

# **National language and national media: problems of popularization and development**

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## **Abstract**

The article aims to investigate the problems of popularization and development of national language and national media via the quantitative analysis of the Tatar-speaking mass media on the territory of Russia and the Republic of Tatarstan. As a result, the tasks of Tatar language promotion and development are solved through the creation and the development of a balanced system of national media. In conclusion, this system is based on the principles of the national rhetorical ideal consideration, the key psycho-mental characteristics of the ethnos, speech means, presenting the national axiology and the features of national culture presentation.

**Key words:** National Media, National Language, Speech.

## **Resumen**

El objetivo del artículo es investigar los problemas de popularización y desarrollo del idioma nacional y los medios de comunicación nacionales a través del análisis cuantitativo de los medios de comunicación que hablan tártaro en el territorio de Rusia y la República de Tatarstán. Como resultado, las tareas de promoción y desarrollo del idioma tártaro se resuelven a través de la creación y el desarrollo de un sistema equilibrado de medios nacionales. En conclusión, este sistema se basa en los principios de la consideración ideal retórica nacional, las características psicológicas clave de las etnias, los medios del habla, la presentación de la axiología nacional y las características de la presentación de la cultura nacional.

**Palabras clave:** medios nacionales, lengua nacional, discurso.

## **1. Introduction**

The problem of national language popularization and development in such a multinational country as Russia acquires a special significance. As it is known, more than 190 nationalities live in Russia, speaking more than 150 different languages. The overwhelming majority of citizens (98, 2%) speak Russian; 23% of the population use other 38 languages, other 114 languages are popular only among 1% of the population. The problems of ethnic culture and national language development, especially acute in the national republics of Russian Federation, closely overlap with the problems of national identity development. This was also understood at the state level, which was reflected in the document *On the Strategy of the State National Policy of Russian Federation for the period up to 2025*, which clearly defines the system of modern priorities, goals, principles, guidelines, tasks and mechanisms for the Russian Federation national policy implementation. In particular, they emphasize the powerful potential of the media, especially in national languages, which contributes to the development of ethnic cultures, intercultural communications and ethnicity in general (Doroshchuk, 2017).

According to Aitamurto (2011), ethnicity is the process of people uniting and separating in ethnic groups as the result of identity mechanisms through the system of signs, which primarily includes language, as well as other cultural complexes. Language is the main externally fixed sign of ethnicity, the instrument of ethnography. At the same time, researchers emphasize that the language and everything that reflects a certain degree of a nation authenticity becomes the basis of the so-called person's identity experience with his ethnic group, when the person describes himself in the system of those sociocultural concepts that are offered by society, culture and mass media. The development of ethnic identity occurs under mass media support. According to Afanasyeva (2014), the idea of national identity is gaining popularity in the media, based on cultural and linguistic roots, which is identical to ethnic or national identity. It can be implemented in various trends, one of which is the popularization of the national language in the national mass media.

The Republic of Tatarstan is a polyethnic Russian region, which, on the one hand, absorbs the main features of multinational intercultural interaction, on the other hand, it has a rich experience of ethnocultural development, which becomes a social norm. There is an extensive activity in the republic to preserve, develop, and popularize the Tatar language. One of the priority trends in this matter is the development of national mass media. The media system in the national language is the subject of research in this article.

## **2. Methodology**

In order to identify the peculiarities of national language popularization and development problem solution in the national media, the quantitative analysis of the Tatar-speaking mass media was performed in the territory of Russia and the Republic of Tatarstan. Based on a systematic and integrated approach, they studied 461 media registered by Roskomnadzor in the Republic of Tatarstan and 553 media registered by the Rosstat. The sample of Tatar-speaking media is highlighted among these. They were analyzed by the following criteria: the territory of distribution, language policy, the forms of national identity reflection, and the trends of language popularization.

### 3. Results

According to quantitative analysis, federal, regional, republican, municipal and corporate media function in the republic, national media are becoming increasingly important for Tatar language promotion. They are typologically similar to community media, designed to serve, first of all, the needs of local communities (communes). At the present stage, this term defines the type of local or locally-oriented media, according to Howley (2005), seeking to strengthen the ties within the community and its cohesion. The researcher calls these media popular and strategic interventions in the modern media culture, diverse by form, meeting the needs of the commune (Kulchitskaya, 2017).

This definition can be applied to the national media, as they are designed to meet the aspirations of the ethnic group development. Proceeding from the fact that an ethnos consists of an ethnic core, as the main part living compactly on a certain territory; ethnic periphery, separated representatives of the ethnic group, ethnic diaspora, scattered throughout the territories of the ethnic group members, the following media groups were identified (Tkachenko, 2017).

#### 1. Ethnic core media in the Tatar language (66%):

- Federal media, popularizing Tatar language: All-Russian State Television and Radio Broadcasting Company, regional branch in the Republic of Tatarstan: there are 7 broadcasts in the Tatar language within the broadcasting network. Informational: *Yaňalyklar* - News. Tatarstan, *İjät-Creativity*, *Altyn Kullar* - Golden Hands, *Bəkhem Minem* - My Happiness, *Ostalyk* - Skill. Enlightenment: *Zamandash* - Contemporary, *Ruhi həzinə* - Spiritual Heritage. - regional (republican): the newspapers *Vatanym Tatarstan* - Republic of Tatarstan, *Shəhri Kazan* - Great Kazan, *Mədəni җомга* - Cultural Friday, *Tatarstan шәеләре* - Young Youth of Tatarstan, *Khalkym minem*, the magazines *Soembike*, *Tatarstan*, *Гайлә һәм мәктәп* - Family and School, *Magarif* - Enlightenment, *Məidan* - Territory, *Argamak* - Racer, *Yalkyn* - Flame, *Sabantuy*, *Kazan Utlary* - The Lights of Kazan, *Безнең мирас* - Our heritage, *Chayan*, *Səhnə* - Scene, *Salavat күпере* - Rainbow, *Tylsym* - Magic; private newspapers: *Irek мәйданы* - Freedom Square, *Akcharlak* - Seagull, *Безнең гәжит* - Our newspaper, *Seberke* - Bulletin, *Sirajı soŷze* - Sirazi word, *Yuldash* - Satellite, *Adashkan mähəbbətem* - Love, *Безнең авыл gayubrəte* - village stories, *Yazмыш Kochagy* - Fate, *Giyəbrəkhtanə* - Instructive stories and so on;
- Local media: 44 municipal newspapers published in the Tatar language;
- The Tatar-inform news agency, which heads the top 20 most quoted media of Tatarstan, whose website publishes 60 news and analytical materials in the Tatar language daily. The attendance is 33 thousand unique hosts per day. 6 media work under the brand Tatar-inform: 2 information agencies, 2 online and 2 printed newspapers, the original website of the agency inform. Tatar is functioning in the Tatar language;
- Online media in the Tatar language is presented by the international Tatar Portal *Tatarlar.Info*, the resource *Matbugat.ru*; the sites of the World Congress of Tatars, *Tatars in Germany*, *American Turko-Tatar Association*; the broadcasting *Azatlyk* - Freedom, *Iman* - Faith, *Күңел* -Inspiration, the social network *Tatar ile* -Tatar world, etc.;
- The republican broadcasting: *Tatar Radiosi* -Tatar Radio, *Kurai*, *Bolgar*, *Tatarstan*, *Business FM Tatarstan*, *Ramadan*, *Dastan FM*, *Perekrestok*, etc.;
- Republican television: *OJSC New Century TV and Radio Company* (hereinafter *TNV*), *TNV-Planet*, *TMTV* (Tatar Music TV), *Məydan-Territory*; *Internet-studios Donya-Mir* and *Aksu TV*.

## 2. Ethnic periphery media (20%):

- In the national republics of Russia: Yuldash - Satellite (Republic of Mordovia), Revival (Udmurtia); Kyzyl tañ - Red Dawn (Bashkortostan), the republican youth newspaper Өмет - Hope (Bashkortostan), the magazine for children Tulpar - Racer, Allyuki (Bashkortostan), etc.;
- in the territories and regions of Russia with a polynational composition of population: Berdәмlek - Unity (Samara), Tan - Dawn (Perm Territory), Duslyk - Friendship in Kirov region, Tatar donyasy - Tatar World (Omsk), Idel - Volga (Astrakhan), Tugan Yak - Native Land, Avylym Khuberle - Rural News in Nizhny Novgorod Region, Yanarish - Revival (Tyumen Region), etc.;
- Regional electronic media: Tol Buylary - Tula region, TV and Radio Broadcasting of the Bardym District, STRC Udmurtiya, TRC My Udmurtia, GTRK Mari El, Bashkir Satellite Television, GTRK Mordovia, etc.

## 3. Ethnic Tatar diaspora media (14%):

- Currently, there are 18 media from near and far abroad in the Tatar language, among which are the following ones: Ak leopard - White leopard, Semipalat Tatarlary - Tatars of Semipalatinsk (Kazakhstan), Tugan tel - Native language (Kyrgyzstan), Islam light - Islam Nury (Belarus), Chishme - Spring (Latvia), Przegląd Tatarski - Tatar view (Poland), Kara Deniz - Black Sea (Romania), Torkya Avazy - Voice of Turkey (Turkey).

The issues of Tatar language popularization and development are purposefully addressed by the media, whose main functions are the consolidation of the Tatar ethnic group representatives based on the common language and culture. A striking example is the channel TNV-Planet, which is the part @New Century OJSC, a 24-hour satellite Tatar-speaking TV channel with a potential audience of about 8 million families. The basis of the information policy of the channel is educational and cultural and educational programs. For example, the TV magazine Без тарихта эзлбез -History introduces with the history of the region, district, republic, the origins of the Tatar people, customs, traditions and the treasures of national culture. The Karavai telecast program reflects the interethnic policy of the Republic of Tatarstan, the Dinner telecast program tells about the national dishes of the Tatar people and the family secrets of their preparation in an informative and entertaining format. Cultural issues are highlighted in the program Мәдәният дөньясында - In the World of Culture. The topics about the development of culture in Tatarstan, spiritual values and cultural potential of the republic are being updated. The religious topic of Nәsiyhәt - Instruction program is focused on the conversations about Islam, and the journalistic programs Tatarlar -Tatars and Halkim Minem - My People promote the socialization and national identification. The program Kanun. Parliament. Жәмгыять - Law. Parliament. Society covers the political and legal sphere. Talk shows are presented by such a program as Tayanu noktasy - The point of support. Youth broadcasting is represented by the program Яшьләр тукталышы - Youth Stop and its special thematic issues. The program Белемдөньясы - The World of Knowledge addresses the issues of national education development, and literary issues are covered in the educational program Әдәби хәзинә - Literary heritage. The channel promotes the program of Tatar language study, for which a number of educational projects has been created: We sing and learn the Tatar language, Translate! Татарча өйрәнәбез (Barth, 1969).

## 4. Discussion

The issues of social and ethnic identity are associated with the awareness by the subject of his belonging to his own national culture and native language. Thus, the promotion and the

development of the national language are the guarantee of the ethnic group existence and development. According to Budnichenko (2017), the native language becomes a marker of ethnic identity in the multicultural information space, the reaction to it is enhanced by the effects of attention drawing to media texts and media content in native language. As the researcher rightly notes, ethnic identity is modeled in society within the context of ethnic language and ethnic culture. For a representative of the ethnos living in the conditions of polyethnicity, the socio-psychological adaptation based on the reflection of ethnic identity is important, in which one of the main ethnic-constructive elements is the national language. According to Gellner, (1983) the role of information, language, the whole diversity of modern national culture is priceless for the social status in society. Among a number of rights that Gorbachev (2008) defines as the collective rights of ethnic communities, the most important ones are the rights for national culture and language preservation and development, the right to national identity. According to Duskaeva and Tsvetova (2016), the media in the national language as the channel of self-identification is a certain segment on the media map of Russia and the Republic of Tatarstan, they have a powerful potential to solve the problems of an ethnic group consolidation and cultural heritage transfer, which is confirmed by our study.

The tasks of Tatar language promotion and development are solved through the creation and the development of a balanced system of national media that facilitate the transmission of the nation speech and cultural codes as historically established systems of cultural and linguistic signs and rules that are relevant during the translation and the perception of the key ideas of language and socio-cultural pictures of the world. This system is based on the principles of national rhetorical ideal consideration (in the light of modern concepts of journalistic creativity openness), the key psycho-mental characteristics of the ethnos, speech means, providing national axiology, and the features of national culture presentation.

## **5. Conclusions**

The issues of national language popularization are related to the subject awareness of his belonging to his own national culture and native language, which makes the promotion and the development of the national language as the guarantee of the ethnic group existence and development. The modeling of ethnic identity proceeds more efficiently within the framework of the national media system built and developed as a balanced system of ethnic representation in different regions of Russia.

The media in the Tatar language is one of the most important channels of national identity, presented as a segment on the media map of Russia and the Republic of Tatarstan; The basis of Tatar language popularization and development policy in the national media is the transmission of the speech and cultural codes of the nation, taking into account the national rhetorical ideal, key psycho-mental characteristics of the ethnic group, speech means, providing the national axiology and the features of the national culture presentation.

## **6. Summary**

With a high prestige and the most modern means of distribution, the media in the Tatar language plays the role of the national language specific model. Its successful functioning is related to the systemic nature of its existence, taking into account all traditional, cultural and other components in the development of linguistic media policy. The changed external economic, socio-political and socio-cultural conditions of the ethnic group's existence, the media develops as native speakers making a significant contribution to the development of national culture and the preservation of the Tatar people's identity, and they are an important factor of ethnic identity, as well as the spread of Tatar people's culture, the consolidation of the nation and its development.

## **7. Acknowledgements**

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

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