

## ТЕОРИЯ И ИСТОРИЯ КИНО | ЭКРАННЫЕ ИСКУССТВА

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

УДК 778.5.01

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

## FILM THEORY AND FILM HISTORY | AUDIOVISUAL ARTS

**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 (the conclusion; for the beginning see ## 12-13) 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 analysis is done from two points of view: the philosophy of the film (the anthropological aspect) and in terms of the identity.

**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

**«Золотой Орел»-2012. Впечатления**

УДК 778.5.04.071:75+

**Автор:** Елисеева Елена Алексеевна, кандидат искусствоведения, доцент кафедры мастерства художника фильма ВГИКа

## FILM LANGUAGE AND TIME | IMAGE GENESIS

**Golden Eagle-2012. Impressions**

UDC 778.5.04.071:75+

**Author:** Yeliseyeva Yelena Alexandrovna, PhD (art), assistant professor, Production Design, VGIK.

**Summary:** The author shares her impressions on recent Russian films and analyses the visual tendencies in modern films.

**Key words:** Golden Eagle-2012, "BaG1", "My Father Baryshnikov", the visual treatment of "Yelena".

## ПЕРФОРМАНС | ИСКУССТВО ВОПЛОЩЕНИЯ

**Герой и его маска в кинокомиксе**

УДК 778.5.01 (014)

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## PERFORMANCE | THE ART OF PRESENTATION

**A Hero and His Mask in Strip Cartoons**

UDC 778.5.01 (014)

**Author:** Tsyrcun Nina Alexandrovna, PhD, Leading researcher, Head of the Modern Screen Art Department, Institute of Film Art (VGIA).

**Summary:** The article investigates the dialectics of the relationship between the character of the film based on comic strips and his mask as an essential attribute of the genre, the characters of which are mainly reduced to external evidence. Since comic strips have nowadays become the multicultural phenomenon, it is viable to analyze the matter on the example of the three films by directors from different countries. These are typical examples of the main types of the forenamed dialectics. Each of them therefore fits well in its peculiar way into the modern social-psychological and social-political context, indicating the applicability of the genre.

**Key words:** mask, comic strip, identification, Post-Modernism, causometric, anonym, dualism of contrasts.

**Феномен системного повторения в фотографии как альтернатива кинематографу**

УДК 77+7.03

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**Phenomenon of the System Repetition in Photography as an Alternative to Film**

UDC 77+7.03

**Author:** Burov Andrey Mikhailovich, PhD, Head of the Department of Scientific Development; assistant professor, Chair of Aesthetics and Culture Studies, e-mail: VGIA.andburov@gmail.com

**Summary:** The article highlights certain artistic and esthetical aspects of the systematic change in the art of the first half of the 20th century. Based on specific factors, the author discovers a num-

ber of basic criteria for the artistic, esthetical and structural evaluation of post-visual phrases (relevant for both post-visual phrase of the first half of the 20th century and that one 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

**КУЛЬТУРА ЭКРАНА | КУЛЬТУРОЛОГИЯ. ФИЛОСОФИЯ**

**Идеи философского диалогизма и «пирамида» Кесьлевского**

УДК 7.01

**Автор:** Михеева Юлия Всеволодовна, кандидат философских наук, заведующая Отделом междисциплинарных исследований в киноискусстве НИИ Киноискусства (ВГИК).

**SCREEN CULTURE | CULTUROLOGY. PHILOSOPHY**

**Ideas of the Philosophical Ideallogism and Kieslowski's "Pyramid"**

UDC 7.01

**Author:** Mikheeva Yulia Vsevolodovna, PhD, Head of the Interdisciplinary Research Department, Institute of Film Art (VGIK) jmikheeva@zmail.ru

**Summary:** The author analyzes the spontaneous demonstration of the ideas of philosophical dialogism in the films of Krzysztof Kieslowski. She investigates the evolution of the creative thinking of the director depicting the state of feelings of the present-day people. The deep insight into the individual's intricate spiritual quest leads Kieslowski of the late period to the conclusions consonant with the philosophical ideas of Post-Christianity. **Key words:** philosophical dialogism, existential event, Post-Christianity, monological and dialogical cinema.

**МИРОВОЙ КИНОПРОЦЕСС | АНАЛИЗ**

**Сценическое рождение «В ожидании Годо» Сэмюэля Беккета**

УДК 36761

**Автор:** Анищенко Марина Геннадьевна, кандидат филологических наук, доцент кафедры эстетики, истории и теории культуры ВГИКа. Автор монографии «Драма абсурда» (М., 2011), учебного пособия «История зарубежной литературы XX века: 1945-1990» (М., 2007). Автор многочисленных статей о западноевропейской драме XX века.

**WORLD CINEMA | ANALYSIS**

**Scenic birth of "Waiting for Godot" by Samuel Beckett**

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

**Author:** Anishchenko Marina Gennadievna, PhD, assistant professor, Chair of Aesthetics and Culture Studies, VGIK. Author of the monography "Absurd Drama" (Moscow, 2011), "History of Foreign Literature in 20th Century: 1945-1990" (Moscow, 2007). Author of many articles on West-European drama of the 20th century.

**Summary:** The phenomenon of the genesis of the new drama and new theatrical direction in France of the 1950s is investigated in the article. Also is given the characteristic of the first "Waiting for Godot" set staged by Roger Blin. The new scenic admission, presenting innovative character of Beckett's play is commented on in the text.

**Key words:** Samuel Beckett, Roger Blin, absurd drama, theatre of absurd.

**КИНОБИЗНЕС | СТРАТЕГИЯ И ТАКТИКА УПРАВЛЕНИЯ**

**К вопросу о модернизации государственного регулирования в сфере культуры**

УДК 338.46

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**FILM INDUSTRY | STRATEGY AND TACTICS OF MANAGEMENT**

**To the Issue of Modernization of the Cultural Sphere State Regulations**

UDC 338.46

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versity). Specialist in economics of culture, education, tourism and sport, regional economics.

**Molchanova Nataliya Petrovna**, PhD, Associate professor of the department of finances and investing technology, Moscow State University of Technologies and Management.

**Summary:** The article explains the importance and the urgency of realizing the active government policy in the cultural sphere. The current problems of its functioning are discussed and the possible solutions are formulated. The program-target approach and social-oriented budgeting are recommended as the priority methods in realization of goal-setting development.

**Key words:** culture, state regulations, financing, program-target planning.

### Особенности управления финансовыми ресурсами предприятий кинопоказа

УДК 778.58.003

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### The Peculiarities of Financial Management of Cinema Houses

UDC 778.58.003

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**Summary:** The proceeds of the cinema-houses depend on various factors, i.e. the distribution structure of box-office takings. The goal of the money flows management thus takes on enormous significance, demanding a system approach and a thorough consideration of the peculiarities of cinema facilities. The article highlights the peculiarities of the finance resources of cinema-houses, the classifications of the factors affecting the amount of money flows. This classification allows to timely work out and exercise the optimization measures of money flows management, which in the final analysis will help to improve the conditions of the cinema-houses.

**Key words:** financial resources, financial management, film screening, money flows factors

### Формула продюсерского счастья?

УДК 77858004

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### The Formula of Producer's Happiness?

UDC 77858004

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**Summary:** The article surveys the approaches to working out the model of the films' commercial success described in literature. The suggested classifications of different predictors make it possible to form an overall idea of the tendencies in this field of research. Nowadays, the list of prognostic variables has been enlarged considerably: apart from such traditional predictors as budget, marketing and promotion scale, stars, awards, etc., there are new ones particularly connected with social networks.

**Key words:** films, film industry, box-office receipts, predictors, prognostic patterns

### Социально-экономические аспекты формирования зрительской киноаудитории

УДК 338.46

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## Social and Economic Aspects of Forming Film Audience

UDC 338.46

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**Summary:** The article reveals the interplay of the economic, physical and social factors determining Russian movie audience. Social changes and the corresponding process of forming consumptive preferences regarding films, television and internet as three competing spheres, require the commercial stimulation of the audience's activity which includes artistic promotion.

**Key words:** consumptive preferences, audiovisual sphere, commercial stimulation, artistic promotion

## Как возможно «свое» конкурентоспособное кино

УДК 778.58.004

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## Can "Native" Cinema Be Marketable

UDC 778.58.004

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raphy; State Institute of Culture Studies. Leading researcher, head of the Department of Audiovisual Arts. m.zhabsky@gmail.com

**Summary:** The author substantiates the innovative trend in the revival and development of Russian film production on the basis of the sociological analysis of the problem as far as the marketability and ways of its recovery within the frames of the state film policy are concerned. Since the solution of the peripheral issues depends on the still unsolved general questions the article preliminarily worked up at the State Institute of Arts Studies explores the historical and theoretical aspects of the problem.

**Key words:** film production, Russian film industry, audience, marketability, state film policy, integral value of the film, cultural identity

## ТЕЛЕВИДЕНИЕ | ЦИФРОВАЯ СРЕДА

### Влияние факторов конкурентоспособности на управление телекомпанией

УДК 792.08.003

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## TELEVISION | DIGITAL ENVIRONMENT

### The Influence of the Marketability Factors on the TV Company

UDC 792.08.003

**Author: Yakusheva Victoriya Vladimirovna**, doctoral candidate of the Producing and Management Department of VGIK, E-mail: yakusheva-v@yandex.ru.

**Summary:** The author studies the problem of the competitive recovery of Russian TV channels and the new ways of achieving commercial success. The Public Limited Company "Channel 1" and the Russian State Television and Radio Broadcasting Company produce and feature similar audiovisual production, have the same market shares and rates of growth, but substantially different competitive edges. Why? The author gives a thorough analysis of the leading media brands, methods of the TV business protection in particular situations and the factors that can influence the management process.

**Key words:** competition, competition factor, business model, umbrella brand, offensive and defensive strategies, film merchandizing, business diversification