

WESTERNIZATION OF RUSSIAN CULTURE BY MEDIA PRODUCTS

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Relevance of the problem is determined by the fact that in the era of globalization western culture constantly influences the Russian culture. Mainly via different mass cultural products, for example movies, television. The article is aimed at the study of the examples of positive and negative influence of westernization on Russian culture, including language culture, and the means of its implementation. The main method of the research was studying theoretical information about this topic and the examples illustrating this phenomenon. As the result of the research it was found out that most of the researches consider westernization as a negative process and. They think that it threatens original Russian culture as well as rich Russian language. This article can be interesting to a wide range of readers, students, cultural scientists, linguists, political scientists while studying modern process going on with traditional Russian culture.

Keywords: westernization; borrowings ;culture ;originality ;mass culture.

INTRODUCTION

Active expansion of the boundaries of business communication with representatives of different countries, as well as the increase of number of interpersonal contacts, one way or another, lead to borrowing of foreign language vocabulary and mutual influence on the formation of the cultural values of the society. Lack of communication borders, the availability of foreign intellectual and cultural resources, the prevalence of cultural ideals allow every member of any society to form their own opinion about different countries and their standards of living, as well as to adopt the habits and way of life typical in those countries. One of the most noticeable processes following the expansion of cultural exchange and dialogue taking place at the moment is the process of Westernization. Westernization refers to the spread of Western European way of life and borrowing of its elements in economics, politics, education and culture (Online philosophical encyclopedia).

Last years are characterized by the increased interest of cultural scientists, linguists, political scientists to the process of westernization of Russia. Most of the researchers consider Westernization of Russian culture as a negative phenomenon. A.F. Polomoshnov (2015) thinks, that the aim of westernization is the “complete destruction of original Russian spiritual culture that is one of the fundamental bases of Russian civilization” (Polomoshnov, 2015). A.F. Polomoshnov (2015) considers the Western mass culture, actively promoted in Russia as the primary means of Westernization. Even supporters of Westernization, such as the American

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political scientist S. Huntington (2003) agrees that “if in the early stages of change westernization contributes to modernization, in the next phase modernization causes dewesternization and rise of autochthonous culture» (Pokaninova, 2014).

Peter I and Mustafa Kemal Ataturk were convinced that for radical modernization “any country need to borrow Western culture completely” (Levjash, 2012). As the result of this policy “ lack of cultural identity states appeared” (Levjash, 2012).Some of the states have become modern societies and avoid Westernization, for example “Japan, Singapore, Taiwan, Saudi Arabia, and to a lesser extent Iran”(Levjash, 2012).

In this paper the attempt to find out the ways of Westernization of Russian culture under the influence of Western popular culture is done. The study also shows in which case lexical borrowing as an instrument of Westernization is acceptable and in which it violates the natural order of the native language and begins to threaten its existence.

The study consists of four parts: the first part is a literature review; the second part contains methodology of the research. The following part contains the results of the research and conclusions. And in the last part the theoretical and practical significance of the work are presented.

METHODOLOGICALFRAMEWORK

The study had the following objectives:

- collecting the names of media products that illustrate the process of westernization of the Russian language;
- analyzing of the collected titles to determine the appropriateness of the use of borrowings;
- identifying useful and useless borrowings;
- analyzing of the study results and making conclusions about the westernization of the Russian language and Russian culture.

The study used a set of scientific methods. General scientific method - analysis of the literature according to the objectives of the research, synthesis.Particular (linguistic) methods - comparative, interpretative analysis, contextual analysis.

To make the research samples of the names of Western mass culture products were collected and analyzed. The source of these samples was online website InternetMovieDatabase – *world's* most popular and authoritative source for *movie*, TV and celebrity content (Internet Movie Database).Names of foreign movies were compared with their official translations and adaptations into Russian presented on the similar Russian website (KinoPoisk).

The study was conducted in several stages: study of theoretical material on the problem, collecting of the names of media products, sample analysis and drawing the conclusion.

RESULTS

The main way of Westernization in the sphere of culture is media. It reaches a lot of people, including large numbers of young people and consequently it contributes to massive and rapid spread of Western cultural values and lifestyle as well as to the active borrowing of foreign language vocabulary. Mass media is the foundation of the social system of society and is an element of the communicative act, notifying about those or other realities of society, thereby forming the worldview of the people. Borrowing of foreign language vocabulary can have positive and negative influence on the language. If the native language lacks a lexical unit, which has the full meaning of a foreign language lexeme, adoption of borrowing is considered to be useful and leads to the enrichment of the native language.

Familiar to any Russian word “toska” cannot be translated into English. Dictionaries offer about 7 translations, which express one of the components of toska, but not the complex meaning. Nabokov wrote about this word: «No single word in English renders all the shades of toska. At its deepest and most painful, it is a sensation of great spiritual anguish, often without any specific cause. At less morbid levels it is a dull ache of the soul, a longing with nothing to long for, a sick pining, a vague restlessness, mental throes, yearning. In particular cases it may be the desire for somebody or something specific, nostalgia, love-sickness. At the lowest level it grades into ennui, boredom»(Nabokov, 1999). In English, there are also a lot of words that are difficult to translate into Russian, and as a result they are just borrowed. For instance, the word barrel that became so familiar to Russians in 2015. Barrel – vat in English. Currently in English and in Russian it is a unit of oil measurement (1 barrel = 158,988 l).

However, in the case when there is uncontrolled borrowing of foreign language vocabulary, not because of acute need, the opposite process is happening. In this case, there is an active erosion of the boundaries of national identity replacing traditional norms by foreign or their total. Nowadays the process of borrowing of foreign language vocabulary through mass media products, leads to borrowing of Western values and active use of foreign language vocabulary in everyday life that will affect in the future the development of the language and culture of the future generations. In recent times the process of Westernization and active borrowing of foreign language vocabulary is particularly relevant in the field of film industry, theaters and television programs, which influence a large number of the population. In this case the following examples can be pointed out: **movies** *Duxless, Зомбиканикулы, Одноклассники.ru: наlickай удачу, ПитерFM, Сокровища О.К., Билет на Vegas, Золушка, All inclusive или всё включено, Про любовь, Жара, Generation П, Дабл Трабл, SOS – дед Мороз или всё сбудется, Попугай Club, Slove Прямо в сердце, Лузер, Weekend, Шоннигтур;* **TV programs:** —ырлаОКе, караоке баттл, ЯшлЦр онлайн, Comedy woman, Comedy club, Standup, Comedy баттл, ЗКД закон каменных джунглей, Фэшн

терапия, НеЗлоб, Наша Russia, Шоу без, Fam TV; the art performances: мЩхЩббЩт FM, Диляфрїз Remake, ШїрЩле онлайн and etc.

In the case, when a lot of examples on foreign languages are reflected in the movie sphere, appears the question about the possibility of naming the films with origin Russian words containing lingvocultural aspects and saving the Russian language from foreign borrowings. Film distributors point out that it is possible. For example, the movie “The Hurtlocker” directed by Catherine Bigelow about the routine life of American sappers in Iraq was translated into Russian as “The Lord of storm”. It is interesting to notice, that the phrase “Hurtlocker” that appeared in 1966 wasn’t popular even in English and became widely spread only after the release of the movie. This phrase was used only by militaries. Hurt was used as an adjective to show something that makes pain and à locker as a box or a limited area.”The Hurtlocker” was an illustration of difficult situations connected with a mine’s hit or some other situations(BBC News Magazine, 2010). Itisanexampleofphenomenon that doesn’t exist in the Russian language, that’s why the translators were to use the substitution that could show the idea of the author, so “the Lord of the Storm” was chosen as a possible variant.

A lot of foreign borrowings can be found not only in the area of film industry, but also in other media resources, even in the situation when there are Russian equivalents with the same meaning. We can point out a whole group that are thoroughly fixed in the Russian language and are widely used by representatives of media resources, even on federal TV channels. Following examples refer to this case: **Фейк, Блэклист, Спикер, Реновация, Барбер, Кастинг, Афтепати, Сэлфи, Интерфейс, Скриншот, ОК, Фэшн, Перформанс, Баттл, Пипл, Шоппинг, Смартфон, Онлайн, Шоу, Уикэнд, Лузер, Коворкинг, Интерактив, Брэйк, Дэлдайн, Флешмоб, Фотосет, Слоган, Колл – центр, Континиум, Бойфренд, Гёлфренд, Сэконд Хенд, Айтлет, Молл, Ресепшен, Мейнстрим, Ньюсмейкер, Шоурум, Коуч, Мессидж, Дресс–код, Фидбэк, Фастфуд, Бизнес Ланч, Бэкграунд, Лоукостер, Хедлайнер, Гаджет, Клининг, Экшн, Саундчэк, Плейлист, Саундтрэк, Лук (образ), Аутсортинг and etc.** These and other words are actively distributed among ordinary citizens by media resources and became an ordinary language of youth. These phrases are actively used by them and are transmitted in the process of communication.

Thus, according to the studied material we may come to the conclusion that mediaresources are a rich source of the lexical enrichment of the Russian language. So, westernization is an ambiguous phenomenon which could be treated both positive and negative. Positive influence of the borrowings is noticed when there is a necessity to name a new thing or phenomenon that doesn’t exist in the Russian reality. But when the origin Russian words disappear as a result of foreign borrowings that substitute many words it causes the degradation of the language.

Foreign film industry is a rich source for the language enrichment, because it is focused on the youth as the most active layer of the society.

DISCUSSIONS

The problem of westernization is not new in linguistics. This question was discussed by different scientists many times, but no one came to a unified opinion about its influence on different countries. The term was introduced by a French economist and sociologist Serg Latouche, who studied the role of West in the world and the influence of the whole world on the west (Latouche, 1996). General questions of westernization were studied by an American sociologist S. Hantington, the author of the concept of ethno-cultural separation of civilizations (Hantington, 2003). Relations of Russia and Europe were studied in the researches of a Russian sociologist and culture scientist N.Y. Danilevsky (1895).

A researcher of governmental institute of art history studied the questions of film industry westernization (Zhabskij, 1996).

Recently, many Candidates and Doctorates' PhD thesis were based on the studying of the problem of westernization of Russian culture by means of media resources: westernization of Russian TV in citizens evaluation (Alekseenko, 2009), transformation of traditional and national values of the Russian culture in the situation of media resource's westernization (Komarova, 2006), manifestation of cultural globalization in native culture: according to youth mass media in the period of 20-21 centuries (Eremina, 2007).

We can come to the conclusion that the topic of the investigation is relevant, despite of the results of many researches on the mass media resources westernization. This question is not studied properly and it is the reason it was taken under our focus of interests.

CONCLUSION

Mass media plays a great role in the society's life as a basic resource of information. Besides providing society with information, mass media by means of films and TV programs form the aesthetic taste, norms and culture of lifestyle. Recently, the process of westernization is obviously used in the film industry. This process is shown not only in naming the films, but also in active transmitting of western lifestyle (foreign resorts, brands, cars).

Recommendations

This material will be interesting to linguists working in the field of foreign borrowings, and also for politics scientists, sociologists, cultural scientists, because language vividly shows the changes in culture and lifestyle. Also the studying of practice material suggested in the article will be interesting for students of linguistics. There are examples of modern movies, TV shows names and a lot of words that are actively used by the native Russian speakers on the daily basis and in business communication that makes this article interesting and valuable from practical point of view.

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