such as sociological reports, literary texts, Internet sources and newspaper articles |
| **ML PERFORMANCE GOAL #2: INTERCULTURAL SKILLS AND KNOWLEDGE** | |
| **ML Learning Outcome 5: Demonstrate in-depth knowledge of a *specific* target-language country or region** | Students will cultivate in-depth knowledge of selected topics related to business and to the identity of business people in Russia |
| **ML Learning Outcome 6:**  Demonstrate the ability to analyze an issue from target-culture perspective(s) | Students will critically reflect on the complexity of identity formation of a new social group in contemporary society and will examine its linguistic aspect |
| **ML Learning Outcome 7:**  Demonstrate critical reflection on cultural complexity and context | Students will develop the ability to make sophisticated comparisons of between Russian and American business practices and reflect upon the phenomenon of cultural transfer of concepts |