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Features of Woman Journal in Tatar Language

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Abstract

The article studies the functional and typological features of woman magazine published in the city of Kazan of the Republic of Tatarstan (Russia). The magazine "Syuyumbike" is the only woman magazine for the Tatars, the people of the Turkic ethnos living in the central regions of the European part of Russia. The Tatars make up 3.87% of population in Russia. "Syuyumbike", as the magazine with a century-old history, spreads throughout Russia. Besides it is read by Tatars, compactly residing in Ukraine, Kazakhstan, Uzbekistan, the USA, Finland and Australia. In Soviet times, the circulation reached half a million copies, and it makes only 10 thousand at present, one fifth of which is distributed outside of Tatarstan. Despite the fact that the publishers of the magazine do not share their readers on the basis of gender, the main character of the magazine is a woman, an active member of modern society. The magazine, being the platform for the exchange of opinions among the representatives of Tatar nation from all over the world, serves to search for the solutions to various problems of our time. The identification of typological features makes it possible to determine the place of publication in the media system, it has an undeniable significance for the further development of newspaper and magazine market in the national languages of Russia. After the historical development analysis and the analysis of the magazine "Syuyumbike" current state, the authors made conclusions about the trends and the prospects of its further development.

Keywords: Magazine, Magazine "Syuyumbike", Woman magazine, National magazine, Tatar magazine, Media development, Printing typology.

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Introduction

The authors of this article aimed to determine the functional and typological features of the only woman magazine of the Tatar people. In order to achieve the goal, it was necessary to analyze the content of the publication, which made it possible to identify the thematic trend of publications and their problems.

The magazine "Syuyumbike", being the periodical, determines the life orientation, contributes to the development of public opinion. The journal is called by the name of the glorious ruler of the Kazan Khanate Syuyumbike (according to some information she lived in 1516-1557). Her name and her image among the Tatars are tacitly considered as the symbols of the golden age within the Tatar people historical past, the representations about the beauty of a woman, about motherhood and the love for the Motherland are related with her.

As was mentioned above, this magazine is the only woman magazine in Tatar language. Tatar language is the national language of the Tatars. Judging by the results of population census in 2010, it is the second language in Russia by prevalence. The number of speakers in the Tatar language in Russia is about 4.28 million people. Tatars are the Turkic ethnos living in the central regions of the European part of Russia. The number of Tatars in Russia makes 5.31 million people, this is 3.87% of the population of Russia (State Statistics, 2012).

Tatar language, along with the Russian one is the state language of the Republic of Tatarstan. There are pre-school institutions, the schools and educational institutions that use the Tatar language in Tatarstan; in addition, Tatar language is used as a language of teaching at several faculties of higher educational institutions. Various thematic and functional literature as well as hundreds of newspapers and magazines are published, radio and television channels and numerous theaters are operated using Tatar language.

Methods

This study benefits general linguistic, descriptive, comparative, and historical-comparative methods widely used in philology.

Results and Discussion

Among the researchers of Tatar journalism, it is commonly believed that this journal originates from a social-political and literary magazine of the same name, published from October 27, 1913 to January 1918. Its publisher and editor was Yakub Khalili. The magazine "Syuyumbike" was published in Kazan in Tatar language with the frequency of publication two times a month (115 issues were published) (Smeyukha, 2012, p.56).

V. Smeyukha distinguishes several types of woman periodicals in his work: social household, family household, "glamorous", elite, narrowly professional, religious, as well as the magazines for young girls and specialized magazines on hobbies and interests (Ahunov et al., 2004). "Syuyumbike" is a social and domestic magazine, it has a special approach to folk traditions and history, but at the same time the publication is characterized by a constant coverage of society social problems.

The reasons of woman chaining into "ideological" shackles were sought in the journal articles. One of the active authors of the journal G. Gismati wrote the following in the article "Women in Sharia": "These fetters are the cause of religion misunderstanding. Religion does not put women below men", thus explaining that men should not hide behind religion, but should give freedom to their wives and daughters in terms of communication, education and knowledge of the world.

Special cognitive articles for women were published in the magazine: "Woman Movement Abroad", "Woman Movement in Russia", "Woman World of Kazan". For example, the article of an active member of the journal F. Saify "The Woman Movement in Europe" tells about the struggle of women of Western Europe for the right to participate in elections and politics, for the right to education. The author of the article asks the question - what is needed to achieve this right? And he answers: a cheap and fast possibility of knowledge obtaining is necessary.

The authors often wrote that both boys and girls should be trained to overcome difficulties from childhood, girls should be taught to fulfill their maternal duties. The magazine believed that the level of each people development is determined by its attitude towards a woman.

After the October Revolution, all periodicals, including national ones, were closed in Russia (Smeyukha, 2012). Their place was occupied by new newspapers and magazines of the socialist trend. The necessity of an own magazine for Soviet Tatar women led to the fact that in 1926 they began to publish a new magazine for women, entitled "Azat Khatyn" (Liberated, Free Woman). The magazine set the goal of woman education in a new Soviet spirit and strived to make women the equal members of society.

O.D. Minaeva, the researcher of woman publications, cites the data on the circulation of some magazines published in the republics of the USSR in national languages from 1917 to 1941. According to her information, in 1934 "Azat Khatyn" was published with the circulation of 11 thousand copies. Gradually, circulations decreased, and by 1939 they dropped to 5.682 copies.

O.D. Minaeva noted that the Bolshevik Party almost had no experience of woman periodical publishing during the pre-October period, in 1914 only a few issues of the legal magazine "Working woman" were published with great difficulties. From the Great October Revolution to the outbreak of the World War II, more than 90 central and regional periodicals for women were published in Russia. During the Soviet period the woman press was called upon not only to exert an ideological influence on the female audience, but also to satisfy its requests to rethink the role of a woman in society, and to show the ways of equality achievement. According to O.D. Minaeva, the inclusion of the "woman's issue" in the agenda for the country press and the creation of a press system for women is the merit of woman department at the Central Committee, whose main goal was to change the gender stereotypes of society (Minaeva, 2016).

Wendy Goldman, an American historian, highly appreciates the rights of women, which were recorded in the documents of the early years of Soviet power. In his fundamental work on the involvement of women in productive activities during 1920-1930s, she cites the facts of a hard way concerning the equality establishment between women and men when men fought for dominance in production and sought to retain their exclusive right to skilled work (Goldman, 1993).

The publishers of the magazine "Azat Khatyn" aspired to involve their readers in the process of the magazine creation, thus calling for a dialogue. It is interesting that the European Scientist T. Seneca believed that woman magazines served as the virtual communities for women, allowing them communicate, express personal opinions, and understand commonality with other similar female readers (Seneca, 2011).

The magazine "Azat Khatyn" had an interesting feature: it published mainly the articles by women who do not have a philological and journalistic education. They were teachers, nurses, the workers of factories and collective farmers. They wrote for women like them. The magazine also published the works of art, poems or short stories, the authors of which were the readers themselves.

After the 1990s, the magazine began to change, first of all by changing its name into "Syuyumbike", thus returning to the original idea of a woman magazine, the magazine that plays a special role in Tatar woman education, the worthy daughters of their people.

In contrast to modern women's publications, the magazine "Syuyumbike" publishes ads very rarely, so the magazine is not popular with advertisers. The magazine launched its work on the Internet (its address is www.syuyumbike.ru), which allowed to expand the geographic audience of readers. The format of the journal is A4, 64 pages. The printing is colored. The magazine is published monthly. The magazine is different, calm, restrained, has attractive and colorful design at the same time, but an excessive greeting is not welcomed.

During the analysis of the magazine "Syuyumbike" a selective method of issue selection was used, the chronological framework of which is 2009-2016. Such permanent columns as "From our cover", "The word of the editor-in-chief", "Our mail", "Photo essay", "Life cares", "Poetry", "Artist's page", etc. are published in the journal.

"From our cover" is the column about Tatar women, which are an example for readers. These women can be proud of their achievements in different areas of life - in culture, politics, business, sport, in family, etc. It is the portrait photos of these personalities that adorn the covers of numbers, that's why this heading has such a name. The heroes of the rubric are beautiful women, but they are beautiful not so much outwardly as internally. This fact explains the difference of this magazine from any other glossy magazines for women. For example, unlike "Cosmopolitan" or "Vogue" on the cover, the editors of the research publication will never put a photo with half-naked models or provocative female figures. Among the heroines of the magazine "Syuyumbike" covers actresses or singers are met rarely, which is also a distinguishing feature of the publication.

For example, Gulfia Shamsieva (the material is presented in the 6th issue of the journal for 2013, page 26) or Liliya Khasanova (2009, No. 5, page 7) is not just a secondary school teacher, they are the teachers by vocation, the true educators of the future generation. Lilia Zainullina, who started her small business from scratch, is represented on the cover of the 3rd issue for 2014, and the dentist Rania Terkulova who became the winner in the category "Woman is an example of the year" in the Republican contest "Woman of the Year" adorns the cover of the 4th issue of 2014. Colonel Louise Enikeeva (2009, No. 11); the builder Guzel Timergalieva (2010, No. 8), a deputy, a lawyer, the doctor Surya Usmanova (2009, No. 4) and others are among the heroines of the journal.

An important and necessary rubric of any magazine is "The word of the editor-in-chief", where the main idea and the idea of each issue of the publication is announced.

Tatar publications preserve the popularity of epistolary genres inherent in Soviet publications, most of them publish the correspondence with readers willingly. "Our Mail" is the column completely composed of letters from magazine readers who live in different cities of Russia, and even in other countries. In their letters, readers talk about the fates or difficult situations in their lives or their loved ones, share their memories. A letter to the editor can be sent either to the following address: the city of Kazan, Dekabristov Street, 2, or by e-mail: syuyumbike@telebit.ru.

"Cultural life" is the rubric dedicated to artists, singers, composers, writers and other representatives of the Tatar culture. According to the author the interview with the writer can be presented as an example, the head of the Union of Writers of the Republic of Tatarstan Danil Salikhov (2016, No. 12, p. 26) or the interview with the popular singer of the Tatar stage Dilya Nigmatullina (2010, No. 6, p. 36), the memories about the life and work of Tatar dancer Sufiya Khusnutdinova (2012, No. 6, p. 34).

The "Photo report" presents the illustrations for large-scale and important events and official events in the Republic of Tatarstan, in Russia or abroad, in the places where Tatars live in compact places. For example, one of these photo stories is dedicated to the charity event held in the Treasure Gallery, where the Minister of Culture of the Republic of Tatarstan Zilya Khanym (a respectful treatment of Tatar women) Valiyeva participated (2009, No. 10, pp. 34-35). An interesting photo report was presented at the International Book Exhibition, which was held in the Egyptian capital (Cairo). It was attended by an official delegation from Tatarstan, which included Tatar poets, writers, and folk artists (2010, No. 3, p. 30).

"Life concerns" is the rubric where materials are collected in different genres about interesting and significant events in the public life of the republic.

"Woman World" is a traditional rubric where authors and readers share their recipes of dishes, secrets of beauty and health, needlework or sewing, etc.

In addition to the regular headings, there are also those that appear periodically: "The fate of the nation" - about language, nation, about the preservation of culture and traditions of people; "The Tatar world" - about the life and the way of life of Tatars in different cities of Russia and abroad, "The Hour of Education" - about the upbringing of children, advice and the rules of conduct for parents and children; "We and our modernity" - about the problems of our time, etc.

"Syuyumbike" is a monthly magazine. Each issue contains the publications that overlap with significant events or the dates that occurred this month. For example, the May issues, cover the events of the Second World War annually; In June many articles are devoted to children, since June 1 is traditionally the Children's Day in Russia; September issues present the materials about the problems in education system in connection with the beginning of an academic year at educational institutions. There are their own headings for these materials: "The War We Have Passed", "The Hour of Education", "We Can".

The publication for women prefers such genres of journalism, which would take into account the characteristics of the female audience. Therefore, the magazine uses interviews, critical journalistic or problematic articles, portrait essays, as well as small forms of prose and poetry.

Conclusion

Thus, we see that the main functions and characteristics of the woman magazine correspond to the current state, the role and the place of women in society. The social magazine "Syuyumbike" occupies a significant place in the segment of regional periodicals. Despite the fact that the information interests of modern Tatar woman have long gone beyond the bounds of a printed publication, this magazine remains a favorite publication for many women paying tribute to traditions. Perhaps, this explains the fact that the magazine is concentrated on the spiritual needs of women. It is the reflection of the inner world of a woman, an inner beauty that becomes the basis of the journal model, the main characteristic and a distinguishing feature of the publication. The journal is characterized by information richness and is focused on the cultural traditions of the Tatar people. As for the prospects of the woman press development, it is most likely that the woman press of the general social orientation will be developing in Russia.

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