

## TATAR JOURNALISM TRANSFORMATION VECTORS

Vasil Zagitovich Garifullin, Ruzil Galievich Mingalimov

Kazan Federal University, Kremliovskaya str, 18, 420008, Kazan (RUSSIAN FEDERATION)

DOI: 10.7813/jll.2015/6-3/44

Received: 05 Jun, 2015

Accepted: 30 Jul, 2015

### ABSTRACT

This article analyzes the main factors of mass media emergence and development in Tatar language. The classification of national journalism stage development is performed. During the turbulent socio-political upheaval in Russia, namely in the early twentieth century, Tatar journalism declared itself fully. During a short period of time, from 1905 to 1917, 17 cities of the Russian Empire published more than 120 newspapers and magazines in Tatar language. They occupied a special place in the development of progressive social thought during the autocratic reaction, struggled systematically against feudal survivals and a backward clergy of that time. However, they all ceased to exist after the famous revolutionary events of 1917. Their place was taken by newspapers and magazines, promoting only the Bolshevik ideology. A rather diversified system of party-state seal in Tatar language, published in all major cities of the country and covering all segments of the population is developed. And only under the influence of democratic reforms in the late twentieth century a huge mass of newspapers and magazines of a new type, ensuring political pluralism in society appeared again.

In different periods of historical development Tatar journalism remains the true one to its primary trend - preservation and enhancement of cultural traditions, spiritual values and native language.

**Key words:** journalism, Russia, Tatarstan, newspaper, magazine, typology

### 1. INTRODUCTION

The culture of social communities differed by a national attribute united by a place of residence in a multi-ethnic state, like Russia, has a particular specifics of operation. An important place in it is occupied by a the mass-information component that contributes to the spiritual unity of people and the preservation of national identity. In Russia, which, as you know, is a multi-ethnic country, the newspapers and magazines are issued in more than 80 languages of ethnic groups living in a large country. The Tartars, which occupy the second place in Russian Federation by number, have a very extensive system of mass media in their own language. Large socio-economic and political turmoil that the country experienced in recent decades led to a profound transformation of the national press.

### 2. MATERIALS AND METHODS

The authors used such empirical and scientific methods like observation, comparison, analysis, and the specific method of mass media text study which is the content analysis. The study is based on scientific papers of regional and national journalism theorists.. The problems of the Tatar periodicals formation and development were partially covered in a number of publications and monographs by A.K. Aynutdinov [7], R.U. Amirkhanov [1], H.A. Gainullin [6], O.I. Lepilkina [2], R.M. Nurullina [4], I.G. Ramiev [3], and others. However, many works on the history of the Tatar journalism concern only certain aspects of the vast heritage, such as the analysis of periodicals of different years from a linguistic point of view [18-20].

### 3. RESULTS

Tatar journalism has a long history of development. Even at the beginning of the XIX-th century Kazan progressive scholars, seeking to involve indigenous people to the Russian public, spiritual and cultural life, took vigorous measures for the spread of press. One of these scholars was I.I. Zapolsky, a graduate of Moscow University, an associate of mathematics and experimental physics at Kazan University, who led the weather station opened at the University. In 1808 he proposed the project of publication of "Kazan News" newspaper in Russian and Tatar language. But first, the authorities severely impeded the implementation of the Russian scholar noble initiative [1, p. 34]. However, such a consent was obtained by Zapolsky efforts in 1811. But only one condition was put forward: the newspaper shall be published only in Russian. Therefore, Kazan had the first provincial newspaper in Russia. It functioned as a private edition. The newspaper wrote about the major social and political events in the country and abroad, informed readers about domestic and foreign policy of Russia. As a special edition the newspaper was issued for a short period of time, it incurred the wrath of officials due to some "inappropriate" materials and errors. Therefore it was transferred completely at the disposal of the University of Kazan [2, p.7].

Since 1833, the representatives of the University of Kazan tried to create a Tatar-speaking newspaper once again. The pupil of the eastern rate M.G. Nikolsky made several attempts to publish a newspaper called "Behrel-ehbar" ("Lots of news"), but this attempt was unsuccessful once again. The initiative of a known orientalist P.I. Pashino concerning the publishing of the magazine "Faida" ("Benefit") in Tatar language in 1864 was also unsuccessful.

Thus, the operation of the first Kazan newspapers and magazines in Russian and the attempts to open publications in the Tatar language were concentrated around the University of Kazan. The newspaper "Kazan News" may be considered as the ancestor of journalism within all the Volga region.

Later, starting with the 60-ies of the XIX century, the struggle for the creation of the Tatar press was supported by the representatives of the Tatar community. For example, in 1863 an outstanding Tatar educator Qayyum Nasyiry appealed to the Kazan military governor for the permission of a publication in Tatar language. A similar attempt was made by Turkic language lecturer of St. Petersburg University H. Faizhanov. Only in the second half of the last century different institutions received more than twenty petitions requesting the permission to organize periodicals for Tatars [1, p.36]. But all these attempts were rejected under various pretexts.

Only the revolutionary events of the early twentieth century forced the royal power to change their attitude to the issue of Tatar national press publication. As a result the first issue of the first newspaper in the Tatar language "Nur" ("Ray") was published on September 2, 1905 in St. Petersburg. The creation of this publication provided a great impetus to the establishment of an extensive network of Tatar printing. In October of the same year, the first Tatar-speaking newspaper called "Kazan mohbire" ("Kazan Bulletin") was published in Kazan [1, p.44]. Soon Interim Rules on the periodical press appeared in Russia. They canceled prior censorship, significantly facilitated the creation of new publications. Due to this 16 new publications appeared in 1906. A large number of specialized newspapers and magazines was issued. For example, in Samara, the magazine "Iktisad" ("Economics") was published, which was characterized by severe analysis and a wide range of economist authors. "Iktisad" is the first specialized publication on the economy in Russia, which was not published in Russian. The number of satirical publications in the Tatar language had more than a dozen names.

What was the reason of such quick and easy publication of an extensive system of Tatar periodical? One should note a high degree of the Tatar population literacy in pre-revolutionary Russia, the presence of a large contingent of writers and educators who were educated at the best schools in the world. Along with this, one of the main reasons for that is the presence of Russian provincial press rich traditions. Due to this, more than 120 newspapers and magazines in Tatar language were published from 1905 to 1917 in 17 cities of the Russian Empire [3].

However, they all ceased to exist after the famous revolutionary events of 1917. Their place is taken by newspapers and magazines, promoting only the Bolshevik ideology. A fairly extensive system of party-state press in the Tatar language is developed, published in all major cities of the country and covering all population segments. Workers and peasants, teachers and miners, women and children had their publications. Even the soldiers of the Red Army had their own newspapers. The main publication for them was the newspaper "Kyzyl Army" ("Red Army"), published in Moscow at the amount of 50 thousand copies. The same central issue had the smallest readers. Moscow published the magazine "Kechkene ipteshler" ("Little comrades"), the editor in chief of which was the famous poet Musa Jalil. However, by the end of the twenties the field of the Tatar journalism activity started to narrow. The number of publications was also decreased. For example, only 20 newspapers and magazines were published in Tatar language in 1927 [4].

Meanwhile, Tatar emigre press develops. After the October Revolution of 1917, thousands of Tatars were forced to leave their homeland. Many prominent intellectuals, who continued his public and creative activity in exile, were among them. Due to their activities, the first center of the emigre press in Tatar after the revolution of 1917 was the city of Harbin, as it had most part of the Tatar immigrants, including the military ones. One of the most popular periodicals was the magazine "Erak Sheryk" ("Far East"), which was issued Tatar society Harbin in 1920-1922. The newspaper with the same name was the magazine continuation in 1924-25. Also the magazine "Yalkyn" ("Flame") was issued for the Tatar youth during 1923-1924.

It is impossible to talk about the emigre press in the Tatar language without the mentioning of the great Tatar writer, publicist, public and political figure name Ayaz Iskhaki. After the revolution of 1905 and the announcement of press freedom and the freedom of speech in Russia, Iskhaki was able to publish 30 novels, dramas and stories, hundreds of works of journalism, in which he described the life, habits and customs of the Tatar people. He urged his people to culture, freedom, the struggle against oppression and injustice, against the tsarist autocracy.

After the Bolshevik Revolution in Russia, the publication of his works was forbidden. In 1919, Ayaz Iskhaki as the representative of the State of "Volga-Ural" visited the Versailles Peace Conference and did not return to Russia. First of all he went to Harbin, then moved to Europe, lived in France, Germany and Poland. Everywhere he gave fiery speeches, published Tatar newspapers, created political organizations in Manchuria, Germany and Turkey, united the immigrants of different nationalities in an anti-Stalinist organization in Warsaw. During his stay in the Far East, where a significant part of emigrants-Tatars lived Iskhaki organized the edition of the newspaper "Milli Bayrak" ("The Banner of the Nation"), which was published continuously in the city of Mukden before August 1945. The total number of published issues made 440. The newspaper was distributed in Finland, Germany, Japan, China, Egypt, Saudi Arabia and other countries. The newspaper published dozens of Ayaz Iskhaki articles, including "What is the essence of national cultural autonomy?", "The 20th anniversary of the National Assembly", "Tatars in Finland", "Russification policy of the Soviets", "Fundamentals of our future" and others. His publications are filled with the spirit of struggle for the preservation of the Tatar nation, its culture, national identity and an independent future. This newspaper can justifiably be called an encyclopedia of life and destiny of the Tatar immigrants. "Milli Bayrak" ceased operations after the Soviet troops entry into the territory of Manchuria in August 1945. Its employees were arrested by the Soviet counterintelligence authorities, and were put in prison for a long time.

From 1928 to 1939 Iskhaki published the magazine "Milli yul" ("National Road") and "Yana mile yul" ("New National Road") in Berlin. In this magazines he sharply criticized regularly the policy of the Bolsheviks in the Tatar and Bashkir Soviet republics using extensive materials.

In terms of journalistic skill the publications, edited by Ayaz Iskhaki represent the greatest interest for researchers, since they inherited the rich traditions of pre-revolutionary Tatar periodicals [5].

Meanwhile, periodicals continued to "develop" in the Soviet Union enhancing the ideological component. There was a new media model in 20-s - 30-s, which consisted of national-territorial (central, republican, regional, district and later municipal, district and large-circulation ones) publications [6, p.13]. In Tatar ASSR there was a large number of regional newspapers, designed to develop the communist values, promote collective-farm movement, to identify the "enemies" of the people among population. In this regard, the movement of worker correspondent appears.

During the Great Patriotic War the majority of newspapers and magazines suspend its activities. Starting in June 1942 front-line newspapers were established, where well-known Tatar military journalists and writers took an active part. More than 50 well-known writers and journalists did not return from the front, many were injured. 16 front-line newspapers in Tatar language were published during the years 1942-1945. They made a great contribution to the victory of the Soviet people in the war [7].

The post-war periodicals develops in a high dependence on the socio-political events in the life of the country. For example, during the "thaw" period the Tatar journalism provided interesting essays devoted to the reconsideration of individual historical figure fates, subjected to persecution during the years of "personality cult". However, the national press of the Soviet Tatarstan had a hard-coded hierarchical structure. By the nature of Foundation the national press was uniformly official, that is, its founders were mostly party-government bodies. All publications were subsidized from the state budget. The content of the press was subjected to a tacit censorship control. It was carried out by the bodies protecting the state secrets in the press. Party committees were engaged in ideological censorship. Naturally, journalism could not be objective with such a scheme of operation and tracking.

During the years of stagnation, the national publication, nevertheless, contributed in the development of national culture, language and literature praising and glorifying the communist ideology and the labor victories of the Soviet people.

Under the influence of democratic reforms in the late twentieth century, a large number of new media, ensuring political pluralism and problem-thematic diversity appeared once again [8].

The traditional publications had to be transformed. This transformations were an objective process, because the old-style printing was no longer able to cope with new organizational and ideological aims and objectives of national development. Tatar journalism faced with the problem of new model development for it, the standards of Russian and also the world journalism. Of course, the issues of how to do, for example, a qualitative or mass publishing, to be a mass media with a certain political trend or to follow the examples of the so-called objective journalism, emerged not only in the context of the borrowing and the desire to answer the famous Russian, foreign standards. The social structure of the Republic of Tatarstan changed becoming more complex, the new contours of the political space were formed, the economy more clearly impacted on all spheres of public life. The result of these processes is the appearance and the formation of previously non-existent social groups, the groups of organized interests that have their own, quite differentiated needs in a variety of mass media. The specialized publications appeared in the system of national mass media, the number of which is increasing each year. During recent years private publications become more and more active, unlike other types of publications, their circulation always grows. But most government newspaper began to appear less and less operational. Some of them were transformed in magazine versions. Therefore, magazines and weekly newspapers are dominated among national editions. There is the emergence of online mass media in Tatar language. However, the dynamics of their growth is poor. All this is explained, primarily, by the narrowing of Tatar language scope use. A lower degree of Tatar-speaking media efficiency and analysis in comparison with Russian ones is among the reasons of it.

#### 4. CONCLUSIONS

Today, the task of returning former qualitative and quantitative indicators dictates the representatives of the Tatar national journalism the following priority actions:

- To organize the sociological and marketing research in order to identify the necessary kinds and types of publications;
- To develop the thematic trend of materials;
- To introduce new forms and means of material provision in order to attract a large range of potential audiences, especially young people;
- To enhance the training of experts in the field of the national mass media.

#### 5. SUMMARY

The national journalism as a mirror reflects the main crucial events in the life of the Tatar people. In different periods of history, even in the years of brutal tsarist censorship and Communist ideology, Tatar journalism remained and remains true to its basic orientation - the preservation of cultural traditions and spiritual values, the native language. It serves as an essential tool for ethnic mobilization, the functioning of the national culture and language, ethnic consolidation and development, plays a decisive role in Tatar national identity development. Today, the task of building a unified system of Tatar mass media includes the definitions of newspaper, magazine, television radio channel functions, the functions of Internet resources and the means of audiovisual information delivery, the development of a mechanism for their activity promotion. The integration and interaction of all types of national media, including various kinds of Internet resources is necessary.

#### CONFLICT OF INTEREST

The author confirms that the presented data do not contain any conflict of interest..

#### ACKNOWLEDGEMENT

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

#### REFERENCES

1. R.U. Amirhanov. Pre-revolutionary Tatar press in the context of the "East-West" (using the example of Russian culture). - Kazan: Tatar publishing House, 2002. - 240 p.
2. Lepilkina O.I. Structural and typological transformation of Russian provincial press system during the XVIII-th - early XX-th century.: abstract of a phil. sciences cand. thesis - Rostov on Don, 2011 - 42 p.
3. Ramiev I. The album of Tatar periodicals (1905-1925). - Kazan, 1926. - 232 p.
4. Nurullina R.M. History writing.- Kazan: Kazan univ. publishing house, 2009. - 335 p.
5. Garifullin V.Z., Mubarakzyanova A.Z., Gayaz Iskhaki journalistic activities. - Kazan: Publishing house of Kazan un., 2014. - 108 p.
6. Gainullin H.A. The influence of periodicals of Tatarstan SSR on the formation and the development of the historical and cultural mentality of the population in the 20-80-ies. Twentieth century: abstract of a hist. sciences cand. thesis - Kazan, 2009. - 28 p.
7. Ainutdinov A.K. Chronicle of the feat. - Kazan: Tatar publishing house, 1984. - 112 p. Galiyahmetova A.F. Literary material in Tatar children magazines during the early XX-th century: abstract of a phil. sciences cand. thesis. - Kazan, 2004. - 28 p.
8. Sabirova, L.R., Zayni, R.L., Galiyahmetova, A.F., Galieva, R.M. Functional and typological development features of the tatar-language press in the republic of Tatarstan under current conditions. Asian Social Science. Volume 11, Issue 1, 2 December 2014, Pages 321-328.
9. F.M. Mukhametshin. Lexical and grammatical features of the newspaper "Nur": abstract of a phil. sciences cand. thesis - Kazan, 2007. - 171 p.
10. Minnullin B.K. Language of the newspaper "Borhane Tarakki" (1906-1911): abstract of a phil. sciences cand. thesis. - Kazan, 2010. - 26 p.