

THE MINISTRY OF EDUCATION AND SCIENCE
OF THE RUSSIAN FEDERATION

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№ _____

Review of the Master's Thesis

Title of the thesis: Multimedia Edutainment Projects in Global Media

Author of the thesis: Yulia Shimf

Referee: Dr. Irina Radchenko, Associate Professor, ITMO University

The presented master thesis is fully consistent with the work's title.

Two cases are considered in this thesis: Deutsche Welle and Russia Beyond The Headlines under umbrella of common title **Multimedia Edutainment Projects in Global Media**.

The author uses quantitative methods of web-analysis and social media monitoring and qualitative method of expert interviews to develop the topic of the thesis.

The thesis has a clear structure: introduction, three chapters (Global media and edutainment, Case studies of Deutsche Welle, and Russia Beyond The Headlines and Empirical study), conclusion, bibliography and appendices. The three chapters consistently outline the problems in the field of Global media and edutainment. Nine appendices contain web-analytics and social media data, expert interviews data, demographics of RBTH.com users, and data from the online surveys with question for the surveys and interview scripts.

The master thesis describes relevant problems in the field of Multimedia Edutainment Projects. The author also provides an analysis of the language-learning initiatives taken by globally oriented media in Russia and abroad.

The author represented a detailed justification of the outcomes and a review of the results in conclusion.

The bibliography of the master thesis contains 155 links and references. -

The material of the master thesis is outlined in plain and comprehensible language. There is a lot of clear graphic materials in appendices.

Unfortunately, the thesis has some negligence in several aspects. It includes displacement of pages in the text, typos, etc.

The master's thesis of **Yulia Shimf** is fully acceptable. I recommend it for defense. My grade is Excellent - 5.

St.Petersburg, May 31, 2017

I. Radchenko

