

**ТЕОРИЯ И ИСТОРИЯ КИНО | ЭКРАННЫЕ ИСКУССТВА**

**Кинопрокат и кинофикация в дореволюционной России (1896–1907)**

УДК 778.58.003/004

**Автор: Косинова Марина Ивановна**, кандидат философских наук, доцент кафедры Управления в культуре, кино, телевидении и индустрии развлечений Государственного университета управления; доцент кафедры Продюсерского мастерства и менеджмента ВГИК; старший научный сотрудник Отдела междисциплинарных исследований в киноискусстве НИИК ВГИК. Преполагает дисциплины: «Структура экранного образа», «История кинопродюсерства», «Технология кинодраматургии», «Дистрибуция и маркетинг в киноотрасли». Автор сценариев ряда документальных фильмов

**FILM THEORY AND FILM HISTORY | AUDIOVISUAL ARTS**

**Film Distribution and Exhibition in Pre-Revolutionary Russia (1896–1907)**

UDC 778.58.003/004

**Author: Kosinova Marina Ivanovna**, PhD assistant professor, Department of Management in Culture, Cinema, Television and Show Business, State University of Management; assistant professor, Department of Producing, VGIK; senior researcher, Department of Interdisciplinary Studies, Institute of Film Art (VGIK). Lectures on: "Structure of Screen Image", "History of Film Producing", "Screenwriting Technique", "Distribution and Promotion in Film Industry". Author of a number of documentary scripts

**Summary:** The article deals with the so called "French Period" in the Russian cinema of the late 1800s and early 1900s and analyses the process of forming the national institute of distributors and theatre owners. It also pays attention to the problems of repertoire policy and promotion and accounts for the success of Russian pre-revolutionary cinema.

**Key words:** film industry, film distribution, theatre owners, repertoire, attendance, viewers

**Миф о достоверности хроники войны**

УДК 778.5.03.01

**Автор: Прожико Галина Семеновна**, доктор искусствоведения, профессор ВГИКа. Заслу-

женный работник культуры РФ, почетный кинематографист РФ, член Союза кинематографистов России. Автор учебных программ, методических разработок по проблемам неигрового кинематографа; автор сценариев более чем 20 документальных фильмов, ряда научных статей

**The Myth of the Authenticity of the Wartime Newsreels**

UDC 778.5.03.01

**Author: Prozhiko Galina Semyonovna**, PhD; professor, VGIK; RF Honored Worker of Culture; member of RF Filmmakers' Union; author of syllabi and methodology of teaching non-fiction cinema, as well as over 20 documentary scripts and a number of articles

**Summary:** With all the debate on the accuracy and forging of documentary footage, the basic assumption is the possibility of an absolute truthfulness as an inherent quality of this way of fixing reality. The author questions the validity of this aesthetic myth.

**Key words:** wartime newsreels, film chronicle, historical authority, newsreels, screen document aesthetics, dialectics of the documentary sequence meaning, archive footage in modern information space, specific nature of documentary perception

**КИНОЯЗЫК И ВРЕМЯ | ГЕНЕЗИС ОБРАЗА**

**«Фауст» А. Сокурова: философский подтекст трагедии Гёте как проблема**

УДК 7.01

**Автор: Хренов Николай Андреевич**, доктор философских наук, профессор, заместитель директора по науке Государственного института искусствознания; специалист в области эстетики и культурологии; профессор ВГИК. Научные интересы: эстетические, социологические и социально-психологические аспекты искусства и его видов. Особое внимание уделяет процессам функционирования искусства, его социальным функциям и рецепции, а так же переходным эпохам в истории культуры и связанным с ними изменением социальных функций искусства

## FILM LANGUAGE AND TIME | IMAGE GENESIS

**Alexander Sokurov's "Faust": Goethe's Philosophic Implications as a Problem**

UDC 7.01

**Author:** *Khrenov Nikolai Andreyevich*, PhD; Deputy Director, State Institute of Art Studies; expert in aesthetics and culturology; professor, VGIK. Academic interests: aesthetic, sociological and psychological aspects of art with an emphasis on the processes of art's functioning, its social role and perception as well as the transition periods in cultural history and resulting changes in the social role of culture

**Summary:** The article is devoted to the unique cinematic masterpiece — Sokurov's attempt to use Goethe's "Faust" for making a statement about the most acute phenomena of the recent century connected with the emergence of masses, mass societies and, consequently, of leaders and dictators. The author speculates on the reasons why Goethe's great tragedy took so much time and effort to be written and was published in the final version only posthumously. The answer to this question helps us understand the message of the film.

**Key words:** tetralogy, demonism, dictatorship, inter-text, early Modernism, Faustian man, Homunculus, Post-modernism, the transcendent, utopia, dystopia

**Музыкальный минимализм в кинематографе: метаморфозы времени и самоявление звука**

УДК 7.01

**Автор:** *Михеева Юлия Всеволодовна*, кандидат философских наук, заведующая Отделом междисциплинарных исследований в киноискусстве НИИ киноискусства (ВГИК). E-mail: jmikheeva@zmail.ru

**Musical Minimalism in the Movies: the Metamorphoses of Time and the Emergence of Sound**

UDC 7.01

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

**Summary:** The article analyses the role of musical minimalism in the aesthetic perception and

theoretical interpretation of a film. This analysis is based on two phenomena: the transcending of the artistic space via the inherent value of an isolated sound and the change in the meaning of time through the repetitiveness of musical techniques.

**Key words:** musical minimalism, time and space in the movies, sound in the movies, film's audiovisual pattern

**Анализ художественного времени в теории драматургии кино**

УДК 791.43.01

**Автор:** *Мариевская Наталья Евгеньевна*, кандидат искусствоведения, доцент кафедры драматургии кино, заместитель заведующего кафедры драматургии кино, ВГИК

**The Analysis of Artistic Time in the Theory of Film Dramaturgy**

UDC 791.43.01

**Author:** *Marievskaya Natalia Yevgenyevna*, PhD, assistant professor, Deputy Chair of Screenwriting, VGIK.

**Summary:** The article covers the methodological problems of forming film dramaturgy theory due to the absence of the general strategy of analyzing the artistic time of the film.

**Key words:** film dramaturgy, artistic time of the film, research methods, text's structure, film's structure, film

**ПЕРФОРМАНС | ИСКУССТВО ВОПЛОЩЕНИЯ****«Фазность» и художественное повторение в теории и практике С.А. Эйзенштейна**

УДК 77+7.03

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

**PERFORMANCE | THE ART OF PRESENTATION****"Phasing" and Artistic Repetition in Eisenstein's Theory and Practice**

UDC 77+7.03

**Author:** *Burov Andrey Mikhailovich*, PhD, Head of the Academic Development Department;

assistant professor, Chair of Aesthetics and Culture Studies, VGIK. andburov@gmail.com

**Summary:** The article investigates the artistic phenomenon of repetition through Sergei Eisenstein's silent films. Special emphasis is laid on the analysis in terms of repetition in Eisenstein's theoretical writings.

**Key words:** Eisenstein, film art, repetition, cinematic phase, cinematic phrase, "Strike", "Battle-ship Potemkin", "October", "Old and New" ("The General Line")

**КУЛЬТУРА ЭКРАНА** | КУЛЬТУРОЛОГИЯ. ФИЛОСОФИЯ

### Культурологический анализ понятия «ШОУ»

УДК 792.7

**Автор:** Ванченко Татьяна Петровна, доктор философских наук, старший научный сотрудник отдела научного развития ВГИК. Автор ряда научных статей и публикаций, посвященных проблемам моделирования в сфере культуры, шоу как особому типу зрелищности, архитектонике массовых праздников, культуролого-антропологическим особенностям современных праздников, семантико-семиотическим аспектам праздника как феномену культуры и др

**SCREEN CULTURE** | CULTUROLOGY. PHILOSOPHY

### Aesthetic Analysis of the Show as a Concept

UDC 792.7

**Author:** Vanchenko Tatiana Petrovna, PhD in Philisophy, senior researcher, Academic Development Department, VGIK, author of a number of articles devoted to such problems as modeling in culture, a show as a special type of entertainment, the architectonics of mass festivities, the cultural-ological and anthropological basis of modern holidays, the semantic and semiotic aspects of a holiday as a cultural phenomenon, etc

**Summary:** The article investigates the aesthetic principles of the show as a mass cultural phenomenon, surveys its representation in various dictionaries, determines the origins and development of the show as a cultural fact and explores a specific type of spectacle.

**Key words:** show, mass culture, spectacle, attraction, stunt

### Проблемное поле современного информационного пространства

УДК 159.923.33

**Автор:** Малышев Антон Владимирович, кандидат экономических наук, в настоящее время — исполнительный директор Фонда социальной и экономической поддержки отечественной кинематографии

### The Problem Field of Modern Information Space

UDC 159.923.33

**Author:** Malyshev Anton Vladimirovich, PhD in Economics, VGIK graduate, Managing Director, Federal Foundation for Social and Economic Support of National Cinema

**Summary:** The article explores modern information space in terms of the younger generation perceptual psychology and the formation of an adolescent's outlook. The author examines the character and factors of the shift in the social and moral value system of the young, investigates social and cultural problems in the digital post-industrial world.

**Key words:** field, space, culture, personality, psychology

**МИРОВОЙ КИНОПРОЦЕСС** | АНАЛИЗ

### Эстетика кэмп и кинокомикс

УДК 778.5.01 (014)

**Автор:** Цыркун Нина Александровна, кандидат философских наук, заведующая Отделом современного экранного искусства НИИК-ВГИК

**WORLD CINEMA** | ANALYSIS

### Camp Aesthetics and Movie Mix

UDC 778.5.01 (014)

**Author:** Tsyркun Nina Alexandrovna, PhD, Head of the Modern Screen Art Department, Institute of Film Art (VGIK)

**Summary:** The article is devoted to the "camp nature" of American movie mix and the process of acquiring its authentic stylistic form determined by its genesis on the one hand, and by the "sensibility of an era" (according to Susan Sontag who coined the term "Camp"), on the other. Using the example of "Batman" (1966) the author shows how the nar-

rative elements of a comic strip get arranged into a new pattern perceived as a fresh articulation of the “living myth”.

**Key words:** movie mix, camp, Comics Code Authority, “Batman”, “the sensibility of an era”, counter-culture, myth

## ЗАРУБЕЖНОЕ КИНО В ЛИЦАХ | ТВОРЧЕСКИЙ ПОРТРЕТ

### Творческий почерк Бэза Лурманна

УДК 7.01

**Автор:** Звезгинцева Ирина Анатольевна, доктор искусствоведения, НИИК ВГИК

## FOREIGN CINEMA | A PROFILE

### Baz Luhrmann’s creative manner

UDC 7.01

**Author:** Zvegintseva Irina Anatolyevna, GPhD in Art, Institute of Film Art (VGIK)

**Summary:** The article explores the creative development of the American and Australian film director and actor Baz Luhrmann.

**Key words:** Australia, director, American cinema

## КИНОБИЗНЕС | СТРАТЕГИЯ И ТАКТИКА УПРАВЛЕНИЯ

### Региональные аспекты государственной политики в сфере культуры и искусства

УДК 338.46

**Авторы:** Молчанов Игорь Николаевич, доктор экономических наук, профессор факультета продюсерства и экономики ВГИК. Читает курсы «Управление персоналом» (ВГИК), «Экономику сферы услуг», «Экономику общественного сектора» (МГУ). Сфера научных интересов: экономика культуры, экономика образования, региональная экономика, экономика туризма и спорта. Член экспертного совета при Комитете по образованию Государственной Думы Федерального Собрания Российской Федерации.

**Молчанова Наталья Петровна**, доктор экономических наук, доцент кафедры финансов и технологического инвестирования МГУ-ТУ имени К.Г. Разумовского. Читает курсы: «Национальная экономика», «Государственное регулирование национальной эконо-

мики», «Прогнозирование национальной экономики», «Экономическая оценка инвестиций», «Региональная экономика». Сфера научных интересов: экономика культуры, региональная экономика, инвестиционная политика

## FILM INDUSTRY | STRATEGY AND TACTICS OF MANAGEMENT

### Regional Aspects of the State Policy in Culture and Art

UDC 338.46

**Authors:** Molchanov Igor Nikolaevich, PhD in Economics, Professor, VGIK, lecturer on “Personnel Management” (VGIK), “Service Industry Economics”, “Public Sector Economics” (Moscow State University). Specialist in economics of culture, education, tourism and sport, regional economics. Member of the Dissertation Council (MSU), Vice-Chairman of the Dissertation Council (Moscow State University of Technology and Management), Member of the Expert Board with the Education Committee of the State Duma of the RF Federal Assembly.

**Molchanova Nataliya Petrovna**, PhD in Economics, Associate professor of the Department of Finances and Investing Technology, Moscow State University of Technology and Management. Lectures on: “National Economy”, “State Supervision of National Economy”, “Economic Assessment of Investments”, “Regional Economics”. Academic interests: economics of culture, regional economics, investment policy.

**Summary:** The article emphasizes the subfederal problems of development in the domain of culture and art, investigates the promising forms of concept-based and policy documents, various sources of investing in the regional cinematic institutions. The authors analyze the advantages of the new managerial and legal form of non-commercial institutions — an autonomous foundation recommended as the most suitable one for putting cultural events into practice.

**Key words:** region of the Russian Federation, state cultural policy, investment climate, concept, financing, autonomous foundation

ТЕЛЕВИДЕНИЕ | ЦИФРОВАЯ СРЕДА

**Эволюция жанров документального телекино: принципы систематизации**

УДК 7.097

**Автор:** Шергова Ксения Александровна, кандидат искусствоведения, доцент, зав. кафедрой режиссуры ФГБОУ ДПО «Академия медиаиндустрии». Автор и режиссер более 50 документальных фильмов, лауреат международных фестивалей. Член Союза кинематографистов РФ, член Академии российского телевидения

TELEVISION | DIGITAL ENVIRONMENT

**Evolution of the TV documentary genres and the principles of its classification**

UDC 7.097

**Author:** *Shergova Xenia Alexandrovna*, PhD, assistant professor, Head of the Chair of Film Direction, Academy of the Media Industry". Author and director of more than 50 documentaries, international festivals prize-winner. Member of the RF Filmmakers' Union, member of the Russian Television Academy

**Summary:** The article explores the key aspects of the documentary genre evolution. The principle of blending different genre features within a TV product so typical of nowadays is in fact immanent to the genre as such. Proceeding from the very concept of genre, the author shows that genre implies evolution, transition from old forms to new ones which is determined by a combination of social, technical and esthetical aspects.

**Key words:** genre, generations, evolution aspect, esthetics, technology, social factors

**Социокультурные эффекты фрагментации аудитории**

УДК 77858004

**Автор:** Бакулев Геннадий Петрович, доктор филологических наук, профессор, работает во ВГИКе с 1991 года, читает курсы «Современные теории массовой коммуникации» и «Медиа-технологии в массовой коммуникации» во

ВГИКе, РГУ и ВШТ (МГУ). Список публикаций включает 200 наименований. Член Союза кинематографистов РФ, Российской академии социальных наук, Российской коммуникативной ассоциации

**Social and cultural effects of the fragmentation of the audience**

UDC 77858004

**Author:** *Bakulev Gennady Petrovich*, Doctor of Philosophy, Professor of the Chair of Russian and Foreign languages, VGIK, 1993 defended PhD thesis, 2003 defended a doctoral thesis "Theories and Conceptions of the New Media", gives lectures on the present-day theory of mass communication, media technologies in mass communication at VGIK, Russian State Humanitarian University, Higher School of Television (MSU). The list of publication includes 200 items. Trained three PhDs, supervises postgraduates in journalism and language studies. Member of the Russian Filmmakers' Union, Russian Academy of Social Sciences, Russian Communicative Association

**Summary:** The article deals with the problem of multimedia audience fragmentation. In the first period of the media boom the audience in the usual meaning of this term seemed to be shrinking dramatically. But recent findings show that media users keep migrating between lots of channels. The two main ways to study the audience fragmentation explored by the author — the media-central and the user-central ones — confirm that the audience is in a state of "floating fragmentation".

**Key words:** mass communication, audience, sociocultural effects, audience fragmentation, media-central approach, user-central approach, media users, media providers, floating fragmentation

Для обсуждения с авторами проблематики статей, опубликованных в номере, просьба присылать письма на электронный адрес редакции: [vestnik-vgik@vgik.info](mailto:vestnik-vgik@vgik.info)

For further discussions please contact the authors on: [vestnik-vgik@vgik.info](mailto:vestnik-vgik@vgik.info)