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Typological characteristic of periodical press of Lugansk region in the 1910-1940s

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Abstract. In the article one tried to create typological characteristic of Luhansk region periodicals in the 1910 – 1940s. It is determined that typological picture wasn't stable during the period of the study. Wide differentiation of the press defined by such factors as the publisher, area of distribution, functional purpose, ideological and national signs, language parameters, themes and etc. was observed during pre-Soviet period. With the coming to power of Bolsheviks the range of typological characteristics reframed in favour of one-party power forming strong ideological mechanism of the influence on the recipient.

Key words: *Luhansk press, typological characteristic, typological signs, Soviet party press*

Introduction. The research of media typology of Luhansk region in XXth century is a prospective area of Ukrainian journalism studies based on systemic approach; it gives one the possibility to process the periodicals scientifically in its generalized integrity and interrelation. Under the notion "the system of Luhansk press" we consider the whole range of periodicals printed in this region during the above mentioned period of history which fulfilled the functions of state media and formed the typological groups, the functioning of which was conditioned by social need in information.

The foundation for basic constituents of periodical press typological system was laid during 1910-1940s; these constituents revealed its specifics and dynamics of development in inseparable dependency on sociopolitical circumstances of that historical epoch.

At the present stage of journalism research science development the necessity of deep reconsideration of the history of Soviet journalism is increasing; the journalism of Soviet period engendered the periodicals of specific type used as a mean of formation of totalitarian and authoritarian thinking.

Short overview of the sources. The works of Ukrainian (I. Atramonov, S. Gur'yeva, O. Kotsarev, M. Tymoshik, V. Shevchenko, I. Nedopytansky) and Russian scientists (O. Akopov, M. Lukina, I. Davydov, R. Ovsepyan, Ye. Akhmadulin, A. Bocharov, S. Vinogradova, Ye. Kornilov, O. Kalmykov, L. Kokhanova) have become theoretical and methodological bases for outlined problems.

Particular attention should be given to the studies concerning typological characteristics of Ukrainian regional press (conducted by T. Khitrova, V. Sadivnychy, I. Bondarenko, O. Shkil'na et al.).

In their earlier studies the authors of presented article have already touched upon description of typological features of Luhansk periodical press of certain timeline in general terms. Thus, one of the paragraphs in K. Ulianova's monograph "Journalism of Luhansk region (1903 – 1938)"[1] is dedicated to historical and typological characteristic of Luhansk newspaper periodicals of 1920-1930s and O. Korchagina's dissertation "Luhansk press of 1938 – 1956: historical, typological, structural and functional aspects"[2] is its logical continuation. Nevertheless, the important problems of typology of Luhansk press at the time of its origin and formation remained out of researcher's sight; they will receive further development in the presented article. That's why the problem stated in the name of this article requires individual exhaustive and systemic research which could cover all of typologically significant elements of Luhansk periodicals in its diachrony, dynamics and interrelation.

The aim of this article was typological characteristic of periodical press of Luhansk region in the 1910-1940s. Outlined period is particular in the history of Eastern Ukrainian journalism, because at that time one was able to observe the formation of periodicals' basic creative aspects, thematic and problematic dominant and the basic forms and methods of work with mass audience.

Research material and methods. Newspapers and journals of various typological groups published in Luhansk region during above mentioned period served as research material. Most part of these issues remains inaccessible for the public due to the hostilities in Donbass region so that increases the practical value of the presented study.

Use of structural and functional approach in the article is related to separation of interdependent structural elements (subsystems) of the study of newspapers and journals and detection of their significance in the system of national periodicals. In that regard, a method of classification was being used which let one systemize the study of Luhansk periodicals development patterns in 1903 – 1941, determine the specificity of various phenomena of the reality back then, define the cause-effect relation between historical facts and etc.

Typological analysis provides for "identification of specific elements in the form of systemic formation, the following separation of their structural elements, study on the most important functional directions and also distribution into specific groups according to parameters of generalized model created conditionally" [3, p. 19].

Forming the theoretical basis of typological analysis of Luhansk press printed in the first half of XX century we used systemic and functional principle which is based on chronological method providing the assessment of typological groups of Luhansk periodicals by time indicators of their development; territorial (geographic) one letting us represent the object of research by regional principle; comparative and descriptive one which let us determine basic type formation factors and signs of typological division of periodicals during above mentioned timeline.

Comparative historical, bibliographical descriptive methods and method of content-analysis served as auxiliary means of study.

Results and their discussion. Introduction of accurate classification of scientific cognition subject or phenomenon is an integral part of the object of any research. In the monograph "Press of Ukrainian State in 1918: questions of education, science and culture" G. Rudy has defined this category of typological analysis quite neatly: "Classification which is an important research systematization of press materials let one analyze the data contained in concrete sources in complex. Each classification is relative, but, firstly, it has to be well-reasoned, then, secondly, it has to be consistent and, thirdly – logically motivated" [4, p. 23].

In the textbook called "Periodicals" Russian scientist O. Akopov considers that "scientifically validated division of study objects is just the beginning of research. To deepen into the essence of the problem one needs to learn the peculiarities of every object of classification and relations between them" [5, p. 50]. For this purpose the scientist introduces abstract logical notion of type as a model which combines all the objects of classification and simultaneously serves as an element of this class.

In her dissertation the researcher of modern Eastern Ukrainian press media political science S. Gur'yeva defines the type of periodical as "a certain generalized image that one way or another displays its indications in a whole group of actual mass communication means" [6, p. 6]. It should be added that each of them is based on certain classification system formed by the hierarchy of its constituent elements (genres, classes, types and etc.) under the influence of particular historical, social, economic, culturological and other factors. Furthermore, S. Gur'yeva belongs to the group of journalism study theoreticians which have an impact on the formation of media type. Thus, the researcher proposes two peculiarities in the absence of which it is impossible to imagine both the model of individual publication and the typology of the press in general: type forming factors (political condition, ideology of the society, state of the economy, techniques and technology and etc.) and type forming elements (aim of the publication, characteristic of the founders and publishers, personnel, audience, substantive structure and etc.)

In one of his articles Russian researcher of Soviet journal typology A. Bocharov highlights so-called "typologically significant elements" among which he assigns an important part to targeted (functional) purpose, depicted subject or scope of activity, the nature of the audience, presentation of the material and genre affiliation [7, p. 26]. Apart from the mentioned researcher, Ye. Lazarevich, O. Akopov, O. Reformatsky, V. Tyapkin and others also give their preferences to the most important type forming factor in their opinion, which is functional purpose.

Key feature of Lugansk region periodical press on the initial stage of its formation is invasion of private capital into the activities of journalists and also formation of ideological and political orientation under the exacerbation of class struggle during the expansion of bourgeois-democratic revolution. Such economic and sociohistorical challenges engendered wide differentiation of press of that time by the well-defined typological signs, such as:

– *publisher*: newspapers of Zemstvo council (an elective district council in pre-revolutionary Russia) (such as Handbill of Slavyanoserbsk Zemstvo/«Listok ob'yableniy Slavyanoserbskogo Zemstva»); private personal journals (the Word of Donetsk/«Slovo Donetska», Donetsk news/«Novosti Donetska»); unions and societies (Severny Donets, Pesant's Voice/«Golos krestianina»); departments (Donetsk leaflet/«Donetsky listok»);

– *area of distribution*: province press (Yekaterinoslav provincial news/«Yekaterinoslavskiye gubernskiye vedomosti», Donetsk life/«Donetskaya zhizn'»); district press (or uyezd press: so-called uyezd is a territorial entity, which is smaller and affiliates with the province) (Pesant's Voice/«Golos krestianina»); town press (Donetsk news/«Novosti Donetska», Echo of Donetsk/«Donetskoye ekho», Donetsk Speech/«Donetskaya rech'»);

– *theme*: social and political periodicals (Severny Donets); pedagogical ones (Commercial education/«Kommercheskoye obrazovaniye»); party press (Donetsk Bell/"Donetsky kolokol", Zaria); miners' press (Mining Engineering and Professional Journal/«Gorno-tekhnichesky i professional'ny zhurnal»)

– *audience and functional purpose*: press for intellectuals (Commercial education/«Kommercheskoye obrazovaniye»), peasants (Pesant's Voice/«Golos krestianina»), technicians, miners and factory workers (Mining Engineering and Professional Journal/«Gorno-tekhnichesky i professional'ny zhyrnal»); children (Young Israel/«Yuny Izrail»); and reference books ("All Luhansk in your pocket");

– *language and nationality identity*: Ukrainian periodicals (Slavyanoserbsk Grain Grower/«Slov'yanosebsky khliborob»), Russian (Donetsk Verity/«Donetskaya istina», Pesant's Voice/«Golos krestianina»); those published in Hebrew («Haprahim»);

– *ideological orientation*: party press (Donesk Thought/"Donetskaya mysl", Donetsk Bell/«Donetsky kolokol»), unaffiliated ones (Donetsk life/«Donetskaya zhizn'», Donetsk Region/"Donetsky kray"), anarchists' periodicals distributed from Katerinoslav (Anarchist);

– *type*: newspapers (Donetsk leaflet/«Donetsky listok», Zaria); journals (Flower Garden of Judea/"Tsvetnik Iudei", Commercial education/«Kommercheskoye obrazovaniye»); reference books ("All Luhansk in your pocket", "Informative yearbook of Yekaterinoslav province").

As we may see, even in the first years of its existence press of Luhansk region was quite structured by typological factors. In some cases the borders of typological group are rather unclear and often cross each other.

It is legitimate to consider Luhansk press of pre-Soviet period as an important actualization factor of sociopolitical and cultural life of Ukrainian people; it isn't observed in any of the later historical periods of its development. According to level of information value of material presentation, creativity of content, typological differentiation, degree of openness towards the reader one may boldly compare these periodicals with modern journalism of democracy era.

The typological signs were the same during national liberation movement in 1917 – 1921, but owing to the October revolution a unification of private periodicals has occurred and it was compensated by various publications of different political parties. Sociopolitical shift of the period of national liberation struggle contributed to the revival of national movement and that had an impact on the topics of Eastern Ukrainian newspapers. At the end of 1910s one was able to observe the degradation of the press: harsh conditions of regional press and publishing existence related to consequence of civil war, destruction and crisis in economy and foreign intervention – all of that has lead to the significant reduction in the numbers of periodicals.

Drastic changes in the system of Luhansk regional press occurred in the beginning of 1920s with coming to power of Bolsheviks. VIII congress of Russian Communist Party (Bolsheviks) went on 18-23 of March in 1919 was the turning point in the history of Soviet State. The report of Central Committee referred to "that giant education and awareness-raising work of the party which is firstly using up-to-date-printing machinery not for bourgeoisie, but for workers and peasants" [8, p. 8].

In 1924 XIII congress of Russian Communist Party (Bolsheviks) adopted the next resolution "On the press". But when in previous XII resolution just differentiated development of the press was pointed out, the resolution of XIII congress was already giving the brief characteristics for those types of newspaper that would have to establish general system of the press in the country. It was about creation of all-USSR Komsomol newspaper, enlargement of the fields of periodicals for female workers and peasants, the importance of the wall newspapers and it also pointed out the forms of development for the movement of workers'-and-peasants' journalists. In the resolution one also has raised the questions on final switching of republic press into national languages. This XIII resolution has finished one of the most important stages of main developmental course formation for press in USSR, which is determination of newspaper types within the country. In the further decisions and resolutions the basic principles of press existence were just updated.

Legislate documents and decisions of Central Committee of the party as for development of periodicals under Soviet circumstances ("On the program of local newspapers", "On paying serious attention to periodicals", "On strengthening of local periodicals", "On periodicals", "On the type of workers'-and-peasants' newspapers") contributed to the transformation of newspaper business into the ideological

propaganda institute of Bolshevik power consolidation. Typological picture of press functioning immediately reacted to sociopolitical and legislative transformation in the state: it appeared to be thematically poor, politically marked and conformed. Such the characteristics provided the account taken to the specificity of the area and analysis of sociopolitical and legislative mechanisms which contributed not only to formation of new type socialist periodicals, but became the basis for its long-term functioning.

As a component of Soviet party system Luhansk press of 1920-1940s acted as some kind of representative and chronicle of difficult socioeconomic processes that were going on both in separate district and in the country in general. Comparing the whole system of the press in qualitative dimension of single issue V. Vladimirov stressed the unshakeable hierarchy of its elements: "Actually it was just one newspaper, but it was published in different republics, regions and etc. Differences were non-essential. It was mirrored even in the titles: central publication was "Pravda"(Verity), the one with the lower level – "Pravda Ukrayiny" (Verity of Ukraine), at the regional level it was "Kyivska Pravda" (Kyiv Verity), "Voroshilovgradska Pravda"(Voroshilovgrad Verity) was published at the district level; they were all similar by ideological, political, genre, linguistic and even printing design, all municipal and district "pravdas" [9, p.56].

At the times of Bolshevik and Communist doctrine supremacy it was emphasized: "Press is one of the most powerful means of ideological influence on the masses. Our newspapers are the most important centers of party politics and play a big role in the concern of communist education of the people" [10, p.1]. But the mass media were in the peculiar situation. On one hand, they served as a mouthpiece for power-holding structures and were considered as inseparable element of ruling state mechanism. Everything printed on the pages of all-USSR and republic press was taken as a verity and final non-appealable verdict in the regions. On the other hand, the press itself was under constant political supervision of party organs, uppermost they were ideological services.

Describing the work of print media in the first decades of XX century M. Skulenko underscores that in order to adjust propaganda efforts there were party regulations and instructions emphasizing not only general line, but even the small details of ideological activities. Since the end of 1920s till the late 1930s it was adopted over 30 resolutions of Soviet Communist Party (Bolsheviks) Central Committee defining the question of propaganda. It meant that micromanagement and flagrant interference in the affairs of editorial staff was going on. Due all of that propaganda was deprived of manoeuvrability, flexibility and efficiency. It caused the formation of political propagandist type, who could make a move without recommendations from above [11, p.147]. As a rule, the questions of press were examined on the meetings of Political Bureau, Central Committee of the party, the Council of Peoples Commissars, the Council of Labour and Defence. Strict and differentiated approach was held in their analysis regarding to the competency of Central Committee and the Council of Peoples Commissars.

Major type forming signs of Soviet press of the region are:

– *the publisher* (at all the hierarchic levels of periodicals functioning the party committees and their leaders were playing the role of the publishers);

– *readership* (was forming under the circumstances of fast industrial and agricultural development of Donbass infrastructure);

– *territory (geographical sign)* (principle of formation and distribution of the periodicals was determined by administrative territorial division). It let one classify the press into: state print media distributed throughout the territory of the country; interregional one distributed throughout the territory larger then one region; regional one published within single region; local press (municipal, district one and periodicals of production associations and enterprises) which covered the area significantly smaller then the region.

3 newspapers belonged to regional publications: "Voroshilovgradskaya Pravda"/Voroshilovgrad Verity, "Komsomolskoye plemia"/Komsomol Generation, "Prapor peremogy"/the Flag of Victory. With their influence they simultaneously covered the areas of towns and villages of the region and in the information structure of regional printed media they were the head distributors of the news both of state and regional importance for readers of different social strata.

Most part of the magazines belongs to local press (about 93 %) which has its own typological variety in its turn:

– municipal territorial type covering town and the areas attached to it with geographical, economic, historical and cultural relation or under the influence of formed transport connection: "Bilshovitsky shliakh"/Bolshevik Way (Voroshilovsk), "Leninsky zaklyk"/Lenin's Call, (Rubizhne), "Put' Sergo"/Sergo's Way (Kadiyivka), "Stalinsky zaboy"/Stalin's mine face (Krasny Luch);

– municipal district type, the influence area of which is limited by district towns and attached vilages: "Vpered"/Forward (Rovenky), "Za stalinskie tempy/For Stalin's pace (Sverdlovsk), "Lisichansky rabochy"/Lisichansk worker (Lisichansk), "Po pyti Ilyicha"/Following the way of Ilyich (Voroshilovsk),

“Sotsialisticheskaya rodina”/Socialist Homeland (Krasnodon). The specificity of the publications in this subgroup is the theme which covers interests both workers and clerks of industrial enterprises of the towns and peasants from subordinated rural districts;

– village district type the influence area of which is spread upon one, sometimes several rural districts. At the mentioned time there were 26 periodicals: “Bilshovitsky shliakh”/Bolshevik Way (village of Kreminne), “Bolshevik” (village of Ivanivka), “Zirka”/Star (village of Troyitske), “Kolgospne zhittia”/Collective farm life (Starobilsk), “Put’ Oktiabria”/the Way of October (village of Petrivka), “Stalinsky shliakh”/ Stalin’s Way (village of Nyzhnia Duvanka) and etc.;

– press of enterprises and establishments, the size of influence of which is determined by the area of industrial enterprise, establishment, town where this periodicals were published. It is, first of all, large-circulation print media: “Udarnik”/Exemplary worker (village of Sorokino), “Stakhanovets uglia”/ Coal Stakhanovite (Lisichansk), “Oktiabrsky gudok”/October Horn (Luhansk) and a lot of others.

Big part of information component of every local periodical was targeted for the audience of certain area. The researcher of press history Yu. Solomonov notes: “The interest of most readers to certain information is directly proportional to its relation to their everyday life” [12, p. 48]. There are some advantages in the territorial unity of the audience: the periodicals are more proper for reader’s interests of local audience, because they are summoned to produce the information maximally close and understandable in comparison with the materials of central newspapers. Practically we may observe that “Leninska Zoria”/Lenin’s Dawn of Lozno-Oleksandrivsk Working Committee of Communist Party (Bolshevik) of Ukraine as of 8 July 1938 counts 12 articles, 8 of which directly concern local events: “First days of harvesting”, “They work exemplary at the selective harvesting”, “First results of household plots’ measuring”, “the House of Defence in the collective farm“. In the “Collectivist” of Stanitsa-Luhanska Working Committee of Communist Party (Bolshevik) of Ukraine as of 17 May 1940, 6 of 12 articles are dedicated to the problems of spring sowing, which is relevant to agricultural district.

Main function of local newspapers is to inform the community about the events happening in their area, cover the work of members belonging to the same society and their social life participation. Using local information and supporting it with the messages from central newspapers and news agencies local press also fulfilled the tasks of communist education of the working population. During the period of Soviet Union development the party’s attention was directed at the formation of efficient acting model of local press as the one that straightly stays in the middle of the masses.

Thus, the regional level of distribution is the main parameter which determines quantitative and qualitative characteristic of Luhansk periodical system of Soviet party type. Local limitation of information range (generated and distributed information) tends to first and foremost audience’s consumption of local information that influences immediately on the peculiarities of local periodicals formation and functioning. In the context of totalitarian press management of all the newspaper types Stalin’s program of industrialization and struggle against world imperialism was in the first place. Exactly these canons meet the most part of district and municipal newspapers in Luhansk (Voroshilovgrad) region of Soviet times.

Conclusion. To uncover the typological characteristic of periodicals in the 1910-1940s the specificity of region and analysis of social, political, economical and legislative mechanisms served as a basis of Luhansk press functioning during many years should be taken into account. Thus, at the initial stage of regional journalism formation in the beginning of XX century we may observe quite wide differentiation of the press according to the following typological signs as the publisher, functional purpose, area of distribution, ideological orientation, language and national identity, themes and etc. With the final consolidation of Soviet rule the range of typological characteristics reframed in favour of one-party power forming strong ideological mechanism of the influence on the recipient. In their themes and propaganda enthusiasm all the publications followed predominant party line principle typical for totalitarian period. In that one may see the desire of Soviet leaders for unification of social opinion with the help of mass media and restrain of the national interests among mass audience by class approach.

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Аннотация. В статье совершена попытка осуществления типолого-видовой характеристики периодической печати Луганского края 1910 – 1940 годов. Определено, что на протяжении периода исследования типологическая картина не была устойчивой. В досоветский период наблюдалась широкая дифференциация прессы за такими показателями, как издатель, территория распространения, функциональное назначение,

идеологические и национальные признаки, языковые параметры, тематика и т. д. С приходом к власти большевиков, спектр типологических характеристик переформатировался в пользу монопартийной власти, формируя мощный идеологический механизм влияния на реципиента.

«Типолого-видовая характеристика периодической печати Луганщини 10-х – 40-х годов XX века»

Е. Н. Ульянова, О. В. Корчагина

Ключевые слова: луганская пресса, типологическая характеристика, типологические признаки, партийно-советская печать.