

**POPULARIZATION OF LANGUAGE THROUGH MASS MEDIA  
IN THE REGIONS OF RUSSIA**Murshida Kh. Fatykhova<sup>1</sup>Regina I. Gazizova<sup>2</sup>

**Abstract:** The dynamic development of traditional media: print, radio, television, the emergence of new computer information technologies, the globalization of the world information space makes a huge impact on the current state of the language. Mass media are the most important tool in the development and the preservation of the language. On the one hand, all the latest language changes are reflected in the media, and on the other hand, the media influence language changes and development. This article outlines the results of the study concerning the role of regional media in the distribution and popularization of the national language. A full description is given to modern Tatar-language media within the Russian media space. Nowadays, despite an active distribution of network mass media, television remains one of the main communication channels. For a large part of the Russian population,

including the viewers of the Republic of Tatarstan, it is one of the most accessible ways to obtain the information in native language. In this regard, in the course of the study, they studied the experience of the main Tatar-language television and radio companies in the popularization of the national language.

**Keywords:** national mass media, Tatar language, TV channel, newspaper, radio, broadcast.

**Introduction**

According to the All-Russian Population Census of 2010, there are 142 million people on the territory of Russian Federation, representing more than 190 nationalities and speaking more than 150 different languages of different families (Slavic, Turkic, Finno-Ugric, Mongolian, North Caucasian and others). The overwhelming majority of citizens (98.2%) speak Russian; 23% of

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the population use another 38 languages, and 114 languages are spread among only 1% of the population [4]. If the state is multinational, then the language of the main nation (sometimes it is called the title one) is not only the state language, but also the language of international communication for the representatives of other nations. The territory of many multinational states has the languages that are not state ones (there are, however, the cases when two or more languages are the state ones: for example, four languages can be used in Switzerland: German, French, Italian and old Roman). As a rule, when two or more state languages are present, the spheres of their use are delineated. There is a lot of polyethnic regions in Russia. Tatarstan is one of them. The Republic of Tatarstan is the subject of Russian Federation. The law on languages and the Constitution laid the foundations of Tatarstan language policy, which is based on the provision of two equal state languages - Tatar and Russian one. Following this, the Republic carries out extensive activities to preserve, develop and popularize the Tatar language. One of the priorities in language preservation

and dissemination is the development of national media (hereinafter the media).

### **Materials and methods**

We chose Tatar-language media in Russia as the subject of research. The research methods are based on the systematic approach to the study of Russian national media and a comprehensive study of their characteristics during the analysis of literature, media databases, the open databases of Rosstat, Roskomnadzor and other sources. As of March 31, 2017 the Media Registry recorded 1014 media outlets whose editorial offices are located on the territory of the Republic of Tatarstan, of which 553 are media outlets registered by the Office and 461 media outlets registered by Roskomnadzor with the editorial offices on the territory of the Republic of Tatarstan [2].

### **Results and discussion**

There are federal, regional, republican, municipal and corporate mass media in the republic. Experts acknowledge that national mass media are gaining more and more importance in

the media space [6]. Among the federal media "All-Russian State Television and Radio Broadcasting Company" can be identified which includes 93 regional branches, including GTRK "Tatarstan". The broadcast network of GTRK "Tatarstan" is represented by 7 programs in Tatar language. Information programs: "Yalıllıklar - News. Tatarstan", "Izhat-Creativity", "Altyn Kullar - Golden Hands", "Bokhtem Minem - My Happiness", "Ostalyk-skill". Enlightening programs: "Zamandash - Contemporary", "Rukhi khezine - Spiritual heritage".

Tatar-speaking media are published not only in the Republic of Tatarstan, but also in the regions of Russia. For example, in the Republic of Bashkortostan, the newspaper "Kyzyl tan - Red dawn", the republican youth newspaper "Omet - Hope", the magazine for children "Tulpar - Jumper", "Alluky". Local newspapers are published in Tatar language in 23 cities and districts of Bashkortostan [1]. Among the regional mass media, the editorial offices of the newspapers "Berdymlek-Unity" (Samara), "Yuldash - Satellite" (Republic of Mordovia), "Tan - Dawn" (Perm Territory), "Duslyk - Friendship"

(Kirov Region), "Tatar Danyasi - Tatar World" (Omsk), "Idel - Volga" (Astrakhan), "Tugan Yak - Native Land", "Avilym Khaberlere -Rural News" (Nizhny Novgorod Region), "Yakarysh - Revival" (Tyumen Region), "Revival" (Udmurtia), "Saf Chishma - Spring" (Sverdlovsk Region). We also need to emphasize the special role of regional electronic media. They include: "Tol Builary - Tula region", local TV and radio broadcasting of Bardymsky district, State TV and radio company "Udmurtia", TRC "My Udmurtia", STRC "Mari El", Bashkir satellite TV, STRC Mordovia. The media in the regions of compact living of Tatars also contribute to the consolidation of the ethnos.

Currently, there are 18 mass media in the near and far abroad (newspapers, electronic media). They operate successfully in Kazakhstan: "Ak Bars - White Leopard", "Semipalat Tatarlary - Tatar Semipalatinsk", Kyrgyzstan: "Tugan Tel - Native Language", Belarus: "Light of Islam - Islam Nury", Latvia: "Chishme - Spring", Poland: "Przeglad Tatarski - Tatar View", Romania: "Kara deniz -

Black Sea" and Turkey: the radio "Tarkia Avazy - Voice of Turkey" [9].

A major contribution to the development and the preservation of Tatar language is performed by the republican media. Among the print media the following republican newspapers can be singled out: "Vatanyň Tatarstan - Republic of Tatarstan", "Shari Kazan - Great Kazan", "Madni Komga - Cultural Friday", "Kemesh kygyrau - Silver Bell", "Khalkym Minem", as well as the magazines "Soembike -Suyumbika", "Tatarstan", "Gaile ham mekten - Family and School", "Megarif - Enlightenment", "Maydan - Territory", "Argamak - Jumper", "Yalkyn - Flame", "Sabantuy", "Kazan utlary - The Lights of Kazan", "Beznen miras - Our Heritage", "Chayan", "Sukhin - Scene", "Salavat kypere - Rainbow", "Tilsym - Magic". The texts of mass media, or media texts, are one of the most widespread forms of modern existence of language, and their total volume far exceeds the total volume of speech in other spheres of human activity. At the same time, the corpus of texts that are daily produced and transmitted through the media channels continues to increase constantly [7].

In recent years, among the readers of printed periodicals, private newspapers have gained great popularity. This is evidenced by the increase of their circulations. Private newspapers: "Irek meydan - Freedom Square", "Akcharlak - Seagull", "Beznen gəzhit - Our Newspaper", "Seberke - Broom", "Tatarstan Yashlære - Youth of Tatarstan", "Sirazhi syze -Sirazi word", "Yuldash - Sattelite", "Adashkan məhəbbətem - Love", "Beznen avyl gyibrəte - Village tales", "Yazмыш kochagy - Fate", "Gybryathane - Instructive stories".

In addition to the republican newspapers, municipal newspapers are published in Tatar language on the territory of Tatarstan. There are only 44 of them.

The largest producer of news in Tatarstan is the "Tatar-inform" news agency, the website of which publishes 60 news and analytical materials in Tatar language daily. The website attendance has grown threefold - from 11 thousand (April 2016) to 33 thousand unique visitors per day at present. This became possible, inter alia, due to the merger of the news agency with the subsidiary of JSC "Tatmedia", "Intertat.ru", which

consisted of two newspapers - "The Events of the Week" and "Anta Vakyigalary", and the websites of these publications - "Events" (sntat.ru) and "Intertat.ru". Now 6 media operate under the brand "Tatar-Inform": 2 news agencies, 2 online and 2 printed newspapers [3]. At the end of August 2016 a new agency site was launched in Tatar language, the first site in the tatar domain - tatar-inform.tatar. Prior to this, the news agency duplicated the materials on the page translated from the Russian language. In order to launch a new resource, they created an independent edition in Tatar, the staff of experienced employees was recruited [12]. The "Tatar-inform" news agency headed the top 20 most cited Tatarstan media according to the version of the "Medialogy" research company for the first quarter of 2017 [10].

Internet media is an integral part of national journalism. The most popular Internet media: information and resource Tatar social network "Tatar Ile - Tatar world", the international Tatar Portal "Tatarlar.Info", "Matbugat.ru"; The sites: "World Congress of Tatars", "Tatnet", "Tatars in Germany", "American Turko-Tatar Association";

Blogs: Public Organization of the Turkic Peoples of Israel "Miras"; Intrenet-radio: "Azatlyk - Freedom", "Iman - Faith" and "Kynel - Inspiration" [8]. There are only 9 traditional radio stations broadcasting or preparing the Tatar programs in the republic, namely: "Tatar Radiosi - Tatar Radio", "Kurai", "Bolgar", "Tatarstan", "Business FM Tatarstan", "Ramadan", "Dastan FM", Radio "Crossroads".

Television makes an invaluable contribution to the distribution and the development of the literary Tatar language. There are only 4 Republican TV channels: OJSC "New Century" TV and Radio Company (hereinafter "TNV"), "TNV-Planet", "TMTV" (Tatar Music TV), "Maydan-Territory"; Internet-studios "Donya-Mir" and "Aksu TV". The main TV channels broadcasting in Tatar language are OJSC "New Century" TV and Radio Company and TNV-Planet" channel.

The census of 2010 showed that among 5.3 million of Tatars, just over one million people do not know the Tatar language [5]. In this regard with the acute need to address this problem the channel "TNV-Planet" was created in the media space of the Republic of Tatarstan at OJSC "New Century" TV and radio

company. The broadcasting of the TV channel "TNV-Planet" started on August 30, 2012. This is the first 24-hour satellite television channel in the history of the world media with the broadcasting in Tatar language [11]. The potential audience makes about 8 million families. Today, the TV channel "TNV-Planet" can be watched in online mode via the Internet and on iOS devices ("Apple"). In addition, the on-line broadcasting of this channel is performed on the websites of "Corbina TV" and "Akado", which makes it much more accessible to their potential audience.

TV channel pays much attention to educational TV programs. Thus, the informative television magazine "Bez Tarihta Ezlebez - History" teaches the younger generation to respect the history of their region, the region and the Republic of Tatarstan by attracting the attention to the sources of the Tatar people, their customs, traditions, and the treasures of the national culture. The program consists of video stories about one particular region: the history of a village, a school, a district and its famous people. A large educational project is the program "Karavai", it is shown in two formats:

sketch and news. The first format, demonstrates an essay on a specific calendar cycle that makes the basis of the folk festivals (Pancake week, Sabantuy, etc.). Another component of the program is information coverage of the interethnic policy of the Republic of Tatarstan, which was implemented by the House of Friendship of Peoples: holidays, exhibitions, events, interviews with the representatives of national autonomies, public and political figures. The programs demonstrate ceremonies and festivals timed to the national holidays. Numerous ceremonial acts are reflected in the cycle, which are the basis of everyday traditional culture of indigenous peoples of Tatarstan, for example, the wedding ceremonies of Chuvash, Udmurts and Mari; the recruit ritual complex of Udmurts, Chuvashes, the mythic ritual rites of the lower Chuvashes; the national game complex (evening gatherings) and household traditions (soap making) among Siberian Tatars. The TV program "Dinner" is a cognitive and an entertaining program designed for a diverse audience, telling about the national dishes of Tatar people, as well as about the family secrets of cooking. The cultural component of the

channel can be seen in the program: "Medeniyat donyasyunda - In the World of Culture". This is the conversation on the topical issues about the development of culture in Tatarstan, the spiritual values and the cultural potential of the republic with the guests of the studio: famous writers, musicians, cultural and art figures, the representatives of the ministry and departments. The educational component on the TV channel is presented in the form of the program: "Nasykhet - Instruction". The author tells about Islam and religious problems, which everyone can face. The journalistic program "Tatarlar - Tatars" and "Halkym Minem - My People" helps people to orient themselves in life through daily review of events - the news of the Tatar diaspora, the reviews of new books and the analysis of Russian national politics. The publicistic and analytical program "Eve. Parliament. Zhemgyat - Law. Parliament. Society", which describes the events taking place in the Parliament of the Republic of Tatarstan, the foundations of law and the development of civil society using the example of foreign societies, is issued on Sundays to make people get acquainted with state structures. Another publicistic

program in the format of the talk show "Taianu noctasy - Point of Support" in which the guests of the studio, namely, professional experts, discuss current topics and exciting situations. The youth broadcasting is especially developed on the channel. Within the framework of the "Yashler Tuktalyshy - Youth Stop" program, the topical problems of youth are discussed, as well as the most important youth events not only of the republic, but also beyond its borders. The program takes place in an informal setting. The guests and participants of the program express their opinions, ask questions to others guests. The conversation in the studio is accompanied by musical pauses. Once a month comes a special, musical release of the program, with the participation of the famous figures of the Tatar music industry. "Belemdonyasi - The World of Knowledge" - the informing of population about positive qualitative changes in the educational system and the development of national education. The educational program "Edeby Khezine - Literary Heritage" tells about famous Tatar writers and the news in the field of literature.

The TV channel is also characterized by entertaining and musical programs that fulfill the recreational function of media. Morning interactive entertaining show "Manzara", intellectual and entertaining game "Tamchy show", children's program for the youngest "Kuchtenech - Present". This program became the finalist of the All-Russian TV contest "TEFI Region". A number of television programs are dedicated to Tatar language teaching, such as "Singing and teaching Tatar Language", "Translate! Tatarcha oyrənəbez". According to viewers, the sketches under the heading "Shigri telgəshler - Poetry", "Bez Tukay onyklary - Grandsons of Tukay", Tatar performances, serials of own and foreign origin that are translated in the studio "Dubbing" are also very popular.

Open Joint Stock Company "Tatarstan - New Century" (TNV) was registered on May 17, 2001. Full-scale broadcasting began on August 26, 2002. TNV includes TV channels and "TNV-Planet", the radio station "Bolgar". TNV is a regional TV channel in the Volga region with a large signal coverage in satellite, analog and digital terrestrial broadcasting, as well as in cable TV

networks. TNV is watched not only in Tatarstan, but also in other regions of Russia and in the countries of the far and near abroad. TNV broadcasts the bilingual 22-hour television channel with its own programming. The potential audience is 35 million viewers. The content of the TV channel is the information TV program in two languages ("Tatarstan News - Tatarstan Khabarlere"), information and analytical programs, such as: "7 days", "Tatarstan Business", "Tatarstan News on Saturday evening", "Tatarstan. Atnalyk kyzety ("Tatarstan. Weekly Review")", educational programs "In the World of Culture", "Actual Islam", "Zhomga vegaze - Friday's Sermon", "Reflections on faith. The way to Islam". Also the broadcasting network has socially significant and social-political programs; Sports programs, and live broadcast matches; the programs on culture, art and spiritual values.

In accordance with the changes to Article 32.1 of the RF Law "On Mass Media" and to Article 46 of the Federal Law "On Communications", "21 channels" in each subject of Russia are assigned to a regional channel that has in its air grid at least 75 percent of national



production of media with the broadcasting on the territory where at least half the population subject lives". TNV is such channel in the Republic of Tatarstan.

Currently, together with the Ministry of Education and Science of the Republic of Tatarstan, TNV develops the concept for the children's Tatar Internet channel.

### **Summary**

There are federal, regional, republican, municipal and corporate media in the Republic of Tatarstan. 124 newspapers and 32 magazines are published, 31 radio and 44 television channels and 2 news agencies and 2 Internet newspapers are operated in Tatar language. Over one hundred newspapers have Internet versions. Today 42 newspapers and 27 magazines are distributed outside the republic, 12 radio and 7 television channels are operated in Tatar language.

### **Conclusions**

Possessing high prestige and the most modern means of media

distribution, media plays the role of a peculiar model of the national language. The mass media in Tatar language made and make a great contribution to the development of national culture and the preservation of Tatar people identity, they are an important factor in its self-affirmation

### **Conflict Of Interest**

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

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