



**Review of publications on
the functioning of the Tatar
language in mass media in
the Republic of Tatarstan**

REVIEW OF PUBLICATIONS ON THE FUNCTIONING OF THE TATAR LANGUAGE IN MASS MEDIA IN THE REPUBLIC OF TATARSTAN

REVISIÓN DE PUBLICACIONES SOBRE EL FUNCIONAMIENTO DEL IDIOMA TÁRTARO EN LOS MEDIOS DE COMUNICACIÓN EN LA REPÚBLICA DE TATARSTÁN.

ABSTRACT

Article represents results of review and partial content-analysis of two leading media in Tatar and Russian languages concerning exposure of language situation in the Republic of Tatarstan in 2017-2018. News net title ProKazan.ru (<http://www.prokazan.ru>), where news of city of Kazan are presented in Russian language, and leading information agency of the Republic of Tatarstan "Tatar-Inform" (<http://www.tatar-inform.ru>) in Tatar and Russian languages were analyzed. Major methods used in course of conduction of this study were description method and method of quantitative content-analysis in aggregate with their practices. Study showed that portal of information agency "Tatar-Inform" is more informative in quantitative and qualitative aspects of published materials; dominating genre in both portals is information message in form of notes and extended notes containing sufficiently large quantity of event details, give fact with details, opinions of competent persons; presence of mini-conclusion is possible; main theme at exposure of events related to functioning of Tatar and Russian languages in the Republic of Tatarstan is the theme of Tatar language teaching in educational system of the republic. Practical significance of the study is comprised in the fact than major provisions, recommendations and conclusion stated in this work may be used in in studies related to further development of the review and content-analysis of media; at teaching of courses on journalism and sociology; at composing of electronic media rating.

Keywords: language functioning, language situation, Tatar language, education, content-analysis, media, bilingualism, press.

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RESUMEN

El artículo presenta los resultados de la revisión y el análisis de contenido parcial de dos medios principales en idioma tártaro y ruso, sobre la exposición de la situación lingüística en la República de Tatarstán en 2017-2018. El título de la red de noticias ProKazan.ru (<http://www.prokazan.ru>), donde se presentan las noticias de la ciudad de Kazán en idioma ruso, y la agencia de información principal de la República de Tatarstán "Tatar-Inform" (<http://www.tatar-inform.ru>) en tártaro y ruso, fueron analizados. Los principales métodos utilizados en el curso de la conducción de este estudio fueron el método de descripción y el método de análisis de contenido cuantitativo en conjunto con sus prácticas. Un estudio demostró que el portal de la agencia de información "Tatar-Inform" es más informativo en aspectos cuantitativos y cualitativos de los materiales publicados; el género dominante en ambos portales es un mensaje informativo en forma de notas y notas extendidas que contienen una cantidad suficientemente grande de detalles de eventos, da detalles con hechos, opiniones de personas competentes; la presencia de mini-conclusión es posible. El tema principal de la exposición de eventos relacionados con el funcionamiento de los idiomas tártaros y rusos en la República de Tatarstán es el tema de la enseñanza del idioma tártaro en el sistema educativo de la república. La importancia práctica del estudio está comprendida en el hecho de que las principales disposiciones, recomendaciones y conclusiones establecidas en este trabajo pueden utilizarse en estudios relacionados con el desarrollo posterior de la revisión y el análisis de contenido de los medios de comunicación; en la docencia de cursos de periodismo y sociología; en la composición de la calificación de medios electrónicos.

Palabras clave: funcionamiento del lenguaje, situación del lenguaje, lenguaje tártaro, educación, análisis de contenido, medios de comunicación, bilingüismo, prensa.

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 **KHALISA KH. KUZMINA**
 Kazan Federal University, Russian Federation
 *shirmanx@yandex.ru*

 **GULSHAT R. GALIULLINA**
 Kazan Federal University, Russian Federation

 **GULFIYA K. KHADIEVA**
 Kazan Federal University, Russian Federation

 **ENZE KH. KADIROVA**
 Kazan Federal University, Russian Federation

 **DILIANUR R. AKHUNZHANOVA**
 Kazan Federal University, Russian Federation

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INTRODUCTION

In contemporary society, media and society itself are in permanent and diverse interaction [1, 5]. The end of XX and the beginning of XXI centuries are characterized by rapid growth of new sphere of mass communication. Dynamic development of traditional media - press, radio, television, as well as emergence of new computer information technologies, globalisation of the world information space, along with this, have a great impact on process of production and distribution of information, on interactions of media with auditorium. Being the most powerful system among social communications, media are capable to provide connections both by vertical "power (governing class) - society" and by horizontal (between diverse parts of society). At this, connection between editors office (or other media organization) and auditorium, in particular social and political conditions, may assume one or another nature [2, 44].

Media are intended for giving people the possibility to know, what is going on in surrounding natural and social environment, build their life with taking into account of ongoing events; therefore, information should be actual, objective, timely, generally significant, complete, warning about danger. In recent years, in social and political life of citizens of Tatarstan, problems of education related to teaching on native languages in the republic became especially actual. As is known, in the Republic of Tatarstan, which is a subject of the Russian Federation, two officially recognized languages are functioning on equal rights, Tatar and Russian languages, that were taught in equal amounts in general educational organization of main general education of the republic. In post-perestrojka time, bilingualism started to actively develop in the republic, with support from government, and teaching of Tatar language was conducted on the basis of the Republic of Tatarstan Constitution on the rights of officially recognized

language of the republic. In spite of this, according to studies of G.Ya. Guzelbayeva, is noted "an extreme shortage of real possibilities to use Tatar language in many social spheres, especially in sphere of industrial production, science, IT-technologies and other, which interferes with dealing with issue of language asymmetry alignment. Level of Tatar knowledge by Russians increases, however, at present day, practically all population of the republic speaks Russian, while only 86% of Tatars and just 7.5% of Russians are capable to parley Tatar" [3, 44]. Due to this, in media are often published materials, where pressing questions of Tatar and Russian languages functioning are put to discussion,

Separate sides of problem of functioning and teaching of officially acknowledged languages and inter-ethnic processes, proportion dialect / standard language were considered in works of Gilmanova A.N. [4], Makhmutov Z.A. [5], Nizamova L.R. [6], Bakanova R.P. [7], Galiullina G.R. [8], Shakirova D.Sh. [9], Nurieva F.Sh., [10], Khusnutdinov D.H. [11] and others.

The goal of this work is conduction of review and partial content-analysis of publication on functioning of Tatar and Russian languages in the Republic of Tatarstan in media in 2017-2018.

In accordance with study goal, a range of tasks was set:

- detection of quantitative index of publication on languages functioning;
- detection of information genre priorities of press titles;
- detection main theme at exposure of events related to language situation;

Study object were publications in period of 2017 - May 2018, dedicated to exposure of Tatar and Russian language functioning in the Republic of Tatarstan, on sites of news portal "ProKazan" and information agency "Tatar-Inform". Selected time period corresponds to the most intensive flow of publications dedicated to language theme; it also shows the attention of society to language issues in dynamics.

Subject of study is the specter of communicative characteristics of this type materials content; with their analysis, particular tasks of study on communicative aspect are connected.

Choice of information sources is predetermined by title popularity, geography of distribution and auditorium amount:

"ProKazan" is one of actual electronic media of city of Kazan. According to data of its owner, media-holding of Povolzhye U-media, new portal "ProKazan" is a popular and politically independent portal of city news in Kazan; it was created on March 1, 2010, has more than 470 000 unique visitors per month and 25000 unique visitors per day (<http://umedia.pro/smi/view/7>).

Information agency "Tatar-Inform" was formed on June 6, 1990. "Tatar-Inform" was the first independent regional information agency in Soviet Union and Russian Federation. Every day, 24 hours per day, "Tatar-Inform" produces up to 250 information messages in Russian language and up to 80 original ones in Tatar language. In general, more than 1 million of agency materials are read in month. Traffic ranking of information agency "Tatar-Inform" is 33513 persons per day.

METHODS

Major methods used in course of conduction of this study were description method and method of quantitative content-analysis. Method of continuous sample was applied for collection of factual materials. Scientific-theoretical and practical material was studied by description method; factual material was described by statistic method.

Analysis unit in this study was an article in electronic form, dedicated to language situation in RT, placed on sites <http://www.tatar-inform.ru> and <http://www.prokazan.ru> at current moment of the study (May 2018).

RESULTS

Concept of "review" is interpreted in journalism as description, summarizing, consideration, studying. While speaking about media review, by this is usually meant the studying of peculiarities of publications, tele- and radio-translations or method of auditorium familiarizing with publications, in order to give the impression about their content, form.

One of tasks of media studies should be the answer for question about existence of active attempt to create social and political circumstances that forms interests of diverse people groups in a certain manner, and what was the aim of this. Namely this function is conducted by content-analysis of media. "Content-analysis (analysis of content) is a special methodical procedure of analysis for all text types, this is an analysis of communication core, of what lied between communicator and auditorium between author of message and the one whom this message is addressed" [1, 10]. In this article we will use the term "content analysis" in context of quantitative content-analysis.

When characterizing contemporary media discourse, scientists note its expressive and estimation nature, information and impact function created by special language fabric, combination of expression and standard [12, 81]. Analysis of materials of news portal "ProKazan" and information agency "Tatar-Inform" shows that portal of information agency "Tatar-Inform" is more informative in quantitative and qualitative aspects of published materials. Each day this portal publishes approximately 50-80 materials. For instance, on November 14, 2017, quantity of all publication on this site is 69, among them 3 publications (4.5%) deal with issues of education and functioning of Tatar language. At the same day, news portal "ProKazan" published only 9 messages, among them 2 (22%) on theme of interest, note related to theme of languages functioning. From view point of genre forms, all materials on sites [tatar-inform.ru](http://www.tatar-inform.ru) and [prokazan.ru](http://www.prokazan.ru) are given in form of information messages, reports, interview, video-interview, analytical reviews, essays etc. Dominating genre is information message in form of notes and extended notes containing sufficient amount of event details, giving fact with details, opinions of competent persons; presence mini-conclusion is possible. For example, in materials published by "Tatar-Inform" on November 14, 2017, genre of report with photos from event location is presented by 9 publications (13 %); remaining ones are in form of notes and extended notes (87 %), while portal "ProKazan" presents information in notes form only.

Portals are practically similar in use of methods of emotional impact of graphic materials. In both is present one type of graphic

image - photo, while such types as collage, caricature, photo-collage are completely absent. Distinctive peculiarity of portal "Tatar-Info" is demonstration of interview and press-conference in form of video-records that consequentially are placed in portal archive. In period of January 2017 - April 2018, 96 video-records were placed; in all of them, without exception, issues of Tatar culture and/or language situation in the Republic of Tatarstan are discussed one way or another. Notes and articles placed in "ProKazan" are actively commented by anonymous reader, while registration policy of "Tatar-Info" eliminates anonymity, and. Seemingly, due to this, comments on this portal are rare.

In 2017-2018, on Russian language portal "ProKazan" and Tatar language "Tatar-Info", similar activation of language functioning in the republic is observed. State provided creation of systems of educational organizations, other forms of upbringing and training in two officially acknowledged languages of RT. On territory of the republic, bilingualism is observed; it also extends on educational sphere. Learning of native language in education institutions became voluntary at the end of 2017. Analysis of results of sociological questioning on functioning of Tatar language as officially acknowledged one shows that position of Tatar language in system of students' social communication is stable; however, there are the following anxious moments. In rare cases, studied portals are conducting social questionings themselves. For example, "ProKazan" states that "By results of editors office questioning, 61% of parents signed documents for learning of Tatar language voluntarily. 20% of questioned did not sign their consent and note that the situation did not worsened. Other 9% and 7% of respondents either agreed to compromise after pressure from school administration or are still under pressure. There also are those who confessed that after refuse, attitude to their child at school had changes for worse - they are 3% of questioned" [<http://prokazan.ru/news/view/125249>].

Data on quantitative indexes of discussion on functioning of Tatar and Russian languages in the Republic of Tatarstan are interesting. For instance, in 2017 "ProKazan" had published only 70 information messages (2.9% of total quantity of publications per year) related to this theme (January - 0, February - 0,

March - 0, April - 0, May - 1, June - 1, July - 2, August - 1, September - 9, October - 19, November - 25, December - 12); in 4 months of 2017 their number is 24 (January - 6, February - 4, March - 6, April - 8). At this, each month this portal publishes approximately 200 articles on different themes, averagely. As may be seen, theme of languages functioning becomes actual for society since May 2017 and does not lose its actuality up to present time. Approximately similar picture is also observed in portal "Tatar-Info". Averagely, this portal publishes approximately 2000 information notes per months; among them, theme of languages functioning takes approximately 2-6 % of total number of publications per month. For example, in November 2017, this portal published only 1935 messages; among them 110 are related to language issues (5.7 %); April, 2018, contains 1860 articles, among them 84 are about languages (4.5%).

Theme of languages functioning represented on both portals is rather wide: information messages expose problems of communication in native national language in family, friends circle, places of public resort; issue of national language functioning in political arrangement of state; problem of teaching of national languages in pre-school institution, in system of secondary and higher education; problem of functioning on national languages in cultural life of population etc. Dominating theme is the theme of teaching of Tatar language in system of secondary and higher education. For instance, in 2017 and January-April 2018, portal "ProKazan" published 94 informative materials on language issues; among them problems of teaching of Tatar language at secondary school are discussed in 81 publications (86.2 %). Materials of informative agency "Tatar-Info" also show comparatively high percent of attention to teaching of Tatar language in educational system but this is less representative than in "ProKazan": for instance, in November of 2017 was published 110 materials on languages functioning; among them 32 (29%) are related to teaching of Tatar language at school. In April 2018, of 84 notes on languages, 18 messages (21.4%) are related to teaching.

Therefore, theme of functioning of Tatar and Russian languages and their teaching in educational institutions of 2017-2018 is consistently discussed on both portals.

CONCLUSION

Historically, media play a great role in formation of public opinion. Media are peculiar mirror of occurring events. Dynamics of exposure of themes related to language issue in the Republic of Tatarstan is representative, In August of 2017, political government of the Russian state started the inspection of adherence to law provisions related to provision of Russia citizens' rights for voluntary learning of native language from among language of Russia nations and officially acknowledged languages of republics included in RF in subjects of the Russian Federation. Due to this, media published a lot of information materials dedicated to discussion of issues of functioning of Tatar and Russian languages in the Republic of Tatarstan; this theme became dominating practically in all media of the republic. In relations to this, activity is also observed in Russian language news portal "ProKazan" and in materials of Tatar language of information agency "Tatar-Inform".

SUMMARY

Analysis of information materials on functioning of officially acknowledged languages in the Republic of Tatarstan in Russian language portal "ProKazan" and Tatar language "Tatar-Inform" shows the following: 1) portal of information agency "Tatar-Inform" is more informative in quantitative and qualitative aspects of published materials; 2) dominating genre is information message in form of notes and extended notes containing sufficiently large quantity of event details, give fact with details, opinions of competent persons; presence of mini-conclusion is possible; 3) main theme at exposure of events related to functioning of Tatar and Russian languages in the Republic of Tatarstan is the theme of Tatar language teaching in educational system of the republic.

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