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Е.В.Бекмамбетова, А.С.Ладашина (4 курс, каф. политологии), М.С.Коган, к.т.н., доц.

ОТРАЖЕНИЕ КЛЮЧЕВЫХ СОБЫТИЙ РОССИЙСКО-АМЕРИКАНСКИХ ОТНОШЕНИЙ НА ОБЛОЖКАХ ЖУРНАЛА «ТАЙМ»

Everybody knows that Mass Media can influence the formation of public opinion and general understanding of the present and the past of the society. In this case laws of human mentality come into effect.

Nowadays the visual forms – photos, cartoons, video and TV – are very important and powerful. Photos and images fulfill different tasks and they are used in a number of different ways: to present major events, show the power of social movements, show human emotions, shape society's attitude to events form the understanding of historical or current situation, and others.

We've decided to study covers of the US weekly TIME magazine to understand how Americans perceive Russia through the visual images. TIME magazine is well-known for its interest in depicting the current events to keep them as a heritage.

A similar approach to study of military covers of TIME has already been applied in the article by S.N. Schegolikhina [1].

We analyzed archive of covers on the site www.time.com [2] and made the following conclusions.

The images of Russia have appeared on the TIME's covers approximately 150 times since 1925. Mostly on the covers were Russian politicians. We can find some caricatures of the Russian leaders. Our research has given the following results:

The first issue with the cover devoted to Russia was published 18th May, 1925. The person on the cover was Lev Trotskiy. It is interesting to note, that it happened 8 years earlier than the USA officially recognized the USSR. It took place in 1933, that year the person on TIME cover was Maxim Litvinov.

The number of TIME issues with the Russia theme on covers was different in different decades of the 20th century, as can be seen from the table 1.

The last cover devoted to Russia was in 1998.

So, this statistics shows us, that the most interesting periods of Russian history for Americans were 40's, 80's and 90's years. The most popular politicians are: Stalin (7 covers); Yeltsin (6 covers) and Gorbachev (15 covers).

Table 1.

Decade	The number of covers
From 1925 to 1930	5
From 1931 to 1940	9
From 1941 to 1950	27
From 1951 to 1960	18
From 1961 to 1970	15
From 1971 to 1980	11
From 1981 to 1990	30
From 1991 to 2000	16

It is necessary to note, that in spite of close relations between American and Russian presidents George W. Bush and V.V.Putin, there have been no covers with Putin. What is the main reason? Why doesn't TIME want to make our president the hero of an issue?

We have to say, that often our politicians are shown in a mocking form. It can be proven with the picture of Yeltsin, Gorbachev, Brezhnev, Khrushchev on the TIME covers. And it is natural, that American people form their opinion about Russia that can seem strange, unexpected, wrong in some respects for us. Another specific thing is that Mass Media manipulate the society and build stereotypes that are very difficult to destroy.

From time to time the magazine paid attention to Russian outstanding personalities other than politicians: cosmonaut Yuri Gagarin (two covers in 1961 and 1962 years), writers Alexander Solzhenitsyn (1974) and Vladimir Nabokov, poet Evgeny Evtushenko, composer Sergei Prokofiev, and pianist Vladimir Horowitz.

In addition, it is necessary to list different genres used in the cover creation. They are: posters, cartoons, photographs, portraits.

American Professor Peter Baofu working in Russia says: "TIME magazine usually gives the reader more bad things about Russia than good things to read. It is a mainstream American magazine, which means that it is often full of American stereotypes about Russia".

ЛИТЕРАТУРА:

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2. <http://www.time.com/>