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Vitalii KOTSUR

PhD hab. (History), PhD in Political Sciences, Professor, Dean of Faculty of Humanitarian and Natural Education and Social Technologies, Hryhorii Skovoroda University in Pereiaslav, 30 Sukhomlynsky Street, Pereiaslav, Kyiv region, Ukraine, postal code 08401 (kotsurv@ukr.net)

ORCID: 0000-0001-6647-7678
Researcher ID: AAJ-8183-2020

Valentyna MOLOTKINA

PhD hab. (History), Professor, Head of the Department of History and Culture of Ukraine and special historical disciplines, Hryhorii Skovoroda University in Pereiaslav, 30 Sukhomlynsky Street, Pereiaslav, Kyiv region, Ukraine, postal code 08401 (molotkina@ukr.net)

ORCID: <http://orcid.org/0000-0001-6092-5927>
Researcher ID: X-1999-2018

Hakan GÜLERCE

PhD, Professor of the Department of Sociology, Harran University, Mardin Karayolu Üzeri 18, Sanlıurfa, Turkey (hakangulerce@harran.edu.tr)

ORCID: 0000-0003-3601-5725
Researcher ID: ABF-5005-2020

Віталій КОЦУР

доктор історичних наук, професор, декан факультету гуманітарно-природничої освіти і соціальних технологій, Університету Григорія Сковороди в Переяславі, вул. Сухомлинського, 30, м. Переяслав, Україна, індекс 08401 (kotsurv@ukr.net)

Валентина МОЛОТКІНА

доктор історичних наук, професор, завідувач кафедри історії і культури України та спеціальних історичних дисциплін, Університету Григорія Сковороди в Переяславі, вул. Сухомлинського, 30, м. Переяслав, Україна, індекс 08401 (molotkina@ukr.net)

Хакан ГЮЛЕРКЕ

доктор філософії, професор кафедри соціології Університету Гаран, Мардін шосе, 18, м. Шанлурфа, Туреччина (hakangulerce@harran.edu.tr)

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THE NEWSPAPER PERIODIC'S DISTINCTIVE FEATURES FUNCTIONING IN UKRAINE IN THE 40-ies OF THE XXth CENTURY

Abstract. *The purpose of the research is to show the newspaper periodicals' publication and functioning peculiarities in the context of the socio political conditions of the time, to reveal the main topics and content of newspapers in the 40-ies of the XXth century. The research methodology is based on the principles of scientificity, historicism, objectivity, systematicity, specific analysis, taking into account the methodological pluralism, which is relevant to the modern history science. The scientific novelty lies in the fact that the newspaper periodical' publication and functioning specific in 1940 and its role in forming the general socio political atmosphere in society have been analyzed in the context of social, political and economic challenges of the postwar period, taking into account the influence, politicization of life in Ukraine. The Conclusions.* It is identified that the press in the 1940-ies, as well as during the entire Soviet period, played a significant role in the public life of the country. It was the ruling Communist Party that assigned the role of the main propagandist and popularizer of its policy, so even in the conditions of post-war devastation and the economy's recovery, the state sought resources to restore the work of newspaper publishing houses. The periodicals produced and spread information based on the Communist ideology and aimed at shaping the Soviet public opinion. The periodicals of that period had a great influence on various aspects of the economic, sociopolitical and cultural life of the society and implemented quite successfully the press functions defined by the regime: organizational, educational, propaganda, counter-propaganda and sociological functions since newspapers often published articles on sociopolitical and production thematic. Leading themes in the periodicals were the victory in the war; 'the Soviet soldiers' heroism, the 'the Soviet people decisive role and their political vanguard – the Communist Party' in the victory over Fascism, the education of the population in the spirit of the 'Soviet patriotism', the proletarian ideas of internationalism propaganda, the proletarian of the natural and technical sciences achievement' popularization, the struggle against 'bourgeois ideology'. The press assisted the regime in launching ideological campaigns. In particular, slogans of struggle against the 'Ukrainian bourgeois nationalism', 'cosmopolitanism and Zionism' unfairly criticized many science and culture figures. The Soviet regime maximized the ideological function of the periodical press, focusing its efforts on promoting certain values and campaigning for their support by wiping out the function of the press in the public opinion formation, which was based on information activities.

Key words: press, newspaper periodic, ideology, propaganda, agitation, postwar period.

ОСОБЛИВОСТІ ФУНКЦІОНУВАННЯ ГАЗЕТНОЇ ПЕРІОДИКИ В УКРАЇНІ В 40-і рр. XX ст.

Анотація. *Мета дослідження – показати особливості виходу та функціонування газетної періодики у 40-ві рр. XX ст. в контексті суспільно-політичних умов того часу, розкрити основну тематику й зміст матеріалів газетних видань. Методологія дослідження ґрунтується на принципах науковості, історизму, об'єктивності, системності, конкретного аналізу, з урахуванням чинного сьогодні в історичній науці методологічного плюралізму. Наукова новизна полягає у тому, що особливості виходу та функціонування газетної періодики в 1940-ві рр., її роль у створенні загальної атмосфери у суспільстві аналізуються на тлі соціальних, політичних та економічних викликів повоєнного часу, з урахуванням впливу, насамперед, ідеологізації і політизації життя України. Висновки.* Встановлено, що преса в 1940-ві рр., як і взагалі протягом всього періоду існування Радянського Союзу, відігравала важливу роль у житті суспільства як засіб масової інформації, агітації та пропаганди. Саме їй панівна комуністична партія відводила роль головного популяризатора своєї політики, тому навіть в умовах післявоєнної розрухи та відновлення економіки держава шукала ресурси для відновлення роботи редакцій газет. Періодична преса публікувала інформаційні матеріали, які не суперечили панівній ідеології і мали формувати потрібну владі суспільну думку. Періодичні видання мали вагомий вплив на всі аспекти життя суспільства і достатньо успішно реалізували визначені режимом функції преси: організаторську, виховну, пропагандистську, контрпропагандистську і соціологічну, адже на шпальтах газет часто з'являлися матеріали, які висвітлювали суспільні,

політичні і виробничі теми. Лейтмотивом стає тема перемоги у війні, героїзму радянських воїнів, “вирішальної ролі радянського народу та його політичного авангарду – комуністичної партії” в перемозі над фашизмом, формування духу “радянського патріотизму”, пропаганда ідей пролетарського інтернаціоналізму, післявоєнної відбудови, боротьба з “буржуазною ідеологією”. Преса сприяла режиму у розгортанні ідеологічних кампаній. Зокрема, під гаслами боротьби з “українським буржуазним націоналізмом”, “космополітизмом та сіонізмом” на її сторінках було безпідставно розкритиковано багатьох діячів науки і культури. Практично знівельовавши функцію преси у формуванні громадської думки, в основі якої лежить інформаційна діяльність, радянський режим максимально посилив її ідеологічну функцію, зосередивши її зусилля на пропаганді певних життєвих цінностей та агітації на їх підтримку.

Ключові слова: преса, газетна періодика, ідеологія, пропаганда, агітація, повоєнний період.

The Problem Statement. The periodical press, as a means of mass media, agitation and propaganda, due to its information functions plays an important role in the life of society and is a real force that is able to shape the public opinion concerning important issues on politics, economics and culture. The periodical press analysis of a certain period gives the chance to trace tendencies of the state policy development in the field of information, to make objective representation about the periodical, its maintenance, a direction, tasks.

The Ukrainian party Soviet press, as an ideological instrument of power, first of all, solved the tasks set before it to educate the masses in line with the dominant ideology. In the Soviet concept of the media, the above-mentioned issue was considered exclusively through an ideological prism. The priorities were set only: to inform, explain and interpret events, and, most importantly, to guide the reader. The press was also the main information and communication channel, which contributed to the formation and the national community integrity awareness.

The Ukrainian press was transformed finally into a means of the party Soviet propaganda and agitation as early as the 1930-ies, but during World War II the political and ideological pressure on cultural life was somewhat eased, and in the 1940-ies the Ukrainian society again fell under brutal ideological control. The Soviet regime initiated another wave of ideological campaigns in order to persecute dissidents and repression, as a result of which the entire cultural sphere came under the control of the party state apparatus, and the cultural policy of the government acquired a clear ideological character. An important role in these processes was played by printed periodicals, which contained the main array of public information. The party documents that distorted the picture of spiritual life in Ukraine and unreasonably accused leading scholars, writers, and artists were widely commented on in the editorial and author's articles.

The periodical press in the post-Soviet information space condemns the obligatory officially, imposed ideology forcibly, which created in the mass consciousness the illusion's possibility of a complete rejection of the ideology of the mass media. In fact, observing the sometimes excessive politicization of society, we can conclude that the press by its nature can and does have a rigid ideological orientation, depending on the sociopolitical system in which the information product is created. The media often cover the affairs' state in the world, the social forces' activities and priorities and the global events' development, both in their country and in the world.

Hence, the newspaper periodicals publication and functioning peculiarities' analysis in the postwar years should ensure pluralism in the press and make it impossible for the ideological control by the government and various financial groups, which is an important condition for the society's democratic development.

The Analysis of Recent Researches and Publications. It should be mentioned that there is a small amount of research conducted by the Ukrainian press in the postwar period nowadays. In particular, the researcher, S. Shulzhenko analyzed the newspapers of 1947 and 1949, which are stored in the Book Chamber of Ukraine periodicals fund (Shulzhenko, 2011). The scientist, H. Rudyi analyzed the periodicals as a historical source for studying the sociopolitical and cultural life in Ukraine (Rudyi, 2017). Yu. Kahanov, emphasizing the ambiguous influence of the press on the formation of mass consciousness, stereotypes and values, noted that the periodicals contributed to the “broadening of horizons” and performed “educational, informative and entertaining functions” (Kahanov, 2014, p. 223). V. Kononenko and O. Melnychyk studied the party-Soviet press forms and methods of influence of 1945 – 1953 on the sociopolitical and cultural life in Soviet Ukraine, came to the conclusion that the USSR periodicals fully copied the technologies, methods and techniques of the central periodicals, traced the All-Union and the content and form of submission of materials, and the newspapers and magazines materials contributed to the necessary sociopolitical atmosphere formation, influenced the citizens’ behavior, the authorities’ activities at all levels (Kononenko & Melnychyk, 2019, p. 177).

The Publication’s Purpose. In this article, the authors are aimed at showing newspaper periodicals publication and functioning peculiarities in 1940-ies and in the context of socio-political conditions of the time, to reveal the newspaper publications’ main topics and content.

The Main Material Statement. During the war (from July 1941 to January 1943) only one republican newspaper “For Soviet Ukraine” was published for the population of the occupied territories – the Central Committee of the CP (b) U body and the Verkhovna Rada of the USSR, which was scattered over the occupied territories by planes (Noskina & Maliuk, n. d.). In addition, from 1943, the newspaper “The Soviet Ukraine” began to be published in Ukrainian and Russian instead. Also in Ukraine were published two regional newspapers, which were called “The Voroshylovhradskaya Pravda” and “The Socialist Kharkiv” and 16 district newspapers in the liberated areas of Voroshylovhradskaya and Kharkiv regions (Central State Archives of Public Organizations of Ukraine – CSAPOU, f. 1, d. 70, c. 216, p. 55). Furthermore, the underground party committees of partisan formations also issued newspapers. Of course, the newspapers for which the death penalty was threatened could not be particularly widespread among the population. In 1943, the Military Council of the First Ukrainian Front published the newspaper “For the Honor of the Motherland for the Ukrainian soldiers” (Solodovnyk, 1998, p. 71).

An attempt made by the Ukrainian National Council to publish the legal daily newspaper the “The Ukrainske Slovo”, which defended Ukraine’s independence, during the occupation, ended up with the newspaper’s closure and the editor, Ivan Rohach’s execution. The newspaper “New Ukrainian Word” differed from the “old” in that it was openly collaborative (Solodovnyk, 1998, p. 71).

Front-line newspapers published materials glorifying J. Stalin, condemning that the “Ukrainian-German nationalists – the worst enemies of the Ukrainian people”; the Supreme Commander-in-Chief and other governing bodies orders, decrees on awarding various state decorations; the weapons inspections’ results, both the Soviet and the enemy; photos of soldiers – the Soviet Union heroes; materials on the activities of guerrilla units; reports of the Extraordinary State Commission for the Establishment and Investigation of the Crimes of the Nazi Occupiers; the German soldiers letters to their families, the German prisoners of war views; the Ukrainian writers’ works; articles written by the scholars on the history of Ukrainian cities and other materials (Noskina & Maliuk, n. d.).

In such OUN and UPA newspapers as “The Samostiynyk”, “Za Samostiyny Ukrainu” (For Independent Ukraine), “Do Zbroi” (To Arms), “Zemlya i Vlada” (Land and Power) (published by the Ukrainian National Democratic Party, established at the beginning of 1943 in Western Ukraine) and the others were the OUN and UPA leading bodies’ published resolutions, information about the insurgent battles, the Soviet and Nazi military atrocities. They also revealed the essence of the Bolshevik anti-Ukrainian policy on the territory of Western Ukraine, primarily in connection with the forced collectivization there. The articles were published about the real causes of the famine in Central and Southern Ukraine, about the sadistic crimes of the NKVD. These publications were characterized by the absence of any photographic materials. They were printed in underground printing houses, reproduced on typewriters or copied by hand (Barannyk & Holobutskyi, 2005, p. 628).

The role of the press as a transmitter of social ideas, views, images was extremely important, so even in the post-war devastation and economic recovery, the state sought for resources to restore the newspaper editorial offices’ work. To ensure the publishing management development in Ukraine and the printing enterprises’ reconstruction in cities and districts liberated from the Nazi occupiers, the resolution of the Council of People’s Commissars of the USSR under the People’s Commissar of the USSR on the 6th of November in 1943 the Printing and Publishing Department (Ukrpoligrafvydav) was established in order to provide economic and technical management of book and newspaper publishing houses (except for the publishing houses of the Central Committee of the CP (b) U), as well as all Ukrainian printing enterprises, whose primary task was to ensure the newspapers’ publication (CSAPOU, f. 1, d. 70, c. 216, pp. 59–60).

Furthermore, after the Central Committee of the Communist Party of Belarus was transferred to Kharkiv, an editorial office of the same Russian language republican newspaper, “The Radyanska Ukraina” (“The Soviet Ukraine”), later renamed the “Pravda Ukrainy”, was established on the basis of the republican newspaper “The Radyanska Ukraina” editorial board. Two new republican youth newspapers were also created: “The Youth of Ukraine” and “The Stalin Tribe”, and the republican children’s newspaper, which was called “Zirka”. The total circulation of both party newspapers on the 1st of January in 1944 was 140,000 copies, youth newspapers 25,000, and children’s newspapers 10,000 copies. In December 1943, the literary newspaper Literature and Art began to be published in Kharkiv, a body of the Union of Soviet Writers of the Ukrainian SSR and the Arts Department under the SNK of the Ukrainian SSR (CSAPOU, f. 1, d. 70, c. 216, p. 55).

Due to the oblasts liberation process, the regional newspapers’ editorial offices also resumed their work. By the 1st of January in 1944, 10 regional newspapers with a total circulation of 101,000 copies were already published in Ukraine (CSAPOU, f. 1, d. 70, c. 216, p. 56).

The main ideological priority of the party bodies was the control of the print media’s editorial policy and their management (Rudyi, 2017, p. 462). The Propaganda and Agitation Department of the Central Committee of the CP (B) U provided all regional newspapers with editors or their deputies, as well as 2–3 responsible editorial staff, and assisted Poltava, Dnipropetrovsk, Kirovohrad, and Kyiv regional newspapers in creating a printing base (CSAPOU, f. 1, d. 70, c. 216, p. 56).

Considerable work was done to restore district and city newspapers. After all, during the war, the printing base in the cities and districts of Ukraine was destroyed. In particular, out of 188 districts of Kharkiv, Stalin (now Donetsk), Poltava, Sumy and Chernihiv regions in

112 districts printing houses were destroyed completely, and the remaining ones were looted and destroyed (CSAPOU, f. 1, d. 70, c. 216, p. 56).

Regional committees and district committees of the CP (b) U recorded the available printing equipment and its redistribution between districts. At the same time, the Central Committee of the CP (b) U provided the region with portable printing houses (PT-2), which, according to the decision of the Central Committee of the CPSU (b) of August 25, 1943, it received from Moscow. Also, some districts of Kharkiv and Poltava oblasts were provided with typewriters (“American” and “album”) and fonts from Kharkiv printing houses, and those districts where there was no printing base were recommended to cooperate with those districts where such a base existed in order to organize the Soviet Information Bureau and district newspapers messages’ leaflets publication (CSAPOU, f. 1, d. 70, c. 216, pp. 56–57).

As a result, with the printing base reconstruction, the number of titles and circulations of newspapers and magazines increase. Thus, by the 1st of January in 1944, in the Voroshilovhrad region (now Luhansk), which had 36 districts, 34 district newspapers were published, and in Kharkiv region (33 districts) – 29 newspapers. In general, as of the 1st of January in 1944, 156 city and district newspapers, 6 transport newspapers and 2 large-circulation newspapers were published in Ukraine at Stalin Kharkiv factories, called “The Comintern” (CSAPOU, f. 1, d. 70, c. 216, p. 57). At the beginning of September 1944, 390 printing houses were established and 165 printing houses resumed their activities (Shulzhenko, 2011, p. 2). In 1945, 879 newspapers and 6 magazines were published in 24 regions of Ukraine (Bokan', Polovyi, 2002, p. 203), of which 28 newspapers were published in Drohobych region (Popp, 2018, p. 149).

As the main information and propaganda tool, the press was to be the mouthpiece of official policy, it informed workers, collective farmers, employees about party decisions, promoted production achievements and the organization of the “socialist construction” (Rudyi, 2017, p. 462), instructed the masses which were urgent in national politics (Koliastruk, 2003b, p. 14). In particular, a number of city and district newspapers of Ukraine were noted for their initiative, efficiency and mass. Thus, the newspaper of Olkhovatskyi district in Kharkiv region “The Kolkhoznoe Selo” (editor Panasenko) was the socialist competition among tractor drivers organizer of both MTS districts. The newspaper took control of the tractor repairs and preparation for spring sowing. At the initiative of the editorial board, “personal books” of tractor repairmen were introduced, in which the indicators of overtime work performed by each worker were entered. The newspaper called it “My help to the front”. Every five days, the tractor drivers’ performance was covered in a special bulletin. Such extensive mass work has paid off – Olkhovatskaya MTS was the first in Ukraine to implement a plan to repair tractors (CSAPOU, f. 1, d. 70, c. 216, p. 58).

On the pages of the newspaper, called “The Kocheharka”, Horlivka MK KP (b) U body and the city council of deputies, such appeals were constantly published as: “Let’s revive the former traditions of Horlivka”, “Miner cut coal for two, teach the skills of three”, “Miners-personnel, share your experience with young people”. Hence, from issue to issue, the newspaper called on the population to restore the destroyed mines, widely showed the heroes of socialist labor, their work experience, told how the workers of Donbas are fighting for the revival of the “All-Union stove” (CSAPOU, f. 1, d. 70, c. 216, pp. 58–59).

Along with the old editions, new ones appeared. In particular, in Zakarpattia region such newspapers as “The Flag of Victory”, “The Soviet Verkhovyna”, “The Socialist Labor”, “The Stalin’s Way”, “Voros zaszlo” began to be published, in Lviv region the following newspapers were issued: “For Soviet Science”, “The Soviet Student”, in Chernivtsi region – “For Stalin’s

cadres”, in Izmail – “The Drumul Stalinist”, “For the Bolshevik pace”, in Dnipropetrovsk region – “The Path to Communism”, in Stalin region – “The Primorsky Collective Farmer”, etc. (Shulzhenko, 2011, p. 2).

In 1947, 909 titles of newspapers were published in Ukraine, which amounted to 99,766 printed units, in 1948 – 926 titles, numbering 111,120 printed units, in 1949 – 921, which amounted to 109,022 printed units (Shulzhenko, 2011, p. 2). At the same time, it should be noted that the press remained one of the sectors of a kind of cultural and political “reservation”, where the Ukrainian language was allowed to function and “thrive” a little more than in the fields of vocational education, public administration, science, production (Solodovnyk, 1998, p. 71). Between 1947 and 1949, about 85% of newspapers were published in Ukrainian, while Russian language periodicals accounted for only one-seventh of the publications. Newspapers printed in minority languages (Polish, Hungarian, Moldavian) ranged from 0,6% to 1,2% (Shulzhenko, 2011, p. 2). Since 1950, 1,192 newspapers were published in Ukraine with a total circulation of 4,6 million, including 3,3 million copies in Ukrainian (about 70 percent). Of course, the all-Union newspapers’ circulation share were printed and distributed in Ukraine weren’t taken into account (Solodovnyk, 1998, p. 71).

If the number of Russian language newspapers in the district centers was small, among the republican ones their share was 25 percent of all publications, and among the regional ones – about 30 percent. In addition, half of the Russian language republican publications were newspapers for young people and adolescents, which were published under the Central Committee of the LKSMM auspices (“Stalin’s Tribe”, “The Young Leninist”). Russian language regional newspapers predominated in the eastern and southern regions of Ukraine. For example, in Voroshilovhrad region. “Voroshilovhradskaya Pravda” newspaper was published in Dnipropetrovsk region – “Dniprovska Pravda”, in Stalin region – “The Socialist Donbas” and the others. Both regional and district newspapers in the newly created Izmail region were exclusively written in the Russian language. During 1948 – 1949, the district newspapers were also published here in the Moldavian language, in particular, Drumul Stalinist of the Reni RK KP (b) U, “For the Bolshevik Tempo” of the Artsyz RK KP (b) U, and “Leninsky Put” of the Bolgrad RK KP (b) IN. The grassroots newspapers were published mostly in Russian (Shulzhenko, 2011, p. 2).

Since 1949, the following newspapers resumed their publication: “The Kolhospne Selo” (founder – Central Committee of the Communist Party of Belarus) and “The Soviet Sports” (founder – Committee for Physical Culture and Sports under the Council of Ministers of the USSR). In the post-war period, such newspapers as “The Soviet Education”, “The Soviet Art”, “The Literary Newspaper” (now “The Literary Ukraine”), “The Collective Farmer of Ukraine”, “The Livestock of Ukraine” were published in Ukraine. There were also newspapers of enterprises, organizations, institutions of higher education, the so-called “multi-circulation”, for example: “The Dneprovskiy Metallurg”, “The Zaporizhstal”, “For the Soviet personnel” and the others (Shulzhenko, 2011, pp. 2–3).

If during the war newspapers in their editorials addressed the Ukrainians as the “descendants of glorious and brave Zaporozhian Cossacks”, called to defend Ukraine, to fight for the restoration of a prosperous pre-war life, journalists were allowed to be more or less objective in covering historical events, literary works, culture development, and as soon as the fighting moved from Ukraine to the West, Ukrainians felt a radical change in the attitude of the authorities. The Ukrainian national motives, which until recently sounded in the works of writers and journalists, became the reason for the persecution of the pro-Ukrainian

intellectual elite (Baranyk & Holobutskyi, 2005, p. 628). The open public persecution and accusation of nationalism of the following well-known writers intensified: O. Dovzhenko, M. Rylsky, I. Senchenko, and Yu. Yanovskyi (CSAPOU, f. 1, d. 23, c. 4511, pp. 27–38; c. 4512, p. 10). In particular, O. Dovzhenko was one of the first to feel the onslaught of power – a prominent figure of Ukrainian culture, writer, film director, world-renowned screenwriter, in whose works (“Victory” and “Ukraine on fire”) “there were gross political mistakes of anti-Leninist nature”. At the same time, the Soviet regime sought to subdue completely the work of writers and artists, to direct them in the right political and ideological direction, to regulate the various manifestations of their creative search and activity (Siruk, 2014, p. 159).

According to the central all-Union and republican party press materials, various ideological campaigns were launched (Kononenko & Melnychhyk, 2019, pp. 170, 177). In particular, in 1946, an accusatory campaign was launched against historians whose research contained scientific ideas and theories close to the “bourgeois-nationalist” concept of M. Hrushevskyi, S. Yefremov and the other “enemies”. Scientists M. Korduba, I. Krypyakevych, I. Terlytsky, etc., the author’s team of the first volume of “History of Ukraine” edited by M. Petrovskyi (Siruk, 2016, p. 119) were subjected to devastating criticism. The Ukrainian literary critics involved in writing an “Essay on the History of Ukrainian Literature” were also criticized (Siruk, 2014, p. 159; 2016, p. 119).

Moral and political pressure on the creative intelligentsia became particularly severe in 1947, during the tenure of L. Kahanovych, the first secretary of the Central Committee of the Communist Party of Belarus, who declared “the Ukrainian bourgeois nationalism” the main threat in the republic. In May 1947, the resolution of the Central Committee of the CP (b) U “On Improving the Ideological and Political Education of Personnel” and “On the Struggle against Manifestations of Bourgeois-Nationalist Ideology” was adopted (Siruk, 2016, p. 118). The Central Committee of the CP (B) U condemned works written in the “anti-Marxist spirit” that contained “gross political errors and distortions of a bourgeois-nationalist nature”. After the Central Committee of the CP (b) U resolution “On Political Mistakes and Unsatisfactory Work of the Institute of History of Ukraine of the USSR Academy of Sciences” issued on the 29th of August in 1947, the Institute of History of Ukraine was actually destroyed (Siruk, 2014, p. 160). In September 1947, due to L. Kahanovich’s direct instructions, F. Yenevych’s article “On M. Rylsky’s Nationalist Mistakes” was published in the newspaper “The Soviet Ukraine” (Shulzhenko, 2011, p. 3). After all, the very fact of addressing the past of the Ukrainian people, the disclosure of its unique identity was considered a manifestation of bourgeois nationalism (Siruk, 2014, p. 159).

Newspapers continued to “serve” ongoing political campaigns against the “bourgeois nationalism”. For example, Volodymyr Sosiura’s poetry “Love Ukraine” in July 1951 in the newspaper “The Truth” was published an article “Against ideological distortions in literature” (Solodovnyk, 1998, p. 71; Siruk, 2016, pp. 160–161).

Some literary publications accused them of not covering the ruling party’s decisions fully enough, of not explaining their leading role in the development of culture, and of not paying enough attention to the ideological component (Shulzhenko, 2011, p. 3). Yes, the Ukrainian writers, despite the oppression of the regime, did not leave literary work, and the press – to publish them. Hence, in 1947 the newspaper “The Youth of Ukraine” published excerpts from the novel of the then young writer O. Honchar “Blue Danube” and the novel “The Earth is buzzing” (Shulzhenko, 2011, p. 3).

At the end of 1948, another large-scale political campaign was launched – “the fight against cosmopolitanism, contempt for the West”. Moreover, the above-mentioned campaign

was introduced in order to strengthen the cultural and ideological isolation of the country, split the intelligentsia and oppose it to other social groups, strengthen the process of Russification, restore an important factor in the functioning of the totalitarian regime – the image of the internal enemy (Siruk, 2016, p. 119).

Central and local mass media, as the main tools of the Soviet propaganda, provided information support of the system, the Soviet power' policy support in the regions (Popp, 2018, pp. 143, 150). The press published mostly information about party congresses, plenums, the Communist Party's decisions and government resolutions adopted in various spheres of economic and social life, materials about military and labor heroism, news of culture and sports, literary works, etc. Special issues of republican newspapers, prepared by the so-called visiting editions, were devoted to the problems of post-war reconstruction, for example, "The Soviet Ukraine" in Donbas, "The Soviet Ukraine" at "Zaporizhbud", "The Soviet Ukraine" at the Yenakiieve Metallurgical Plant. Also in the columns of newspapers a significant place was given to publications glorifying J. Stalin – the "leader" and "father of all nations". Almost all December issues of 1949 were dedicated to the celebration of its seven decades. In particular, in the 286th issue of the newspaper "The Soviet Ukraine" the article "Celebrating the seventieth anniversary of the birth of Comrade J. V. Stalin with new industrial successes" was published, in the 291st issue – the article "Our people are following Stalin", in the 295th – "The Sun of Our Life" and the others. The celebration of the tenth anniversary of the reunification of Ukraine within one state was also widely covered. Moreover, much attention was also paid to combating various "deviations" from the "general line of the party". This was especially true of artists accused of formalism, nature and cosmopolitanism (Shulzhenko, 2011, p. 3). In particular, after the Central Committee of the CP(b)U resolution's publication on the 23rd of May in 1948 "On the state and measures to improve the musical arts in Ukraine" in connection with the decision of the Central Committee of the CPSU(b) "On the opera "The Great Friendship" V. Muradeli "was developed campaign to identify "anti-patriotic" groups of "aesthetes" and their "henchmen" (CSAPOU, f. 1, d. 70, c. 1533, p. 55). Thus, "The Literaturna Hazeta" published articles condemning the "formalist anti-people trend" in the works of Ukrainian composers and the activities of musical art institutions (Literaturna Gazeta, May 27, 1948), the "anti-patriotic" group of theater critics and their "henchmen" ("The Literaturna Hazeta" on February 17, 1949) and the others (Shulzhenko, 2011, p. 3). Such Ukrainian composers as B. Lyatoshynskyi, I. Belza, M. Gozenpud, H. Taranov, M. Titz, M. Kolessa, S. Lyudkevych, R. Symovych, and A. Soltys were accused of the pseudo-innovation (Siruk, 2014, p. 160).

Hence, the postwar period of Stalin's rule for the Ukrainian press was largely a continuation of the prewar period. The same practice of incorrect and arbitrary attitude to the events and facts of real history. To communicate certain information, they were not invented but only selected from the point of view of ideology. To confirm the urgent idea, the press chose a trifle from thousands of important facts and inflated it to unnatural proportions, accidentally making it typical when the next ideological and political campaign required it. Important events were downplayed or silenced altogether (especially typical of national events) (Koliastruk, 2003a, p. 58). The same politicization, the glorification of the "father of nations", the political campaigns against the "bourgeois nationalism", and something new emerged: the condemnation of "rootless cosmopolitans". The "pseudoscience" – genetics and cybernetics also received the fair share of criticism (Solodovnyk, 1998, p. 71).

The Conclusions. Hence, the press in the 1940-ies, as well as in general throughout the existence of the Soviet Union, played an important role in society as a means of mass

media, agitation and propaganda. It was the ruling Communist Party that gave it the role of the main promoter of its policy, so even in the conditions of post-war devastation and economic recovery, the state sought resources to restore the newspaper editorial offices' work. The periodical press published informational materials that did not contradict the dominant ideology and were to form the public opinion required by the authorities. The periodicals of that time had a significant impact on all aspects of society and implemented the functions of the press defined by the regime successfully: organizational, educational, propaganda, counter-propaganda and sociological, as newspapers often covered materials covering social, political and industrial topics. The leitmotif was the victory's theme in the war, the Soviet soldiers' heroism, "the Soviet people decisive role and its political vanguard – the Communist Party" in the victory over Fascism, the "Soviet patriotism" formation, the propaganda of proletarian internationalism, postwar warfare. The press assisted the regime in launching ideological campaigns. In particular, under the slogans of the struggle against the "Ukrainian bourgeois nationalism", "cosmopolitanism and Zionism", many figures of science and culture were unjustifiably criticized on its pages. By virtually nullifying the function of the press in shaping public opinion, which was based on information activities, the Soviet regime maximized the ideological function of the periodical press, focusing its efforts on promoting certain values and campaigning for them.

During the study it was found that further study requires the following issues: features of the functioning of urban, mass and grassroots publications, their material and technical situation, professional staffing, the specifics of subscription and sales, censorship in limiting the printed word and national opinion.

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