

Functioning of the National Media under Conditions of the Market Model of Media Industry

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Abstract: The study deals with the analysis of the main factors of formation and development of the mass-media system in the Tatar language, specificity of their functioning in modern social-economic conditions. It has been made a classification of the stages of development of national journalism. In the period of vigorous socio-political perturbations in Russia, namely at the start of XX century, the Tatar Journalism drew attention that everybody could know. In a short span, since 1905 till 1917, in 17 cities of the Russian empire, it had been issued >120 newspapers and journals in the Tatar language. Having different promotions, they reflected the interests of miscellaneous population and occupied a special place in the development of progressive social thought in the years of autocratic reaction. But, all of them became extinct after certain revolutionary events of 1917. They were ousted by the newspapers and journals propagandizing Bolshevik ideology. A rather ramified system of party-and-state press in the Tatar language, published in all big cities of the country and covering all the strata of population, was founded under severe control of the government. And only under influence of democratic reforms at the close of XX century, a great number of newspapers and journals of new type promoting political pluralism in society had appeared. Today, the national media are going through the process of transformation adapting to the conditions of market relationship.

Key words: Journalism, newspaper, journal, typology, Tatarstan, Russia

INTRODUCTION

The culture of different ethnic social communities united by residence in one region has a particular specificity of functioning in conditions of multinational state, such as Russia. An important place is taken by mass-informational constituent that contributes to cultural togetherness and preservation of national identity Russia being as one knows a multinational country has the newspapers and journals to be issued in over 80 languages of ethnos living in the big country. Tatars who take the second place in the Russian Federation in population size have a widely ramified system of mass media in native language. Major social-economic and political perturbations gone through by the country during the last 10 years led to pervasive transformation of the system of national press.

MATERIALS AND METHODS

The researchers have applied such empirical and general scientific methods as observation, comparison, analysis and also a specific mass-media textual criticism-content analysis. The study is based on scientific works of the theoreticians in the regional and national journalism. The problems of formation and

development of the Tatar periodical press have been partially highlighted in a variety of publications and monographs by Sabirova *et al.* (2014), Amikharov (2002), Gainullin (2009), Lepilkina (2011), Nurullina (2009), Ramiyev (1926), etc.

RESULTS AND DISCUSSION

The Tatar journalism has a rich history of development. Even in early XIX century, the progressive scholars of Kazan, aspiring to give the native population access to all Russian social and cultural life, took energetic measures for distribution of the printed word. One of such scholars was I.I. Zapolsky being at the head of the weather station of Kazan University. It was he in 1808, who spoke with his project of the published newspaper “Kazan News” in Russian and Tatar. But primarily, the representatives of authority put obstacles in the way of realization of the Russian scholar’s noble initiative (Amikharov, 2002). After all with every effort exerted by Zapolsky in 1811 such consent had been obtained. Thus, in Kazan there had been appeared the first provincial newspaper in Russia. The newspaper existed not long as private publication and was transferred to the entire possession of the Kazan University (Lepilkina, 2011).

Since 1833, the representatives of Kazan University had tried again to set up the Tatar language newspaper. The disciple of oriental school M.G. Nikolsky made several attempts for publication of the newspaper under the title of "A Sea of News" but in vain again. The initiative of the famous orientalist P.I. Pashino on publication of the Tatar language magazine "Benefit" in 1864 was also unsuccessful.

Later on, since the years 60s of XIX century, the representatives of the Tatar community also joined in the struggle for setting up the Tatar press. Only in the second half of the century before last >20 applications for organizing periodicals for the Tatars were submitted to different instances (Amikharov, 2002). But, all the attempts were turned down.

Only the revolutionary events of early XX century compelled the tsarist government to change its attitude to the problem of publication of the Tatar national press. As a result, on September 2, 1905 in Saint Petersburg, the first issue of the paper in Tatar "The Ray" saw the light of the day. The organization of this issue sparked off formation of ramified network of the Tatar press. By October of that year the first Tatar language newspaper called "Herald of Kazan" saw the light of the day in Kazan as well (Amikharov, 2002). In Russia, there appeared the temporary regulations about the periodical press before long. They abolished preventive censorship, considerably facilitated the initiation of new publications. Due to it, in 1906 sixteen new issues had already appeared. A lot of specialized newspapers and magazines were published. For example, in Samara there was issued the journal "Economics" that was remarkable for its serious analyticity and wide circle of the authors being specialists in economics. "Iktisaad" is the first specialized issue in economics in Russia, published not in the Tatar language.

For what reason has the ramified system of the Tatar periodical press had so easy and rapid formation? It is necessary to note a high literacy of the Tatar population of the pre-revolutionary Russia, the presence of wide contingent of writers and educators graduated from the best universities of the world. At the same time, one of the primary reasons since 1905 till 1917 in 17 cities of the Russian empire there had been issued >120 newspapers and journals in the Tatar language (Ramiyev, 1926).

However, they all disappeared after certain revolutionary events of 1917. They were replaced by the newspapers and journals propagandizing only the Bolshevik ideology. A number of publications was also reduced. For instance, in 1927, only 20 newspapers and journals in the Tatar language had been issued (Nurullina, 2009). In the 20-30s, there emerged a new model of mass media, consisting of national and territorial (central,

republican, regional, uyezd, afterwards municipal, district and large-circulation) issues (Gainullin, 2009). In the Tatar ASSR, there emerged a lot of district newspapers, aimed at cultivating the communist values in population, propagandizing kolkhoz movement, unmasking public "enemies". Thereupon the movement of working correspondents emerged.

In the years of the Great Patriotic War, the majority of newspapers and journals suspended their activities. Since June 1942, it was established the front newspapers, to which the famous Tatar journalists and writers called up for the war appeared to be the most active to write. More than 50 outstanding writers and journalists had not returned from the front, many of them had been wounded. In all for 1942-1945, 16 front newspapers in the Tatar language were issued. They made considerable contribution to the common victory of the Soviet people in the war (Ainutdinov, 1984).

The postwar periodical press developed depending greatly on social and political events in the life of the country. For instance, the interesting feature stories covering rethinking of the period of "the personality cult" appeared in the Tatar social and political journalism in the years of "thaw". At the same time, the national press of the soviet Tatarstan had a tough target hierarchical structure. It was similarly official by organization that is its founders were primarily party-soviet bodies. All the issues were subsidized at the expense of the state budget. The press content was subject to covert censorial control. It was exercised by the bodies on the protection of state secret in press. Certainly, journalism could not be objective with such scheme of functioning and pursuit.

Under the impact of democratic transformations towards the end of XX century, an extensive mass communication media providing with political pluralism and theme-problem variety emerged again (Sabirova *et al.*, 2014). At the same time, so far the Tatar journalism has been at the transition stage, starting since early of the 90s of the last century, the stage of striving for the further ways of development.

The reason of it is not only the change of ideology, transformation of social and economic sphere, emergence of new technologies but growing globalization of information flow. The press market has been sustaining significant difficulties, the indication of which is downturn of economics of publishing and distribution businesses, fall in publications, decline in circulation being sold, uplift in retail and subscription prices, kiosk stock reduction, restriction of Russians' access to the channels of purchasing newspapers and journals. Annual drop in subscription circulation accounted for about 2.5%, since

2008 till 2013. At the same time, decrease of the total subscription circulation, delivered in 2015, according to the information from the leading agencies, accounted about 20% in regard to the level of subscription circulation, delivered in 2014. At the same time, the analysis of the last subscription campaign has shown that the dynamics of reduction in the subscribed number of printed copies is considerably lower than the rate of slump of consumer's demand for the other goods in the RF: household appliances and electronics (-46.9%), clothes and footwear (-42%), automobiles (-38%) is comparable with decline in demand for foodstuff (-7.7%). It allows to conclude that subscription to the printed press takes higher precedence over the other goods among population (Kazakov, 2015).

Especially, adversely affect these changes the sphere of the regional, particularly national journalism. The problems in Tatarstan associated with the prospects of development of mass media have become pressing more than usual. Currently, it has been intensified the drive of mass media for financial and structural decentralization. Not all mass media can singly survive under the market conditions. First of all, they are interfered with by small circulations. Under the market conditions the popularity of newspaper is determined by circulation. It is circulation that is indicative of popularity of one or another issue among population which is attracted for potential advertisers as well. The more popular a newspaper is the more chances to get lucrative advertisement, it has and vice versa. But not all the issues can adapt to the market conditions. If one may put it so, we have no right to demand from the newspapers and magazines for children to engage in business. The national press hardly survives at the market: few of business owners burn with a desire to put up their advertisement in newspapers and journals for restricted audience. It results from the fact that functioning of the Tatar language as official in the sphere of market relations has remained a dead letter so far.

This notwithstanding, the national publications have also to be concerned about survival under the conditions of globalization of at the information market and earning money. Consequently, the demand for national journalistic staff adapted to successful work with the use of up-to-date technologies, to work under market conditions has soared sharply. With the emergence of new commercial mass communication media, in particular television, shortage of the staff meeting modern requirements has become more evident. The Tatar language information field is sorely in need of the management being capable of competitive existing in the information field.

Under such conditions the traditional publications have to become transformed. This transformation is an objective process as the old press cannot manage with new organizational and ideological goals and objectives in the area of national development. The Tatar journalism faced with the problem of mastering new models, standards of the Russian and world journalism. Certainly, the questions how to issue for example, a qualitative and mass edition, be in mass media with defined political orientation or follow the patterns of so called objective journalism have arisen not only in the context of borrowing and tend to be in conformity with the famous Russian and Foreign standards. Becoming more complex, the social structure of the Republic of Tatarstan was changing, new contours of political space were forming, economics was affecting all the spheres of the public life more distinctly. In consequence of these processes the earlier non-existent social groups, groups of organized interests having their own rather differential needs for various mass media have appeared. In the system of the national media, there have appeared the specialized publications the number of which increases year in year out. During recent years, a growing activity has been displayed by private publishers in contrast with the other publications their circulations have been invariably growing. And most of state, newspapers have issued very seldom, not so promptly. Some of them have been reformatted into magazine variants. As a result, among national publications there prevail the magazines and also the weekly papers. It is observed the emergence of new network mass media in the Tatar language. But, the dynamics of their growth is far from satisfactory. It is explained, first and foremost, by the narrowing of the spheres of use of the Tatar language. Among the reasons one can indicate lesser extent of responsiveness and analyticity of the Tatar language publications in comparison with the Russian language ones.

It is needed a federal assistance to abolish the rupture of information space, provide information unity of the country. It is essential to work out the conception of supporting the regional and national press in Russia. At the same time, from our point of view, a principle of "exclusive territory" should be adhered. This principle acts in many European countries and provides stability of the system of press spreading at the expense of low competition. Besides, a regional wholesaler is interested in delivering the press to maximum sales outlets within his territory, as the result, the cost of transport reduces per one point of sales. In Russia, there is an absence of the principle of a territorial exclusive, the Russian distributor is not interested in delivering the press to maximum points of sales, the delivery is secured only to profitable points for example, few points in discounters. In so doing, introduction of the principle "exclusiveness" would allow to slash the level of competitiveness at the market of

press distribution which would make it possible for a number of players to improve their economy and make distribution more effectively without expending their energies for competitive activity.

The periodical press needs for special support within the mass media system as there is no substitute for it. It is no secret that the internet cannot replace media as they represent mass communication media but not mass information media. Besides, the printed newspapers and magazines are convenient and usual for population, they carry sufficiently reliable information, especially in the regions. Only a small part of the internet visitors in Russia uses it as mass information media which represent digital versions of the printed newspapers in this case. At the same time, most population get information from television, radio and printed periodicals as usual. Opponents of the press in power structures do not take into account that the active users of the internet do not go to vote whereas more than half of readership regularly participates in elections.

From our point of view, the future of current mass media market consists in integration of the system of the electronic and printed press distribution. After all, the development of the regional and national journalism will be connected with macroeconomic situation in the country, purchasing power of population, financial responsibility of advertisers, returning the lion's share of interest from most mass media.

Summary: With the purpose of closing the gap between information spaces, securing information unity of Russia, it is necessary to work out the conception of supporting regional and national press of the country.

The task of return of qualitative and quantitative indicators dictate the following first-priority measures to the representatives of the Tatar national journalism:

- To manage the holding of social and market research with the aim of identification of essential kind and types of publications
- To improve topical scope of the materials
- To introduce new forms and means of material presentation for attraction of wide circle of potential audience
- To intensify professional training of the national staff in the sphere of management of mass media

CONCLUSION

The national journalism as a looking glass reflects crucial events in the life of the Tatar people. In different periods of history, even during severe tsarist censorship and communist ideology, the Tatar journalism has

remained faithful to its basic orientation-preservation of cultural traditions, spiritual values, native language. It serves as the essential instrument of ethnic mobilization, functioning national culture and native language, consolidation and development of ethnos, plays the decisive role in formation of national self-consciousness of the Tatar people. Today, the task is to build up a uniform system of the Tatar mass media, to define the functions of newspapers, magazines, tele, radio channels, internet resources and audio-visual facilities of information delivery, working out the mechanism of stimulation of their activity. It is essentially required integration and interaction of all types of the national mass media, including various internet resources.

ACKNOWLEDGEMENT

The research is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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