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**RUSSIAN AND SLAVONIC STUDIES**

***What does my research project involve?***

- Working title: 'The Conceptualisation of LGBTQ Communities and Individuals in Contemporary Russian Media Discourse: Challenges and Opportunities'
- Focus: the evolving media discourse on / of LGBTQ analysed within the frame of the post-Soviet discourse on sex, gender and sexuality

***Who will benefit from the findings of my research?***

- LGBTQ activists and organisations
- LGBTQ individuals
- Journalists / media outlets writing about LGBTQ
- Russian anti-Kremlin opposition
- Researchers studying gender, sexuality, LGBTQ issues, media and media discourse

## ***CHALLENGES***

- Russian media discourse on LGBTQ restricted by Russian Federal Law #195 (article 6.21)“for the Purpose of Protecting Children from Information Advocating for a Denial of Traditional Family Values”
- Contemporary Russian LGBTQ media existing solely in the Internet
- Russian non-LGBTQ media lacking adequate tools and knowledge base necessary to produce neutral and accurate texts on LGBTQ
- LGBTQ issues discussed within discourses that can contribute to the negative public image of the LGBTQ individuals (e.g. prison; religion/religious beliefs; traditions; children/paedophilia; scandals/sensational news; political protest/opposition; victimhood/victimisation)
- Media discourse on sex, gender and sexuality still problematic in contemporary Russia

## ***OPPORTUNITIES***

- To offer Russian LGBTQ-friendly media outlets tips or recommendations on how the media portrayals of LGBTQ could contribute to promoting a positive image of LGBTQ individuals without breaking the law against 'gay-propaganda'
- To provide Russian LGBTQ with strategies of cooperating with media in order to facilitate the fight for equal rights for LGBTQ in Russia
- To inform Russian LGBTQ individuals of how their images are mediated in contemporary Russia
- To analyse the perception of LGBTQ media portrayals by Russian LGBTQ audience
- Blog: <https://russianmedialgbtq.blogspot.co.uk/>
- Email: mlosa@leeds.ac.uk