

WAYS OF DEVELOPMENT OF MAGAZINE PERIODICALS (ON EXAMPLE OF THE REPUBLIC OF TATARSTAN PRESS)

Rezeda L. Zayni, Kazan Federal University
Aigul A. Guseinova, Kazan Federal University

ABSTRACT

This paper deals with the development of the journal area of the Republic of Tatarstan. The main objective is to identify the typological features of Tatar-language magazines: this is typology that is of paramount importance for the media, allowing publishers to focus on specific topics and provide a quality product in a form of a printed publication. The paper also discusses the stages of development of Tatar journalism in accordance with the objectives of the periodical press in each stage, ensuring a deeper understanding of trends in the development of journal publications.

The modern concept of magazines together with their almost century-old experience, developed in view of today's trends of media development in Russia. A work aimed at increasing the circulation at the present stage of the development of journalism is important both for the media, which are self-sustainable, and for the state. For this purpose, Tatar-language newspapers and magazines undergo modifications.

Tatar magazines are legitimate. They can be included in a number of high-quality publications, because the Tatar journals reflect national traditions, which, in turn, ensure quality of publications.

Analyzing the current state of the journal periodicals, the authors made conclusions on the trends and prospects of further development.

Key Words: *Magazine, Media Development, Typology of Press, Periods of Tatar Journalism Development*

INTRODUCTION

Magazines occupy a special position in the media system. They are a factor influencing the development of society, an instrument affecting the consciousness of the people. "A newspaper influences public opinion every day, informs and convinces its readers; while a magazine, based on the social opinion generated by the newspaper, determines the life orientation, a certain world view (Deriagina S.I., 2012, p. 82)."

At the same time, this process has an opposite side: changes in society to the same extent affect magazines, transform their content, design, and authors' composition.

To date, a pressing issue for the media is one of increasing the circulation. "Carefully designed typological parameters ensure the survival of the media market (Ia.N. Zasurskii, 2001, p. 259)."

MATERIALS AND METHODS

Magazine is a periodic publication in a book format, which publishes articles and works of authorship. The history of magazines dates back to 1665 with the publication “Journal des scavants”, while the first attempt of publishing the journal in Russia was made in 1728 (Esin B.I., 2012, p. 10).

When determining the typology, the audience of the media is primarily taken into account. On this basis, we may distinguish the nationwide, all-Russian, regional (republican), and local (district) journals. The second criterion is a founder: magazines can be both state and non-state. Based on the audience, the characteristics such as age, gender, profession, and religion are taken into account. Periodicity, circulation, format, and volume of publication is especially important in determining the nature of publishing features. Publications are also divided into legitimate and illegitimate. Finally, in terms of content, we distinguish the quality and mass types. Classification by the remit includes numerous groups of magazines of universal, political, economic and social orientation (Korkonosenko S.G., 2001, p.75-90).

Study of the typology regulates relations between publications, creates a healthy competition, determines their place in the geographical, economic and social plane, also determines the characteristics of activities with political structures, economic institutions, and consumers of information, points to the best methods of conducting information policy, and communicating with the audience (Ia.N. Zasurskii, 2001., p. 34).

Formation of a new typology of magazine periodicals is today one of the topical problems of the modern theory of journalism. "...Modern journalism uses classification of magazines that was developed yet in the Soviet period, that is, in the present situation of a fundamental change in the specificity of journal activity and magazines themselves, this classification requires additions and changes (Kufanova D.I., 2010, p. 85-88)."

Depending on the kind of progressive forces the Tatar journalism has served to, its activity has been focused on particular targets. The development of the Tatar journalism from 1905 to 2016 can be divided into three periods.

I period, of course, includes the time from 1905 to the October Revolution of 1917, i.e., period of emergence and formation of the Tatar press (Vasil Z. Garifullin and Ruzil G. Mingalimov, 2015, 1379-1382). The main criteria characterizing a given period is the goal of the Tatar press, which was in serving to the nation and in developing the national identity.

But the October Revolution with the following political regime and the one-party system made forget it: national issues were not raised in the Soviet era.

Therefore, since 1917 (in particular, since 1918) to 1980s it was the second period of the development of the Tatar journalism, which can be divided into two stages - prewar and postwar. Before the Great Patriotic War there appeared and developed the Soviet Tatar-printing system, which was obliged to prove the advantages of the Soviet way of life, while after the war, the printing media received a clearly formulated objective to create a new life in the country that defeated fascism. At any rate, the objectives of both stages were to praise the Soviet state and the propaganda of the Soviet way of life (Garifullin, V.Z., Sabirova, L.R., 2015, p.132-135).

The third period started in the early 1990s. The RF Law "On mass media" adopted in those years has created the opportunity for the establishment of newspapers and magazines by public organizations, groups and specific individuals, and triggered the freedom of speech. At first, many Tatar-language editions reflected their national culture, but the general commercialization has forced to forget about such ambitions in the quickest possible time. It was clear that it is impossible to materially ensure preparation and publication of media only by

means of national ideas. The main objective of current Tatar printing media is to increase the number of readers and, accordingly, the circulation, because the wider the circulation - the more expensive the advertising on the pages of a publication is.

A work aimed at increasing the circulation is important both for the media, which are self-sustainable, and for the publications of JSC "Tatmedia". (JSC "Tatmedia" - the company, incorporating dozens of media, created in 2007 by a decree of the President of RT after the adoption and entry into force of the federal laws that limited the rights of municipalities to act as media founders. Today, JSC "Tatmedia" includes 85 branches represented by 99 newspapers and 16 magazines. It operates 21 television companies and 13 radio stations. Magazines and newspapers are published in Russian, Tatar, Udmurt, and Chuvash languages.) "In Russia, with some 40.000 registered media outlets, and most other former Soviet Union countries, much of the print media, especially in outlying regions, still depends heavily on state subsidies - that is, if it is not owned outright by the state (Reljić D., 2004, p.17)."

First, rebranding affected newspaper "Мәғрифәт" (Enlightenment) - a black and white newspaper turned into a full-color illustrated magazine "Ғаиләһәммәктәп" (Family and School), having ensured thereby an almost one and a half times increase in circulation. Second example: since the beginning of January 2014, the newspaper "Sabantui" (Tatar national holiday) turned into a magazine of the same name, which circulation also started growing.

RESULTS

Currently, there are 52 Tatar-magazines magazines. 12 of them are a part of "Tatmedia" holding (Taisheva S.N., 2016, p. 12). Tatarstan has many private, non-state publications, the main part of which belongs to the newspapers. The reason, in our opinion, depends on the purpose, for which private publishers start their business: the first is the creation of a free press, and the second - realization of profit. The most interesting field of activity for both the first and second group is still a newspaper format.

Tatar magazines are legitimate; all they can be included, with some reservations, in a number of high-quality publications, because the Tatar journals reflect, for any of reasons, national traditions, which, in turn, ensure quality of publications. The analysis of individual journals helped us assure ourselves thereof.

Magazines are published with due regard to demographic characteristics. There is no special edition for men, but the women's magazine "Сәембикә" (Siuiumbike - the name of the legendary Queen of the Kazan Khanate) started its activity in 1926 with the Soviet magazine "Азатхатын" ("AzatKhatyn" - a liberated woman). The magazine has been considering the topics of the future of the people, expressing the opinion that the future is in the hands of young mothers, then it depends on their moral education; and that women have the right to participate in publicly important affairs at the state level.

If to pay attention to the age characteristics, the youngest readers start with the magazine "Салаваткүперә" ("SalavatKupere" - Rainbow). This magazine presents itself as the only Tatar literary-and-art magazine for children of preschool and primary school age (3 to 12 years). The magazine is published with the aim of personal enrichment and meeting of the needs of young readers. The magazine's materials help parents and educators in organizing a cognitive activity of their kids, promote their physical, intellectual and emotional development, help to establish harmony between the family and the outside world.

For children of secondary school age there is a magazine "Sabantui" having been published for more than 90 years. Its history goes back to 1924, when the newspaper

“ЯШЬЛЕНИНЧЫ” (“Iashleninchy” - Young Leninist) was established. Since 1991, the newspaper has been issued under the name of “Sabantui”, and since the beginning of 2014 - in the form of a magazine. The readership has remained the same - 8 to 15 years old. Infotainment and spiritual and moral focus of the publication has not changed too.

Despite the fact that the rebranding of publication resulted in positive increase in the circulation, this has impoverished the Tatar-language media system because of lack of a children's newspaper.

The magazine “ЯЛКЫН” (“Yalkyn” - Flame) is published for children of secondary and high school age. This magazine is notable for the fact that, along with an adult editorial board it has a children's one, which consists of young authors from rural and urban areas of the Republic of Tatarstan.

For the youth and young at heart the magazine "Idel" is published, which first publication was issued in 1989. The issue was preceded by a major promotional activities of a subscription to the magazine, which resulted in a good circulation of the magazine in the first year. A cover page of the first issue presented four major topics such as literature, culture, youth, and modernity. Until now, they remained unchanged.

According to the subject, Tatarstan has not many professional publications being published. Among them is the socio-pedagogical and scientific-methodical journal "Мәгариф" (“Magarif” - Education). It focuses on the spread of new techniques and technologies, cultural and literary achievements, the informatization of the education systems, the use of advanced technology, the introduction of new standards of education, the questions of moral and labor education, work with talented children, and other problems.

Based on the nature of establishing the publishing corporations, we may note that the central publication is usually circled with new applications, and sometimes new newspapers and magazines, that allows solving new problems. For this reason, the editors of "Мәгариф" include also online magazine “Мәгариф. РФ”, “Магариф. Татартеле” and the Tatar-language magazine “Гайләһәммәктәп” in addition to the traditional variant.

The main audience of the magazine "Гайләһәммәктәп” is also presented by school teachers, however, it cannot be recognized a professional publication. Its mission is to become a socially oriented, applied publication, useful and interesting for both parents and professional educators. The magazine is published since 2013, the publication was organized on the basis of the newspaper "Мәғрифәт" (Enlightenment). That is, the magazine is a rebranded publication of JSC "Tatmedia", which underwent changes in order to increase its popularity and circulation.

A large number of publications works towards the popularization of a culture. Undoubtedly, the journals of a political or economic nature would not go amiss in the entire development of the nation. Problem-analytical journalism on their pages would contribute to the practical development of the Tatar journalism, and breathe a new life in language styles. But because of the small audience of such types of magazines, the implementation of these idea remains a matter for the future. Of course, we can call to memory the publication of the magazine "Tatarstan", but regret to note that the pages of its Tatar version contain only a small percentage of original articles, and mainly publish the texts translated from Russian.

We also qualify the magazine "Казанутлары” (“Kazan Utlary” - Kazan lights), the magazine "Мәйдан" (“Maidan” - Square) published in the city of NaberezhnyeChelny, and "Сәхнә" (“Sehne” - Scene) as national-cultural magazines. A humor and satire magazine “Чаян” (“Chayan” - Scorpio) has gained more and more popularity, and has been distributed as a

magazine for joyful people, and still remains committed to its traditions based on humor, national spirit, and ridiculing of life problems.

In addition to the above, journals of social and political orientation, such as "Tatarstan", dedicated to the national history, and the updated edition of "Безнеңмирас" ("BeznenMiras" - Our Heritage), "Афәрин" ("Aferin" - Bravo), "Гәиләучагы" (Gaileuchagy" - Family hearth), historical magazine "Гасырларавазы" ("GasyrlarAvazy" - Echo of centuries), a scientific journal "Фәнһәмтел" ("Fen hemtel" - Science and language), and literary journal "Аргамак" ("Argamak" - Race horse) etc., have been close to the Tatar-language audience.

These magazines, as regional editions, mostly cover local affairs. But when considering that currently the public role of the regional press is higher than of the central, the local magazines, emphasizing primarily the country's problems, should at the same time try to cover the "participation of their territorial units in addressing nationwide problems, to promote in attraction of the regional audience to the all-Russian and international events and processes" (Soldatova J.G., 2011, p. 55).

Almost all Tatar newspapers and magazines except for paper version have their electronic version. "Many legacy media companies are also looking for ways to leverage their existing audience and brand recognition to create communities around the online versions of their product" (Miel P., Faris R., 2008, p.11). These sites are designed in order to enrich and promote the paper version. Because attraction of young readers to the Tatar magazines is an action caused by the call of the times. There is an opinion among the representatives of Tatar-language magazines that people under 30 do not read print media. For this reason, magazine staff usually refer to people older than 40 years when determine the age of their audience. Along with the development of websites, the magazines continue to form and improve their paper versions, increase the level of the printing industry, and use high-quality photos and illustrations.

SUMMARY

Tatar-language magazines are mainly published in the Republic of Tatarstan, where the Tatars make up a large part of the population. The main territory of distribution is Tatarstan too. Thus, being regional publications, these magazines mostly cover local problems.

Despite the fact that the rebranding of publication resulted in positive increase in the circulation, this has impoverished the Tatar-language media system.

CONCLUSION

Thus, we can state the fact that the Republic of Tatarstan has developed a peculiar structure of the magazine press in the Tatar language: it includes the social, literary and other magazines, which solve social and creative tasks, and raise important modern issues to the best of their ability. We should note that the modern concept of magazines together with their almost century-old experience, developed in view of today's trends of media development in Russia. In the long term, it is important to examine the work of journalist and editors of these media, because the focus of a publication depends often on their opinion.

We hope that the market of Tatarstan publications will continue their development in the future. However, it should be expected that one of the growth factors will be a state support for the industry. The market has not been yet completed, so the society is waiting for new and interesting publishing projects.

ACKNOWLEDGEMENTS

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

REFERENCES

- Deriagina S.I. (2012). Typological characteristics of periodicals and their impact on the reader. *Actual problems of the humanities and natural sciences*, 1, 82-84.
- Esin B.I. History of Russian journalism (1703 - 1917). [Electronic resource] learning package. B.I. Esin. 4th ed., M.: Flint, 2012. 464 p.
- Garifullin, V.Z., Sabirova, L.R. (2015). The anniversary of the Tatar Journalism: Its progress and losses. *Journal of Language and Literature*, 6(2), 132-135.
- Korkonosenko S.G. (2001). Fundamentals of Journalism: college textbook. M. Aspekt Press, 287 pp.
- Kufanova D.I. (2010). The typology of periodical magazines in the Republic of Adygea in the information space. *Bulletin of the Adygeya State University, Ser. Philology and Art history*, 3(63), 85-88.
- Miel P., Faris R. (2008). Typology for media organizations. Cambridge: The Berkman Center for Internet Society at Harvard University, 11 pp.
URL: http://cyber.law.harvard.edu/sites/cyber.law.harvard.edu/files/Typologies_MR.pdf (11.05.2016).
- Reljić D. (2004). Who builds civil society? Civil society, mass media and democracy in post-communist countries. Stiftung Wissenschaft und Politik: Deutsches Institut für Internationale Politik und Berlin. Geneva, January 17 p. Russian Academy of Science. Institute of Canada and the USA.
URL: http://www.iskran.ru/cd_data/disk2/tr/029.pdf (11.05.2016).
- Soldatova J.G. (2011). Features of development of Russian regional mass media. *Science and modernity*, 10(1), 55-58.
- Taisheva S.N. (2016). Development of the magazines of JSC "Tatmedia". Tatar journalism: the formation and development. Collection of scientific articles, authors and editors V.Z. Garifullin, R.L. Zaini. Kazan, Kazan University, Pp. 12-21.
- The system of Russian mass media: Textbooks for high schools / ed. Ia.N. Zasurskii. M.: Aspekt Press, 2001. 259 pp.
- Vasil Z. Garifullin and Ruzil G. Mingalimov, (2015). Functioning of the National Media under Conditions of the Market Model of Mediaindustry. *International Business Management*, 9, 1379-1382.