



Artículo de investigación

Role of the regional electronic mass media in implementation of the national projects

Papel de los medios de comunicación electrónicos regionales en la implementación de los proyectos nacionales

Papel dos mass media electrónicos regionais na implementação dos projectos nacionais

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Abstract

The research deals with the role of mass media in solving the matters of inter-ethnic nature. It is emphasized that particularly the regional mass media effectively cope with this objective, being an authority among the mass audience and having impact on it. Activity of the electronic mass media in the Republic of Tatarstan is analyzed, where a decent media experience of solving inter-ethnic matters is accumulated. These are the largest TV companies in the region: "Tatarstan - Novy Vek", the potential audience of which is over 35 million viewers; "Tatarstan" State TV and Radio Company (Affiliate of FSUE RSTRBC STRBC "Tatarstan") (with the audience over four million people), as well as the portal of the Assembly and the House of Friendship of Nations of Tatarstan. The structural, meaningful analysis of the projects being implemented is carried out: the TV programs "Karavay" ("Tatarstan - Novy Vek"), "National Question and Answer" (STRBC "Tatarstan") are covered. The range of problems of the programs, the image characteristics of the materials' authors are focused on. Two major format-forming features are revealed: the story-type and information-news ones. In addition to the TV communications, the Internet resources are actively involved in covering the subject under study. It is established that one of the most significant platforms is the portal of the Assembly and the House of Friendship of Nations of Tatarstan, where a wide range of multimedia tools is deployed.

Resumen

La investigación trata sobre el papel de los medios de comunicación en la resolución de asuntos de naturaleza interétnica. Se enfatiza que particularmente los medios de comunicación regionales efectivamente hacen frente a este objetivo, siendo una autoridad entre la audiencia masiva y teniendo impacto en ella. Se analiza la actividad de los medios de comunicación electrónicos en la República de Tatarstán, donde se acumula una experiencia mediática decente para resolver cuestiones interétnicas. Estas son las compañías de televisión más grandes de la región: "Tatarstan - Novy Vek", cuya audiencia potencial es de más de 35 millones de televidentes; "Tatarstán", la Compañía Estatal de TV y Radio (Afiliada de FSUE RSTRBC STRBC "Tatarstan") (con una audiencia de más de cuatro millones de personas), así como el portal de la Asamblea y la Casa de la Amistad de las Naciones de Tatarstán. Se lleva a cabo el análisis estructural y significativo de los proyectos que se están implementando: los programas de televisión "Karavay" ("Tatarstán - Novy Vek"), "Pregunta y respuesta nacional" (STRBC "Tatarstán") están cubiertos. La gama de problemas de los programas se centra en las características de imagen de los autores de los materiales. Se revelan dos características principales de formación de formato: el tipo de historia y las noticias de información. Además de las comunicaciones de televisión, los recursos de Internet participan activamente en la cobertura

Keywords: electronic mass media, inter-ethnic relations, Republic of Tatarstan, "Tatarstan-Novy Vek" TV channel, Assembly and House of Friendship of Nations of Tatarstan, STRBC "Tatarstan".

del tema en estudio. Se establece que una de las plataformas más importantes es el portal de la Asamblea y la Casa de la Amistad de las Naciones de Tatarstán, donde se despliega una amplia gama de herramientas multimedia.

Palabras clave: medios de comunicación electrónicos, relaciones interétnicas, República de Tatarstán, canal de televisión "Tatarstán-Novy Vek", Asamblea y Casa de la Amistad de las Naciones de Tartaristán, STRBC "Tatarstán".

Resumo

A pesquisa trata do papel dos meios de comunicação de massa na solução dos assuntos de natureza interétnica. Ressalta-se que particularmente os meios de comunicação regionais lidam efetivamente com esse objetivo, sendo uma autoridade entre o público de massa e tendo impacto sobre ele. A atividade dos meios de comunicação eletrônicos na República do Tartaristão é analisada, onde uma experiência de mídia decente de resolução de questões interétnicas é acumulada. Estas são as maiores empresas de TV da região: "Tatarstan - Novy Vek", cuja audiência potencial é de mais de 35 milhões de telespectadores; "Tatarstan" TV estatal e companhia de rádio (afiliada de FSUE RSTRBC STRBC "Tatarstan") (com a audiência mais de quatro milhões de pessoas), bem como o portal da Assembleia e a Casa de Amizade das Nações do Tartaristão. A análise estrutural e significativa dos projetos que estão sendo implementados é realizada: os programas de TV "Karavay" ("Tatarstan - Novy Vek"), "Questões e Respostas Nacionais" (STRBC "Tatarstan") são abordados. A gama de problemas dos programas, as características da imagem dos autores dos materiais são focadas. Dois principais recursos formadores de formato são revelados: o tipo de história e os de informação-notícias. Além das comunicações de TV, os recursos da Internet estão ativamente envolvidos na cobertura do assunto em estudo. Estabelece-se que uma das plataformas mais significativas é o portal da Assembléia e a Casa da Amizade das Nações do Tartaristão, onde é implantada uma ampla gama de ferramentas multimídia.

Palavras-chave: meios de comunicação eletrônicos, relações inter-étnicas, República do Tartaristão, canal de TV "Tatarstan-Novy Vek", Assembléia e Casa da Amizade das Nações do Tartaristão, STRBC "Tatarstan".

Introduction

The problem of establishing a dialogue of cultures through mass media is acute in the context of multinational Russia. In this regard, an important factor is the mass media designed to continuously carry out the intercultural interaction, to promote integration of the peoples of our country into the global information area [1]. An important place in the analysis is given to the regional mass media as they are the most effective tools for solving the matters of inter-ethnic relations (Garifullin & Mingalimov, 2015).

The topic under examination has been reflected in the works of the Russian and international scholars studying various aspects for depicting ethnic problems through use of mass media (Gozde Kurt, 2013; Shinakov et al, 2017; Fatykhova & Spirchagova, 2015).

Research of the activity of media structures makes it possible to determine whether the regional television programs have sufficient opportunities to meet the ethnic needs of both the individuals, and the particular ethnic group and all the peoples living in the region: potential information consumers and, therefore, representatives of the mass audience (Garifullin & Khasanova, 2017).

Materials and methods

Within the framework of our research, the activities of the television companies "Tatarstan - Novy Vek" and STRBC "Tatarstan", and also of the portal of Assembly and the House of Friendship of Nations of Tatarstan have been analyzed. "Tatarstan - Novy Vek" is the regional TV channel in the Volga region, having extensive signal coverage and represented in the satellite, analogue and digital terrestrial broadcasting, as





well as in the cable television networks. "Tatarstan - Novy Vek" is watched not only in Tatarstan, but also in other areas of Russia, CIS and foreign countries. The TV channel's peculiarity lies in bilingual broadcasting with its own programming: 22-hours of broadcasting. 35 million viewers comprise the potential audience. STRBC "Tatarstan" is an affiliate of the largest media holding in Europe and Russia: RSTRBC. STRBC "Tatarstan" prepares, on a daily basis, materials for broadcasts of the federal TV channels and radio (Russia 1, Russia 24, Kultura, Vesti FM). Currently, the audience of STRBC is more than four million people. The program of STRBC Tatarstan is on the air of five mass media: "Russia - 1", "Russia - 24", "Radio of Russia", "Kazan" radio on short waves. The methods used: system analysis, content analysis, comparative and contrasting analysis, have made it possible to detect the essential features in development of the examined mass media.

Results

The results of studying the television company "Tatarstan - Novy Vek" are as follows. The largest national project is the "Karavay" program. It is transmitted in two formats: the story-type and information-news ones. Implementing the story-type model, the authors strive to devote it to a specific calendar cycle underlying the folk festivals (Maslenitsa, Akatuy, Aga-Payrem, etc.). Another component of the program is information coverage of the inter-ethnic policy of the Republic of Tatarstan as arranged by the House of Friendship of Nations: holidays, fairs, events, interviews with representatives of ethnic autonomies, public and political figures. The programs show the rites and festivals joined with the national holidays. The cycle embodies sundry ceremonial acts, being the basis of everyday traditional culture of the indigenous peoples in Tatarstan: for example, the wedding ceremonies of the Chuvashes, Udmurts and Mari; recruiting ritual set of Udmurts, Chuvashes, mythological and ritual ceremonies of the lowland Chuvashes; national game set (evening gatherings) and everyday traditions (soap making) with the Siberian Tatars. The TV channel regularly conducts active work on development of new projects to support the viewers' interest and to meet the needs of the audience. They include the serials in the Tatar language, which are in great demand among the viewers of our Republic. The TV channel can also be proud of the 90-series cycle called "Compatriots", where it goes about the famous figures of our Republic and about those who are in one way or another connected with Tatarstan.

The most popular TV project of the Assembly and the House of Friendship of Nations of Tatarstan, together with STRBC "Tatarstan", is the program called "National Question and Answer". Its range of problems covers a wide spectrum of topical matters: the national politics and the inter-ethnic relations in society are discussed. Timing of the show "National Question and Answer" makes 15-20 minutes. The presenter, Irek Sharipov, invites the figures of culture and science (people who made discoveries in this or that area) to the studio. The set of techniques for working with interviewees varies from one presenter to another. In the very beginning of the program, the first question is pronounced in its own way and consequently a further development of the conversation is different. Irek Sharipov, being not only the host of the TV program, but also the Deputy, Director of the House of Friendship of Nations, always appears to the audience in classical form. The TV program has one peculiarity: a badge shaped as the Republic of Tatarstan's flag is shown in close-up on the Irek Sharipov's costume during each run, being a kind of reminder of the program's topic. One of the episodes was featured by Sirazh Javadbekov, director of the Caucasian dance group. The host addressed the topic of intolerance to and stereotypes of the Caucasian peoples, leading the audience to the necessity of adherence to tolerance between people and nations. Throughout the TV program, the host conducts an active dialogue with the guest, which thing is typical for the federal channels (Pocheptsov, 2000). "National Question and Answer" is also related with the TV programs on the federal channels by the fact that the program shows the stories pertaining to the guest's activity. This technique is used to get to know the guest better, and if he or she is already a well-known person across the country, those stories are inserted in order to remind of the best moments from the figure's activity. Another peculiarity of the TV program lies in opportunity to re-invite the guests. For instance, the guest, Chairman of Ethnic Cultural Autonomy of Uzbeks in the Republic of Tatarstan, Abdumanob Abdusatarov, was invited to the show twice, within a year apart. The topic concerning the fact that the ethnic cultural autonomy of Uzbeks is one of the numerous and most active in the Republic of Tatarstan was discussed in the program, but in the second episode they spoke about its development for the year and future plans.

In addition to the above companies, the aforesaid portal of the Assembly and the House of Friendship of the Nations of Tatarstan plays an important role in covering the inter-ethnic matters, being a specialized platform for coverage and promotion of ideas of inter-ethnic unity (Portal of the Assembly and the House of Friendship of Nations of Tatarstan). The portal was created in summer 2014, although its opening was preceded by the preparatory work. The information centre fitted with the state-of-the-art equipment was opened; the training workshops for the information portal's staff were conducted, as well as the platform itself in the Internet was placed in the House of Friendship of Nations.

The structural analysis shows that the resource has seven main categories: "About Us", "News", "Upcoming Events", "Photo Gallery", "Video Gallery", "Question-Answer", "Contacts." The web-site's main page is translated into three languages: Russian, Tatar and English. Publications are mainly posted in Russian, some news is translated into Tatar, but unfortunately there is no information in English. At the portal's top, one can see the banners with links to two entities regulating the operations of that information portal: the Assembly of Nations of Tatarstan and the House of Friendship of Nations of Tatarstan. Navigation of the main page contains the indication to the sites of 35 ethnic-cultural associations, as well as the links to web-pages of five branches of the House of Friendship of Nations of Tatarstan across the Republic (For 20 years in Russia, more than 1600 ethnic-cultural autonomies are created // Portal of the Assembly and the House of Friendship of Nations of Tatarstan). The category "National Question" is a separate page in the portal, which includes interviews with the government officials, project managers aimed at harmonizing the inter-ethnic relations, and also with the leaders of ethnic-cultural autonomies. Just recently, the portal has had a new video-category "National Question and Answer", which is managed by the Director of the House of Friendship of Nations of Tatarstan. On the opposite side of the main page, there are the banners of the multi-national weekend school of the Republic of Tatarstan, famous inter-ethnic creative associations, and also there is an option to get into the House of Friendship of Nations of Tatarstan online. It is worth paying special attention to the web-site created by the Youth Assembly of the Nations of Tatarstan at the end of 2015, since it is considered especially important to be intensely focused on the mental and spiritual condition of youth. It is considered vital to preserve the national, cultural and family values since childhood, because in this way they can ensure a balance and harmony in their adulthood. Thus, thanks to inexhaustible energy of the multi-ethnic youth of the Republic of Tatarstan and their desire to implement the projects together, this organization united the most active representatives of 26 national public organizations. The photo gallery and detailed information about upcoming events are available at the bottom of the main page. The information resource of the Assembly and the House of Friendship also contains the links to the portals: "Official Tatarstan", "State and Municipal Services of Tatarstan", "Department of the Federal Migration Service for the Republic of Tatarstan", All-Russian Public Organization "Assembly of the Peoples of Russia". Thus, the reader visiting the web-portal under examination will be not only enriched with information about what is happening in the multi-ethnic society, but will also be able to find some useful information. From 5 to 15 pieces of news on various topics appear on the web-portal on a daily basis, however the attitude to coverage is not identical. News usually shows the events occurring in the multi-ethnic life of not only Tatarstan, but of Russia as a whole. Sometimes information is given by the persons other than the reporters of the information centre of the House of Friendship of Nations; in that case the original source is indicated without fail. The original sources often include the information agencies of the Republic of Tatarstan, as well as the portal "National Accent" and the portal of the Federal Agency for Nationality Affairs. The portal can be called a convergent mass media, because it uses completely different types of multimedia content. We have examined about 2 500 materials for the period from May 2016 to May 2018. All the information on the web-site is shown either neutrally or positively. No negative information is found on the portal. Headings reflect the material's content accurately. Several areas have been analyzed: 1) newsworthy developments for publication of the articles dealing with inter-ethnics; 2) way that the material is presented, methods whereby the press forms the image of representatives of ethnic communities (author's attitude towards the problem, emotional colouring of headings, availability of discourteous statements); 3) determination of severity of the problem (frequency of publication of the materials on inter-ethnic topics in comparison with other topics).

All the newsworthy developments underlying the publications have been grouped as follows: 1) meetings, events, arrangements aimed at harmonizing the inter-ethnic relations with participation of representatives of the federal, regional and local authorities; 2) events from the life of expatriate communities, content of activities and arrangements of the ethnic-cultural and public associations; 3) interviews on the topic under consideration with representatives of the executive power, scientific community, heads of the ethnic-





cultural and public associations; 4) arrangements focused on developing tolerant relationships, involving young people, younger generation; 5) information about incidents, conflicts on inter-ethnic grounds; 6) analytical media materials.

The web-portal of the Assembly and the House of Friendship of Nations of Tatarstan visually displays all the diversity of the multi-ethnic Republic of Tatarstan, although if compared with the similar media project of the Guild of Inter-Ethnic Journalism "National Accent" there are some drawbacks in the first one. The media project of the Guild of Inter-Ethnic Journalism "National Accent" appears to be a more improved web-portal, with about 100 materials analyzed, and is also subdivided into the following categories: "Regions", "Nations", "Interviews", "Events", "Persons", "Photos", "Videos", "News". We have felt that availability of the separate category "Ethnic Mass Media", which is also divided into separate types of mass media, is the most notable thing. The page traffic of the web-portal "National Accent" per day is up to 5 000 persons, meanwhile the same parameter of the web-portal of the Assembly and the House of Friendship of Nations of Tatarstan is approximately 900. It should be emphasized that after researching the operation of the web-portal of the Assembly and the House of Friendship of the Nations of Tatarstan it has become clear that the above two web-portals are closely cooperating.

In general, we have found out that all the aspects of life of the multi-ethnic society of the Republic of Tatarstan are being paid attention at the state specialized web-portal of the Assembly and the House of Friendship of the Nations of Tatarstan. When visiting the portal, the reader does not get an impression that the activities of the Assembly and the House of Friendship of the Republic of Tatarstan are reduced to organization of festivals and holidays, whereas much attention is given to the migration situation in the Republic and the process of adapting and integrating all the ethnic groups in the Republic.

Discussion

The accomplished study has confirmed the influence and reputation of mass media in implementation of the governmental policy, regulation of the inter-ethnic links in Tatarstan and in the country as a whole. However, the analysis has showed that the role of journalism in settling the ethnic relations is ambiguous. If we talk about the peace-keeping impact of the mass media, we can distinguish the following several roles:

- Option of feedback from and dialogue among the ethnic groups;
- Coverage of the problems of ethnic nature and suggestion of the ways to solve them;
- Provision of the Republic's inhabitants with information concerning the ways how these conflicts or other are settled, and which alternatives are proposed.

However, the mass media's impact on that situation can, on the contrary, rock the boat. Journalism often contributes to intensification and support of negative stereotypes about nationalities, thereby completely destroying the formed tolerance, support and understanding. As well, mass media can increase anxiety, stoke tension, form a fear and hatred to certain segments of people. All this does not enable settling the conflict in reasonable and meaningful ways. Such ambiguity speaks for one thing: the need for a thorough studying of mass media as an instrument for influencing ethnic relations, analyzing freedom of speech and censorship, as well as studying of private and business media and the way they have impact on the inter-ethnic relations and, in general, on the formation of inter-ethnic relations in Russia. Regulation of the actions of mass media at the federal and regional levels is a significant factor. The thing is that journalists can both improve the situation by covering the materials and events in a positive way, thus forming a positive public opinion, and, on the contrary, replicate the negative facts and stories and in pursuance of ratings rock the boat, blocking the possibility of a further solution to the problem (Guseinova Aigul & Zayni Rezeda, 2017). In the aforesaid realities, the journalist's social responsibility gets up. He should, first of all, develop such qualities as impartiality, truthfulness, tolerance, patience, caution while working with the material, where the interests of some ethnos or another can be affected. The major goal of mass media is to form the public opinion, to bring up the younger generation and to create the particular life ideals and values; therefore, in no case one should confuse a lack of censorship with permissiveness. The freedom of speech shall correspond to the frames of humanity, morality and generally accepted values. Therefore, the most consistent methods are required to cover such situations. It is also necessary to introduce the principles of ethnic tolerance and creation of the rules for work of the journalists, who are engaged in the said area. The key thing in the work of any mass media is respect for the human rights and freedoms, regardless of the person's nationality, gender, religion, language.

Conclusions

The role of the regional mass media in solving the inter-ethnic matters has been studied. It has been established that the regional mass media effectively cope with this objective, being an authority among the mass audience and having impact on it. The largest TV companies in the region have been analyzed: "Tatarstan - Novy Vek", STRBC "Tatarstan", as well as the portal of the Assembly and the House of Friendship of Nations of Tatarstan. The key format-forming features have been determined: the story-type and information-news ones. The informative reasons, underlying the materials, their content and system-forming elements are determined and grouped together.

Conflict of interest

The authors confirm that the presented data do not contain a conflict of interest.

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