

The Image of “Environment” in The Ethnic Periodicals of Indigenous People (Based on the Material from the “Temner”(Times) Information Bulletin)

DMITRII VALERIEVICH NOVIKOV

Kemerovo State Institute of Culture, Department of Theory and History of Folk Art Culture,
Kemerovo, Russia

Abstract: This article summarizes the results of the content analysis of “*Temner*” (Times) bulletin from 2007 to 2016. These periodicals were published by the “Shoria” Novokuznetsk city public association representing the ethno-cultural development interests of Shors – the indigenous ethnos living in Southern Kuzbass. The specific nature of this readership (one that the bulletin is aimed at) is characterized by the intense industrial exploitation of its population area in recent decades. In turn, this entails a complex of ecological, economic and socio-cultural issues. In this regard, the author attempts to reveal the image of the “environment” (as viewed by the indigenous people), that is constructed for a general reader, its propensity for conflict and tolerance. The results of the analysis demonstrate the complex nature of the image in question defined by the variety of published news, as well as special attention to most of its components that determine the lives of the indigenous people. Thus, while the relations with (coal) mining companies and other entities directly intervening in the indigenous lifestyle are characterized most alarmingly, a trend to forming the image of authorities and international organizations as “protector, benefactor and partner” is clearly seen. The author supposes that the former is caused by the personal opinion of the authors of articles and news texts as they represent Shor intellectuals sharing their anxiety about the vulnerability of traditional ethnic values. At the same time, the presentation of materials dealing with the ethnic and national policy (international, national and regional) demonstrates the orientation of civil society towards cooperation with national and international entities, as well as the intention to maintain the trust of the audience in them.

Keywords: Image; Social environment; Indigenous peoples; Ethnic and national policy; Partnership; Aggression.