

УДК 94(47)

DOI 10.28995/2073-0101-2018-2-406-422

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'Obligatory and Preliminary Review of All Broadcasts Plans and Scripts.' Running Commentary and Broadcasts on Celebratory Demonstration as a Means of Shaping Soviet Values in 1920s-1930s

Abstract

This article studies radio broadcasts of celebratory demonstrations of workers in 1920-30s as a form of ideological influence on the public consciousness. Audio-culture, as a most wide-reaching and accessible form of mass media, had a significant impact on the audience from 1918 to 1920-30s. Radio played an important role in the solution of ideological tasks, rendering figurative and verbal influence on the masses in the Soviet Union. Explaining and spreading the changes that took place in the life and the politics of the nation, the radio created

a unified space of communication. Running commentary as a communication had its rules and limitations, which had developed in the first decades of the Soviet power. Discourse stereotypes had in due course resulted in emergence of a ritualistic form of reporting similar to demonstrations and parades themselves. The genre developing, many clichés and hackneyed phrase appeared that were to impress propaganda slogans and appeals on the listeners and to inspire emotions. Now these slogans were accessible to everyone, as reproducers were installed in the streets of cities and villages and pervaded communal flats. Event reporting intensified the emotional state of the audience, giving an impression of true popular enthusiasm. In radio reports from official festive events, message of the power inducing socio-political consolidation of the society was obvious. The research analyzes drafts of a radio program script on festive demonstration of November 7, 1939 stored in the Russian State Archive of Literature and Art (Yu. K. Olesha fond). The writer’s notes indicate that the preliminary censorship and self-censorship did not allow for improvisation.

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Keywords

Audio sources, ideology, festive demonstrations, radio report, political ritual, Y. K. Olesha

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Submitted 5.02.2018, published:

BARYSHEVA, E. V. “Obyazatel'nyi i predvaritel'nyi prosmotr partkomitetami planov i programm vsekh radioperedach”. Radioreportazhi 1920-1930-kh gg. o prazdnichnykh demonstratsiyakh kak sredstvo formirovaniya sovetskoi sistemy tsennostei [‘Obligatory and Preliminary Review of All Broadcasts Plans and Scripts.’ Running Commentary and Broadcasts on Celebratory Demonstration as a Means of Shaping Soviet Values in 1920s-1930s. In Russ.]. IN: Vestnik arhivista / Herald of an Archivist, 2018, no. 2, pp. 406-422. doi 10.28995/2073-0101-2018-2-406-422

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Полностью материал публикуется в российском историко-архивоведческом журнале ВЕСТНИК АРХИВИСТА. Ознакомьтесь с условиями подписки [здесь](#) .