

JOURNALISM AND PUBLICRELATIONS

811.161.1

DOI 10.18413/2712-7451-2020-39-3-321-330

«

»:

• •

• •

, 308015, . , . , 85;

, 308001, . , . , .39

-mail: Elmira-sun2012@mail.ru

«

»

«

»

«

»

«

».

:

,

:

. . 2020. «

»:

, 39 (3): 321-330.

DOI 10.18413/2712-7451 -2020-39-3-321-330

"Publicist of pravdist training": creative manner of V.V. Ovchinnikov

Elmira K. Hasanova

Belgorod National Research University,
85 Pobeda St., Belgorod, 308015, Russia;

Consulting agency for social monitoring of mass communications,
39 Preobrazhenskaya St, Belgorod, 308001, Russia

E-mail: 767095@bsu.edu.ru

Abstract. The focus of attention in the article is the books of V.V. Ovchinnikov's "Sakura Branch" and "Oak Roots", which are considered masterpieces of Russian journalism due to the brightness of their

language, expressiveness of the style, depth and power of thought. The subject of reflection is the principles and creative techniques of a publicist, revealing the originality of his manner of thinking and writing. Publicistic works of Vsevolod Ovchinnikov are in the field of view of researchers [Dokuchaeva, 2012; Shcheglova, 2014; Hasanova, 2018; Gukasov, 2018], however, the demand for understanding the originality of his personality and creative individuality, his methodology for recognizing the world, the totality of his creative techniques and the range of worldview ideas has not yet been removed. The creative manner of Vsevolod Ovchinnikov reveals the main thing in the work of a publicist - the desire to give the reader new knowledge that motivates him not only to expand his horizons and deepen his emotional experience, to understand the diversity of cultural contexts and practices of modern man, but also to form a verified methodology of their recognition, on which they depend prospects for the development of society. Due to the brightness of their language, the expressiveness of the syllable, the depth and power of thought, the methodology of cognizing the culture of different peoples, the books "Sakura Branch" and "Oak Roots" are considered a masterpiece of national journalism.

Key words: publicism, journalism, competence, honesty, respectfulness, creative techniques, retrospection, repetition, rhetorical amplification.

For citation: Hasanova E.K., 2020. "Publicist of pravdist training": creative manner of V.V. Ovchinnikov. Issues in Journalism, Education, Linguistics, 39 (3): 321-330 (in Russian). DOI 10.18413/2712-7451-2020-39-3-321-330

«...» [2019],

1985 «...» «...»

«...» III IV

1951 «...» 40 «...»

», - [2014, .

4). . , - « » [, 2014, . 55],
- « , " - " " , ^ - - » [, 2008, . 56]. - -
[, 2019, . 7]; « », [Pstyga, 2017, . 125]; [, 2019, . 8]; () [, 2020, . 174]. [Marramao, 2017, . 210]. [, 2019, . 10]. « » « », -



1970 ., « » - , « »
., « ».
., « » -
: « , 2014].
» [, 2014].
« » - , 1974 . 1978 . 1980 .
« », « »
«Pergamon Press» : «
., « » [,
2016] (. - .).
«The Sunday Times»: «
: , » [, 2014].
., « » [, 2014].
? « » « »,
., « » [, 2017, . 118].
., « » (.).
: « , 2014]. «
» [, 2016].



«...», «...»

^

» [, 20146.].

» [, 2013, . 179],

“ ?” “ ?”,

» [, 2014 , . 10].

» [, 2014].

» [, 2011].

2016]; «

» [, 2014].

» [, 2011].

«

» [, 2011].

» « » , « ».

» [, 2014 .]; «

» [, 2016] (. - .).

» [2014]; «

» [, 2016];

1919 ^» [, 1274

» [, 2014 , . 78].

1281

» 1895 .: «

» [, 20146].

() « » (1970 .): « -
-
» [, 2016].
-
-
-
« » , , , -
-
-
; , , , -
-
-
; , , , -
-
: » [, 2014].

- ? - -
-
- (« , ? , -
-
- ?» [, 2014 , . 125]; « , -
-
- ?» [, 2014]), , -
- (« » [, 2016], «
- » [, 2014], « ;
- » [, 2016]), (« ;
- ») . -
-
- ,
-
- ,
-
- ,
-
- .

1. . . 2005. . . , . - , 96 .
2. . . 2013. . . , , 384 .
3. . . 2014. (). . :
. URL: <http://ichiban.narod.ru/books/vetka/37.html> (:
1.07.2020).
4. . 2019. . . :
, . 8.01.2019. URL: <https://rg.ru/2019/01/01/obozrevateliu-rg-vsevolodu-ovchinnikovu-prisvoeno-zvanie-zasluzhennogo-zhurnalista.html> (: 8.07.2020).
5. . . 2001. -2001. URL: http://rulibs.com/ru_zar/nonf_publicism/ovchinnikov/1/j1.html (: 29.06.2020).
6. . . 2010. . . , 220 .

- 7. . . 2011 . . , 14 ., 204 (5580). URL: <https://rg.ru/20n/09/14/ovchinnikov.html> (: 30.06.2020).
- 8. . . 2011 . . , 15 ., 205 (5881) URL: <https://rg.ru/20n/09/15/ovchinnikov.html> (: 30.06.2020).
- 9. . . 2011 . . , 16 ., 206 (5882) URL: <https://rg.ru/2011/09/16/ovchinnikov3.html> (: 30.06.2020).
- 10. . . 2014 . . , 221 .
- 11. . . 2014 . . URL: <https://online-knigi.com/page/21312> (: 30.06.2020).
- 12. . . 2016. . URL: <http://booksonline.com.ua/view.php?book=135332> (: 30.06.2020).

- 1. - . . 2019. 02-04 2019 , - :7 .
- 2. . . 2018. . . : « . » . 75 . URL: <https://nauchkor.ru/uploads/documents/5c1a58e27966e104f6f853f7.pdf> (: 11.07.2020).
- 3. . . 2018. . . , 2 (68): 45-54.
- 4. . 2012. . " " " " . . " . : : 24 (143), . 16: 137-140.
- 5. . . 2019. . . , 1: 6-12.
- 6. . . 2017. XI-XVII . . - 2016. . . . 2- . . 2: . . . : 347-354.
- 7. . . 2008. . . (1): 56-61. . . : , 11
- 8. . . 2017. . . V. , 117-121.
- 9. . . , 2020. . . , 1 (36): 171-181.
- 10. . . 2011. . . 10: . . , 3, 143-154.
- 11. - . . 2011. . . : 50- , 21-22 , 2011 : 177-179.
- 12. . . 2014. . . « , 53: 172-175.

13. Beckett Ch. 2018. The paradox of power for journalism today. Medium. Available at: <https://medium.com/@CharlieBeckett/the-paradox-of-power-for-journalism-today-22d33691efeb> (accessed: 10.07.2020).
14. Marramao G., Casalini B. 2017. Intolleranza zero: I testi fondativi della cultura della tolleranza. Firenze, goWare, 210 p.
15. Pstyga A. 2017. Rzeczywistosc medialna i medialny punkt widzenia na przeklad. Mi[^]dzyjezykowe I mi[^]dzykulturowe konteksty wspolczesnego dyskursu publicznego. Gdansk, WUG: 125-142.

References

1. Antonov-Ovseenko A.A. 2019. Aktual'nye problemy zhurnalistiki, mediakritiki i mediaobrazovaniya [Actual problems of journalism, media criticism and media education]. In: Proceedings Of the international scientific and practical conference, Belgorod 02-04 October 2019. Under the editorship of A. V. Polonsky, S. V., Ushakova, S. M. Narozny. POLITERRA: 7.
2. Gasanova E.Kh. 2018. Publitsisticheskoe tvorchestvo V.V. Ovchinnikova: tematicheskoe svoeobra-zie i tvorcheskije priemy [Publicistic work of V.V. Ovchinnikova: thematic originality and creative techniques]. Release. qualification work for the academic degree "master". Belgorod, 75 p. Available at: <https://nauchkor.ru/uploads/documents/5c1a58e27966e104f6f853f7.pdf> (accessed: 11.07.2020).
3. Gukasova M.M. 2018. Kombinirovannaya monosistemnaya personalizatsiya na primere publitsistiki Vsevoloda Ovchinnikova [Combined monosystem personalization on the example of journalism by Vsevolod Ovchinnikov]. Political Linguistics, 2 (68): 45-54.
4. Dokuchaeva I. 2012. Sravnitel'nyy analiz obraza Yaponii v tvorchestve V.V. Ovchinnikova i V.Ya. Tsvetova: na primere proizvedeniy "Vetka sakury" i "Pyatnadtsatyy kamen' sada Reandzi" [Comparative analysis of the image of Japan in the works of V.V. Ovchinnikov and V. Ya. Tsvetova: on the example of the works "The Sakura Branch" and "The Fifteenth Stone of the Reanji Garden"]. Scientific bulletin of Belgorod State University. Humanities Sciences, 24 (143), Iss.16: 137-140.
5. Korochenskiy A.P. 2019. Postzhurnalistika: sushchnost', priznaki, sotsial'nye efekty [Postjournalism: essence, features, social effects]. Journal of the Belarusian State University. Journalism and Pedagogic, 1: 6-12.
6. Narozhnyaya S. M. 2017. O priemakh sozdaniya publitsistichnosti v tekstakh otechestvennoy literatury XI-XVII vv. [About the methods of creating journalism in the texts of Russian literature of the XI--XVII centuries]. In: Pechat' i slovo Sankt-Peterburga. Peterburgskie chteniya - 2016 [Seal and word of St. Petersburg. Petersburg Readings - 2016]. Sb. nauch. tr. Eds. T.P. Vyazovik, M.D. Kuz'mina. V 2-kh ch. Ch. 2: Literaturovedenie. Lingvistika [Literary criticism. Linguistics]. SPb., SPbGUPTD: 347-354.
7. Polonskiy A.V. 2008. Publitsistika kak osobyi vid tvorcheskoy deyatelnosti [Journalism as a special kind of creative activity]. Scientific bulletin of Belgorod State University. Humanities Sciences, 11 (1): 56-61.
8. Polonskiy A.V. 2017. Publitsistika v dialoge s zhizn'yu [Journalism in dialogue with life]. In: Problemy lingvistiki i lingvodidaktiki. Mezhdunar. sb. nauch. st., NIU BelGU [Problems of linguistics and linguodidactics]. Iss.V. Eds. S.A. Moiseeva, L.G. Petrova. Belgorod, 117-121.
9. Polonskiy A.V., Glushkova V.G. 2020. Sovremennye SMI i problema into-lerantnosti [Modern media and the problem of intolerance]. Actual Issues of Modern Philology and Journalism, 1 (36): 171-181.
10. Suzdal'tseva V.N. 2011. Istoricheskie naimenovaniya kak komponenty kul'-turnogo koda i kak imidzhevyy konstrukt [Historical names as components of the cultural code and as an image construct]. The journal Vestnik Moskovskogo universiteta. Seriya 10. Zhurnalistika, 3, 143-154.
11. Tuzova-Shchekina S.M. 2011. Sud'by russkoy publitsistiki: khudozhestvennaya ili massmediynaya kommunikatsiya [The fate of Russian journalism: artistic or mass media communication]. In: Sredstva massovoy informatsii v sovremennom mire. Peterburgskie chteniya [Mass media in the modern world. Petersburg readings.]. Proceedings of the 50th international scientific conference, SaNet-Petersburg, April 21-22, 2011. Ed. S.G. Korkonosenko. SPb., Filologi-cheskiy f-t SPbGU: 177-179.

12. Shcheglova E.A. 2014. Stilisticheskie osobennosti avtorskoy kolonki «Chas s Ovchinnikovym» [Stylistic features of the author's column "Hour with Ovchinnikov"]. *Media Linguistics. Iss. Recherchevye zhanry v massmedia [Speech genres in mass media]*, 53: 172-175.

13. Beckett Ch. 2018. The paradox of power for journalism today. Medium. Available at: <https://medium.com/@CharlieBeckett/the-paradox-of-power-for-journalism-today-22d33691efeb> (accessed: 10.07.2020).

14. Marramao G., Casalini B. 2017. *Intolleranza zero: I testi fondativi della cultura della tolleranza*. Firenze, goWare, 210 p.

15. Pstyga A. 2017. Rzeczywistosc medialna i medialny punkt widzenia na przeklad. Mi[^]dzyjezykowe I mi[^]dzykulturowe konteksty wspolczesnego dyskursu publicznego. Gdansk, WUG: 125-142.

INFORMATION ABOUT THE AUTHOR

Elmira K. Hasanova, Postgraduate Student, Department of Journalism, Institute of Social Sciences and Mass Communications, Belgorod State National Research University; Content Manager, Department of Internet Resources Development, Consulting Agency for Social Monitoring and Mass Communications, Belgorod, Russia