

## ТЕОРИЯ И ИСТОРИЯ КИНО | ЭКРАННЫЕ ИСКУССТВА

**Социокультурные функции  
синематек и киноархивов**

УДК 778.5.01.067.2

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## FILM THEORY AND FILM HISTORY | AUDIOVISUAL ARTS

**Sociocultural Functions of Film  
Libraries and Archives.**

UDC 778.5.01.067.2

**Author:** *Malyshev Vladimir Sergeyevich*, PhD in Economics, GPhD in Art, VGIK Rector, Honored Worker of Culture of the RF, RF Government Cultural Prize awardee, professor. Author of 15 screen-plays and numerous publications on film art, member of the International Federation of Film Archives (FIAF) and the European Association of Film Archives, full member of the National Academy of Motion Picture Arts and Sciences of Russia and of the Eurasian Academy of Television.

**Summary:** The article surveys the sociocultural principles of the functioning of film libraries and archives in terms of the evolution of the film archive sphere, mainly as exemplified by the history of the FIAF, whose ideology and practical activity the new trends in this field reflect.

**Key words:** archive, data depository, film archive, film library, artistic and historical relics, film stock, film collections

**Тема войны в кинематографе второй  
половины 50-х годов XX века**

УДК 778.5ср-(09)

**Автор:** *Зайцева Лидия Алексеевна*, доктор искусствоведения, профессор кафедры киноведения ВГИКа. Член Союза кинематографистов России. Заслуженный работник культуры России. Лауреат премии Гильдии киноведов и кинокритиков России. Автор монографий по проблемам теории и истории отечественного кино. Основная тема научных исследований: монтажно-образное построение фильма.

**World War Two in the Cinema of the  
Late 1950s**

UDC 778.5ср-(09)

**Author:** *Zaitseva Lydia Alexeyevna*, GPhD in Art, professor, Cinema Studies Department, VGIK. Member of the RF Filmmakers' Union, Honored Worker of Culture of the RF, RF Film Scholars and Film Critics Prize awardee, author of numerous monographs on the theory and history of Russian cinema. The sphere of academic interest: the artistic composition of a film.

**Summary:** The article explores the theme of the war in the cinema of the late 1950s as exemplified by the landmark films of the period: «Soldiers» (dir. A. Ivanov) and «The Cranes Are Flying» (dir. M. Kalatozov) with the protagonist as an ordinary person poorly suited for warfare on the one pole of the conflict, and the tragic character of the alien situations on the other.

**Key words:** war, conflict, protagonist, change of accents, depicted circumstances, author's position, philosophic analysis of the world.

**Вирус неразличения. Фильм  
А. Звягинцева «Елена» с точки  
зрения теории идентичности**

УДК 778.5.01

**Автор:** *Ключева Людмила Борисовна*, кандидат искусствоведения, доцент, кафедры киноведения ВГИКа.

**The Non-Selection Virus. A. Zvyagintsev's  
«Elena» in Terms of Identity Theory**

UDC 778.5.01

**Author:** *Kluyeva Ljudmila Borisovna*, PhD (Art), assistant professor, Department of Cinema Studies, VGIK.

**Summary:** The article investigates the artistic peculiarities of A. Zvyagintsev's new film «Elena» which stands apart from all his preceding work. In a sense, the film demonstrates the director's rejection of the previously found pattern associated with Zvyagintsev's style. The author analyses the director's specific manner reflecting his aesthetic principles. The analysis is done from two points of view: the philosophy of the film (the anthropological aspect) and in terms of the identity. Special attention is given to the audience's projective perception in the film's structure.

**Key words:** «Film-situation», cinematic anthropology, asymbolic code, «non-selection», identity, identity states and stages, identity as a process, structure's provocative character

**КИНОЯЗЫК И ВРЕМЯ | ГЕНЕЗИС ОБРАЗА**

**Историко-культурные предпосылки создания Фестиваля архивного кино «Белые Столбы»**

УДК 778.58.004.4

**Автор:** *Малышев Владимир Сергеевич* — ректор ВГИКа, заслуженный работник культуры РФ, лауреат Государственной премии РФ, кандидат экономических наук, доктор искусствоведения, профессор. Автор 15 киносценариев, многочисленных публикаций по вопросам кино, член Международной федерации киноархивов (ФИАФ) и Европейской ассоциации киноархивов, действительный член Российской Академии кинематографических искусств и наук, Киноакадемии «Ника», Евразийской академии телевидения.

**FILM LANGUAGE AND TIME | IMAGE GENESIS**

**Historic and Cultural Background of the «Belye Stolby» Festival of Archive Films**

UDC 778.58.004.4

**Author:** *Malyshev Vladimir Sergeevich*, PhD in Economics, GPhD in Art, VGIK Rector, Honored Worker of Culture of the RF, RF Government Cultural Prize awardee, professor. Author of 15 screen-plays and numerous publications on film art, member of the International Federation of Film Archives (FIAF) and the European Association of Film Archives, full member of the National Academy of Motion Picture Arts and Sciences of Russia and of the Eurasian Academy of Television.

**Summary:** The article reveals the history of creating the «Belye Stolby» Festival of Archive Films and analyses the historic and cultural conditions of the emergence of one of the most respectful events in archive cinema.

**Key words:** National Film Archive, festival, archive cinema, film history, restoration, reconstruction, film scholars, film historians, film critics.

**Парадоксы оттепели**

УДК 778. 5ср-(09)

**Автор:** *Зайцева Лидия Алексеевна*, доктор искусствоведения, профессор кафедры киноведения ВГИКа. Член Союза кинематографистов России. Заслуженный работник культуры России. Лауреат премии Гильдии киноведов и кинокритиков России. Автор монографий по проблемам теории и истории отечественного кино. Основная тема научных интересов: монтажно-образное построение фильма.

**The Paradoxes of the Thaw Period**

UDC 778. 5ср-(09)

**Author:** *Zaitseva Lydia Alexeyevna*, GPhD in Art, professor, Cinema Studies Department, VGIK. Member of the RF Filmmakers' Union, Honored Worker of Culture of the RF, RF Film Scholars and Film Critics Prize awardee, author of numerous monographs on the theory and history of Russian cinema. The sphere of academic interest: the artistic composition of a film.

**Summary:** The so called Thaw Period which got its name thanks to Ilya Ehrenburg, holds a specific place in the history of Russian culture. It is characterized by complex contradictory tendencies viewed by the author using the film «Ilyich Gate» (dir. M. Khutsiev, sc. G. Shpalikov) as an example.

**Key words:** period of change, 1960s generation, youth profile, stylistic focus of viewing, spirit of the time, poetic documentary style.

**Критические точки личности на экране советского кинематографа: от «Заставы Ильича» до «Полетов во сне и наяву»**

УДК 778.5.01.041

**Автор:** *Безенкова Мария Викторовна*, кандидат искусствоведения, доцент ВГИКа.

**Personal Critical Points in Soviet Cinema: from «Ilyich Gate» to «Flights in Dreams and in Reality»**

UDC 778.5.01.041

**Author:** *Bezenkova Maria Victorovna*, PhD in Art, assistant professor, VGIK

**Summary:** The article traces the main age-related personal critical points that formed the conflict in the landmark films of the 1960-1980s — «Ilych Gate» and «July Rain» (dir. M. Khytsiev), «Unfinished Piece for the Player Piano» (dir. N. Mikhalkov), «Flights in Dreams and in Reality» (dir. R. Balayan) — in the context of the protagonist's changes in Soviet cinema.

**Key words:** Russian film history, M. Khytsiev, R. Balayan, N. Mikhalkov, personal critical points, protagonist.

**Художественно-эстетические аспекты системного повторения в первой половине XX века**

УДК 7.03+7.038.1

**Автор:** *Буров Андрей Михайлович*, кандидат искусствоведения, начальник отдела научного развития, доцент кафедры эстетики, истории и теории культуры, ВГИК; andburov@gmail.com

## Artistic and Aesthetical Aspects of the Systematic Change in the First Half of the 20th Century

UDC 7.03+7.038.1

**Author:** *Burov Andrey Mikhailovich*, PhD in Art, Head of the Department of Scientific Development; assistant professor, Chair of Aesthetics and Culture Studies, VGIK. andburov@gmail.com

**Summary:** The article highlights certain artistic and aesthetical aspects of the systematic change in the art of the first half of the 20th century. Based on specific factors, the author discovers a number of basic criteria for the artistic, aesthetical and structural evaluation of post-visual phrases (relevant for both post-visual phrase of the first half of the 20th century and the post-visual phrase of the second half of the 20th century and the beginning of the 21st century).

**Key words:** repetition, difference, phrasism, post-visual phrase, grid, image.

## Образ дома в кино

УДК 791.43.01:159.9

**Автор:** *Рейзен Ольга Кирилловна*, доктор искусствоведения, профессор, ВГИК.

## The Image of Home in Cinema

UDC 791.43:159.9

**Author:** *Reizen Olga Kirillovna*, GPhD in Art, Professor of VGIIK

**Summary:** The article is a review of the most widely used images of home in the world cinema. Different film styles, genres, trends create a patchwork of various and more often than not antipodal representations. But at the same time there are certain universal characteristics of images of home on the screen, determined by the specific film language and literature traditions.

**Key words:** comparativistics, home image, floater, barge, metropolis, refuge, danger, fear, postmodernism, surrealism, expressionism, boundaries, limits, space, elements.

## ПЕРФОРМАНС | ИСКУССТВО ВОПЛОЩЕНИЯ

### Роль памяти в восприятии экранного образа

УДК 7.06.

**Автор:** *Познин Виталий Федорович*, доктор искусствоведения, доцент, профессор кафедры радио и телевидения факультета журналистики СПбГУ. Читает курсы: в СПбГУ «Техника и технология СМИ», «Изобразительное решение аудиовизуального произведения»; в СПбГУП «Операторское мастерство». Руководство аспирантами;

в СПбГУКиТ ведет мастерскую тележурналистов. Научные интересы: психология восприятия экранного изображения и звука, операторское мастерство, художественное пространство фильма.

## PERFORMANCE | THE ART OF PRESENTATION

### The Role of Memory in the Perception of the Screen Image

UDC 7.06.

**Author:** *Poznin Vitaly Fyodorovich*, GPhD in Art, assistant professor, Chair of Radio and Television, Journalism Department, St. Petersburg State University. V. Poznin reads lectures in Visual Treatment of Audiovisual Production, Cinematography, Journalism. Academic interests: psychology of image and sound perception, cinematography, film's artistic space.

**Summary:** The article investigates one of the aspects of psychology of art, namely, the role of different types of human memory — sensory, long-time, short-time — in the forming of an artistic image in the perception of an audiovisual entity. The audience's perception of such specific cinematic methods as pan shot and dolly shot, as well as different types of parallel, associative and distance montage rests on the peculiarities of our short-time and long-time memory. On the other hand, the complex polyphonic combination of various visual chronotopes in modern films is based on the imitation of memory typical for our dreams.

**Key words:** psychology of art, cinema, screen space and time, memory, montage, screen image.

### Об особенностях восприятия актером речи партнера

УДК 792.01

**Автор:** *Автушенко Ирина Анатольевна*, кандидат искусствоведения, доцент кафедры сценической речи ВГИКа, член Союза театральных деятелей, преподает на актерском факультете ВГИКа. Автор научных статей, связанных с проблемой слуховой эмоциональной чувствительности и развитием эмпатических способностей будущих актеров; avtushenko-irina@yandex.ru

### The Actor's Perception of the Partner's Speech

UDC 792.01

**Author:** *Avtushenko Irina Anatolyevna*, PhD in Art, assistant professor, Scenic Speech, VGIIK, member of the RF Theatre Union, author of articles devoted to the problems of auditory emotional sensitivity and development of empathic powers in actors to be. avtushenko-irina@yandex.ru

**Summary:** The article explores the process of auditory perception as part of scenic communication. The ability to hear plays an important role in theatrical action as it generates true intercommunication. When the partners on stage really listen and hear each other, their speech becomes vivid and intimate. How can one achieve the novelty of impression? It is done by means of introducing new shades of intonation and pace connected with the partner's immediate feelings. The ability to understand the partner's inner life and expressing the emotional intonation of the actor's speech is determined by the possession of the emotional ear which can and must be developed at Speech Technique classes.

**Key words:** speech, scenic dialogue, auditory perception, non-verbal communication, brain's functional asymmetry.

### Война в повести Юрия Германа «Операция «С новым годом!» и в фильме Алексея Германа «Проверка на дорогах»

УДК 778.5.04.072.094

**Автор:** Сибирцева Елена Игоревна, аспирант кафедры эстетики, истории и теории культуры ВГИКа.

### The War in Yury German's Novel «Operation «Happy New Year!» and Alexey German's Film «Trial on the Road»

UDC 778.5.04.072.094

**Author:** *Sibirteva Yelena Igorevna*, post-graduate student, Department of Aesthetics and Culture Studies, VGIIK.

**Summary:** The article analyses Alexey German's film «Trial on the Road» as the screen adaptation of Yury German's novel «Operation 'Happy New Year!'. It examines the specific features of translating literature into film language. According to the author of the article, due to these features the theme of the war is developed in the film in a somewhat different way than it is done in the book.

**Key words:** A.Yu. German, Yu. P. German, screen adaptation, «Trial on the Road», «Operation 'Happy New Year!»

### Клиповый монтаж и иллюзорный мир

УДК 792.8.01

**Автор:** Утилова Наталья Ивановна, доктор искусствоведения, профессор ВГИКа. Автор известных работ по теории телевидения: Аудиовизуальное мышление и формирование звукозри-

тельного языка телевидения. М., 1990; Природа аудиовизуального творчества: Язык и образная система телевидения. М., 2000; Монтаж. М., 2004 и др.

### Cliplike Montage and Illusory World

UDC 792.8.01

**Author:** *Utilova Natalia Ivanovna*, GPhD in Art, professor, VGIIK. N. Utilova is the author of noted publications on the theory of television: «Audiovisual thinking and the Formation of Television Language», М., 1990; «The Nature of Audiovisual Art: the Language and Television's Image System», М., 2000; «Montage», М., 2004, etc.

**Summary:** The present publication is a fragment of a survey devoted to the emergence and development of the music video montage which enhances the sense perception of screen images plunging the spectator into the world of illusion. The search for the origins of this montage form are of not only academic interest, but reveal certain practical possibilities of using music video montage in various audiovisual genres outside TV.

**Key words:** linear structure, music video montage, associativity, visual texture, aesthetic emotions, forming of meanings.

### КУЛЬТУРА ЭКРАНА | КУЛЬТУРОЛОГИЯ. ФИЛОСОФИЯ

#### Определяя искусство

УДК 118

**Автор:** Никитина Ирина Петровна, доктор философских наук, профессор кафедры эстетики, истории и теории культуры ВГИКа; [nikitina\\_ip@mail.ru](mailto:nikitina_ip@mail.ru)

### SCREEN CULTURE | CULTUROLOGY. PHILOSOPHY

#### The Role of Memory in the Perception of the Screen Image

UDC 118

**Author:** *Nikitina Irina Petrovna*, GPhD, professor, Chair of Aesthetics and Culture Studies, VGIIK. [nikitina\\_ip@mail.ru](mailto:nikitina_ip@mail.ru)

**Summary:** The article deals with the methodological significance of defining the examined phenomenon, particularly, art. It is shown that the procedure is complex and ambiguous. The author analyses the principal types of the definition of art — empirical, metaphysical and institutional — and argues that the final definition of the notion «art» has not been found yet.

**Key words:** art, definition, notion, aesthetics, philosophy of art.

## Классическая Греция и эллинизм

УДК 37(09)

**Автор:** *Пондопуло Глеб Константинович*, доктор философских наук, профессор, специалист в области эстетики, культурологии, теории новых искусств, участник Великой Отечественной войны, награжден Орденом Отечественной войны II степени, заслуженный работник высшей школы РФ.

## Classic and Hellenistic Greece

UDC 37(09)

**Author:** *Pondopulo Gleb Konstantinovich*, GPhD, professor of aesthetics, culturology and the theory of new arts, World War Two veteran, decorated with the Order of the Great Patriotic War 2nd class, Honorary figure of Russian Higher Education.

**Summary:** The article is devoted to the role of the classic heritage in the formation of the culture of the Early Modern Period. Opening the series of articles «On the Crossroads of European Culture», the present publication investigates the influence made by the Classic Greek cultural archetype and Hellenistic tradition on the formation of modern philosophy of culture. Their impact was ambivalent because of the fact that the archetype (Logos) was based on reason and the interest for the logical constructing of cosmic models while the cultural tradition was grounded on the interest of studying nature as the basis of universal and human existence and the search for the best way to a happy life independent of the will of gods. And that gave an anthropological shade to the whole culturological process.

**Key words:** future, past, archetype, Modern Period, Aristotle.

## Кто является субъектом, а кто актором культуры?

УДК 37.01

**Автор:** *Неретин Олег Петрович*, кандидат политических наук, специалист в области информационных технологий, лауреат премии «ИТ-ЛИДЕР», лауреат премии Правительства России в области культуры за 2006 год, главный редактор информационно-аналитического справочника «Культура России».

## Who Is the Subject, and Who Is the Actor of Culture?

UDC 37.01

**Author:** *Neretin Oleg Petrovich*, PhD in Politics, specialist in informational technologies, «IT-Leader» prize-winner, laureate of the 2006 Government

of Russia Award in Art, editor-in-chief of the information/analysis reference book «Culture of Russia»

**Summary:** The article considers the problem of the subject of culture, differentiating between the notions «subject of culture», «auteur of culture» and «cultural elite» which reflect specific characteristics of the bearer and the creator of the cultural activity. The distinction between the notions assumes theoretical and practical significance for culture administration.

**Key words:** subject of culture, auteur, elite.

## Художественно-символический смысл тетралогии Александра Сокурова (философско-эстетический этюд)

УДК 778.5.01(014)

**Автор:** *Бычков Виктор Васильевич*, доктор философских наук, профессор, лауреат Государственной премии РФ в области науки и техники, главный научный сотрудник, руководитель группы постнеклассической эстетики Института философии РАН. (Текст написан в рамках исследовательского проекта № 11-04-00007а, поддержанного РФФИ).

## Artistic and symbolic meaning of Alexander Sokurov's tetralogy (philosophical and aesthetic study)

UDC 778.5.01(014)

**Author:** *Bychkov Viktor Vasilyevich*, GPhD in Philosophy, Professor, laureate of RF State Award in science and technology, leading scholar, head of the post-neoclassical aesthetics panel of the Institute of Philosophy of RF Academy of Sciences. (The text is written within the research project № 11-04-0000, supported by ...)

**Summary:** The article includes one of the possible philosophical and aesthetical interpretations of the basic metaphysical meaning of A. Sokurov's tetralogy. Expressed by entirely artistic means, the Moloch of power, being irrational chthonic force, governs not only its earthly bearers (leaders), but the very «Prince of the world» changing lately as useless for the new irrational bearers of the Faust-like satirical epoch of our anthropogenic civilization.

**Key words:** symbolization, artistic image, metaphysics of art, film language, artistry, archetype, power.

## Проблемы визуальной антропологии в формате анимационного фильма

УДК 778.5.05.:778.534.6

**Автор:** *Кривуля Наталья Геннадьевна*, доктор искусствоведения, доцент, профессор кафедры режиссуры анимационного фильма, факультет

анимации и мультимедиа, ВГИК. Научные интересы: анимация и экранные искусства, психология восприятия, социология искусства и культуры, медиалогия, виртуалистика, философия визуальности.

## Problems of Animation Film Visual Anthropology

UDC 778.5.05.:778.534.6

**Author:** *Krivulya Natalya Gennadyevna*, GPhD in Art, associate professor, professor of the Chair of animation, Department of Animation and Multimedia, VGIK. Scope of research interests: animation and screen arts, perception psychology, sociology of art and culture, mediaology, virtualistics, philosophy of visuality.

**Summary:** The article studies animation as a socio-cultural practice, a screen art and a research method within the trends of the contemporary visual anthropology. The author surveys the fundamental anthropology animation methods while working with ethnographical, folklore and culture material and the usage of reconstructive animation within the practice of social and visual anthropology.

**Key words:** visual anthropology ethnographical animation, audio-visual culture, problems of intercultural dialogue.

## МИРОВОЙ КИНОПРОЦЕСС | АНАЛИЗ

Мадрид, провинция, Барселона.

### География как объект феноменологии кино

УДК 791.43 (4/9); 778.5(4/9)/ 03.29

**Автор:** *Рейзен Ольга Кирилловна*, доктор искусствоведения, профессор кафедры киноведения ВГИКа.

## WORLD CINEMA | ANALYSIS

Madrid, province, Barcelona.

### Geography as a Phenomenological Object of Cinema

UDC 791.43 (4/9); 778.5(4/9)/ 03.29

**Author:** *Reizen Olga Kirillovna*, GPhD in Art, Professor of the Film Studies Chair, VGIK.

**Summary:** Geographical object as locations of the films, analyzed in the article, are tackled not as places of interest. The author studies the reasons of this or that choice, the presentation methods of different cities and streets as reflections of the political, economic and cultural situation in the country. Geographical objects are of great importance in displaying the general atmosphere of life in Spain, and thus, the research of the very

narrative object enables the author to come to a number of conclusions connected both with the history of Spain and the history of Spanish cinema.

**Key words:** city, image system, metaphor, claustrophobia, Aesopian language, symbolism, allusions, stagnation, Frankism.

## Кино «Terra incognita»

УДК 778.5 И

**Автор:** *Звегинцева Ирина Анатольевна*, доктор искусствоведения, профессор ВГИКа, ведущий научный сотрудник НИИ киноискусства, исследует проблемы зарубежного кино, в частности, кино США, Индии, Австралии, Новой Зеландии. Изучает вопросы взаимодействия кинематографа и рекламного бизнеса.

## «Terra Incognita» Cinema

UDC 778.5 И

**Author:** *Zveginseva Irina Anatolyevna*, GPhD in Art, Professor of VGIK, leading research specialist of the Film Art Institute, studies the problems of the world cinema (USA, India, Australia, New Zealand) and of interaction of cinema and advertising business.

**Summary:** The article treats of New Zealand film history that due to a number of reasons remains little known for a wide audience.

**Key words:** New Zealand, Peter Jackson, staff rotation, Jane Campion

## ДИСКУССИОННЫЙ КЛУБ | ОБНОВЛЕННЫЙ КОНТЕКСТ

### Искусство между Сциллой и Харибдой. Крутлый стол «Парадоксы современной художественной культуры»

УДК 7.01

## DEBATE CLUB | UPDATED CONTEXT

### Art between Scylla and Charybdis Panel Discussion: «Paradoxes of Modern Artistic Culture»

UDC 7.01

**Summary:** This image-bearing name was given to the sitting of the Discussion club «Paradoxes of Modern Art Culture» arranged by the Chair of aesthetics, culture history and theory of VGIK together with a group of postnonclassic aesthetics of the Institute of Philosophy of Russian Academy. It was devoted to discussing a fundamental work by V.Bichkov, N.Mankovskaya, V.Ivanov «Trialogue. Living Aesthetics and Modern Philosophy of Art» (Moscow, Progress-Tradition, 2012, 840 pages,

illust.) All the participants unanimously agreed that «Triologue» could justly be named an encyclopedia of modern artistic culture.

**Key words:** postnonclassic aesthetics, philosophic dialogue, modern artistic culture, modern art, virtualistics.

### Что такое идеальный сценарий? Круглый стол в рамках конференции «Герой в современной драматургии»

УДК 778.5.04.072:8.01 — 2

### What Is an Ideal Script? Panel Discussion within the Framework of the Conference «Hero in Modern Writing»

UDC 778.5.04.072:8.01 — 2

**Summary:** The conference «Hero in Modern Writing» was held in VGIK with the panel discussion «What is an ideal script» as its key event. With the aim of training young scriptwriters the participants discussed the matter of creating a quality film and TV script and analyzed the problem of an ideal script criteria.

**Key words:** script, cinema, television, dramaturgy, tuition, talented scriptwriter.

### КИНОБИЗНЕС | СТРАТЕГИЯ И ТАКТИКА УПРАВЛЕНИЯ

#### Кино и реклама: противники или союзники?

УДК 778.5.01.009

**Автор:** Звегинцева Ирина Анатольевна, доктор искусствоведения, профессор ВГИКа, ведущий научный сотрудник НИИ киноискусства, исследует проблемы зарубежного кино, в частности, кино США, Индии, Австралии, Новой Зеландии. Изучает вопросы взаимодействия кинематографа и рекламного бизнеса.

### FILM INDUSTRY | STRATEGY AND TACTICS OF MANAGEMENT

#### Cinema and Advertising: Enemies or Allies?

UDC 778.5.01.009

**Author:** Zvegintseva Irina Anatolievna, Doctor of Arts, professor of VGIK, leading scholar of Film Art Institute, studies the problems of world cinema

and namely, that of USA, India, Australia, New Zealand. Doing research in interconnection of cinema and advertising business.

**Summary:** The article considers the ways of cinema and advertising business interaction. Special attention is given to the use of Product Placement technology (placement of a certain trade mark, goods or services in a work of art: film, TV film, series or TV program, literature, play etc) in present-day cinema.

**Key words:** advertising, product placement, film industry, film process.

### ТЕЛЕВИДЕНИЕ | ЦИФРОВАЯ СРЕДА

#### Телевизионная цивилизация и образ реальности

УДК 37.01

**Автор:** Утилова Наталья Ивановна, доктор искусствоведения, профессор ВГИКа. Автор известных работ по теории телевидения: «Аудиовизуальное мышление и формирование звукозрительного языка телевидения. М., 1990; Природа аудиовизуального творчества: Язык и образная система телевидения. М., 2000; Монтаж. М., 2004 и др.

### TELEVISION | DIGITAL ENVIRONMENT

#### Television Civilization and Image of Reality

UDC 37.01

**Author:** Utilova Natalia Ivanovna, GPhD in Art, professor, VGIK. N. Utilova is the author of noted publications on the theory of television: «Audiovisual thinking and the Formation of Television Language», M., 1990; «The Nature of Audiovisual Art: the Language and Television's Image System», M., 2000; «Montage», M., 2004, etc.

**Summary:** The article considers television up-to-date tendencies in the age of globalization. The emergence of digital technologies not only changes the process of TV multi-genre production making but has an impact on the whole of audiovisual culture and trustworthiness of the mirrored reality.

**Key words:** audiovisual culture, internet-television, multimedia technologies, hypertexts, global processes, deconstruction of reality.

**СТУДЕНЧЕСКАЯ НАУЧНАЯ ШКОЛА | ИССЛЕДОВАНИЯ  
МОЛОДЫХ**

**У истоков сюрреализма. Абсолютизация бессознательного**

УДК 778.5.015

**Автор: Адашевская Златослава Александровна**, киноведческое отделение сценарно-киноведческого факультета ВГИКа, студентка 3-го курса, мастерская К.М. Исаевой и О.К. Рейзен; zlatoslava357@mail.ru

**RESEARCH LABORATORY | EXPLORATION OF THE  
YOUNG**

**The Origins of Surrealism. Absolutizing the Unconscious**

UDC 778.5.015

**Author: Adashevskaya Zlatoslava Alexandrovna**, Film theory and history Chair of the Screenwriting and Film theory and history Department of VGIK, 3d year student, workshop of K. Isayeva and O. Reizen ; zlatoslava357@mail.ru

**Summary:** The article analyses three films that marked cinema's mastering of the leading artistic trend at the turn of the 20-ies-30-ies, that of Surrealism. Comparing films «Un Chien andalou»(1929) and «L'Age d'Or»(1930) by Salvador Dali and Luis Bunuel with the film «Le sang d'un poète» by Jean Cocteau (1931) the author follows the transformations the main postulates of Andre Breton, the founder of Surrealism, underwent.

**Key words:** Surrealism, the unconscious, psychic automatism, irrationality, Andre Breton, Salvador Dali, Luis Bunuel, Jean Cocteau.

**ПРАКТИКУМ | УРОКИ МАСТЕРСТВА**

**Телевидение: процесс и явление**

УДК 7.097

**Автор: Шумаков Сергей Леонидович**, кандидат искусствоведения, кинокритик. Главный редактор телеканала «Культура», директор филиала ВГТРК — Государственной телевизионной и радиовещательной компании «Культура»; с 2009 года преподает во ВГИКе: заведующий кафедрой телевизионной режиссуры. Член Союза кинематографистов РФ, член Академии Российского телевидения. Награжден Орденом Дружбы. Один из основателей российского ТВ, создатель

значительного количества известных телепроектов: «Принцип домино», «Все сразу», «Утро на НТВ» и др. Продюсер документальных и игровых кино и телефильмов среди которых «Гибель Империи. Византийский урок», «Великая тайна воды», «Жара», «Тарас Бульба», «Бумажный солдат», «Мы из будущего», «Остров», «В круге первом», «Первый после Бога». При его участии были созданы телепроекты: «Подстрочник», «Метро», «Рожденные в СССР», «Александр Солженицын. Жизнь не по лжи», «Русский крест».

**PRACTICAL TRAINING SESSION | MASTER`CLASSES**

**Television: Process and Phenomenon**

UDC 7.097

**Author: Shumakov Sergei Leonidovich**, Ph.D. in Art, film critic. Editor-in-chief of «Culture» TV channel, the director of the State TV and broadcasting company «Culture», from 2009 is teaching in VGIK, heading the Chair of TV film direction. Member of Russian Federation Filmmakers Union, member of the Russian TV Academy. Awarded with the Order of Friendship. One of the founders of Russian TV, creator of a significant number of well-known TV projects: «Domino Principle», «All at Once», «Morning at the NTV» and others. The producer of documentary and feature films and TV films, such as «The Fall of the Empire. Byzantine Lesson», «The Great Mystery of Water», «Heat», «Taras Bulba», «We are from the Future», «The Island», «In the First Circle», «The First after God». Participated in making such TV projects as: «Word for Word», «Metro», «Born in the USSR», «Alexander Solzhenitsyn. Life without Lies», «The Russian Cross».

**Summary:** The article considers the basic trends of modern Russian television and its links with the global processes of media communications. Special place is given to the form and genre structure of TV programs with singling out their dialogic character and television basic link with the present-day audience's peculiarities of screen arts perception.

**Key words:** Television, television process, TV content globalization, TV market, TV environment, audience.

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