

Julia Babicheva

Language of Advertisements in Contemporary Russian Women's Magazines: Value Orientations in *Krest'ianka*, *Karavan istorii*, and *Samaia*

Volume 54 • Numbers 1–2 • March-June 2012

ABSTRACT: Over two decades after the dissolution of the Soviet Union, Russia continues to be a society in transition where local and global values still tend to conflict with each other. This article focuses on value appeals in the advertising discourse of the contemporary Russian women's magazines *Krest'ianka* [Peasant Woman], *Karavan istorii* [Caravan of Stories] and *Samaia* [The Most]. Advertising appeals are analyzed from the perspective of individualism and collectivism. These are respectively associated with global and local value orientations. The distribution of appeals to individualism and collectivism in the magazines under review is linked to the definition of the values of the target audience of each magazine. In general, the magazines are designed, distributed, and consumed in the evolving socio-economic context of post-Soviet Russia. Since magazines significantly depend on advertising revenues, this article proposes that advertising messages have the potential to impact the discourse of the magazines, in particular, the construction of femininities in the magazine medium.

Eduard Baidaus

War, Diplomacy, and "Family Affairs" in Seventeenth-Century Eastern Europe: Moldavia in the Danubian Policy of Bohdan Khmelnytsky (1648–1653)

Volume 54 • Numbers 1–2 • March-June 2012

ABSTRACT: Marital diplomacy and marriages have been known in history as effective political tools. While many events occurred under the impact of political, social, and religious factors, "family affairs," through intrigues and dynastic contacts, also played an important role. Such is the case of the marriage of Ruxandra, the youngest daughter of the Moldavian hospodar Vasile Lupu, and Tymish, the oldest son of Bohdan Khmelnytsky. Their marriage in 1652 was the result of the hetman's Danubian foreign policy during the most dramatic episode of seventeenth-century Ukrainian history—the Zaporozhian Cossack uprising against the Poles. In addition to the ethno-political and cultural-religious backgrounds, the internationalized Polish-Ukrainian conflict was infected by a "personal feature," that is the "Moldavian affair" of the Khmelnytsky clan. This article examines the circumstances that led to the political alliance of Bohdan Khmelnytsky with Vasile Lupu and explores how the hetman's dynastic project shaped political alliances during the conflict between the Poles and the Ukrainian Cossacks. Particular attention is paid to Romanian-language studies frequently omitted in Western scholarship.

Carolyn Harris

The Succession Prospects of Grand Duchess Olga Nikolaevna (1895–1918)

Volume 54 • Numbers 1–2 • March-June 2012

ABSTRACT: Current political histories of late imperial Russia seldom discuss Grand Duchess Olga Nikolaevna (1895–1918), the eldest daughter of Emperor Nicholas II (r. 1894–1917), because she is considered to be politically insignificant. Nicholas's discussions with his ministers in the early 1900s regarding the possibility of Olga's succession in the absence of a direct male heir, the inclusion of the young Grand Duchess in the amended regency act of 1912, and the degree of importance attributed to her choice of husband reveal that the Emperor conceived a political role for his eldest daughter and considered her, at various times, to be a possible successor to the Russian throne. Nicholas II's attempts to unilaterally influence the line of succession after 1905 provide evidence of his unwillingness to work with the Duma regarding

the governance of the imperial family. In an environment in which Nicholas II's actual intentions regarding the succession were open to conjecture, the foreign press constructed a popular narrative concerning Olga's political significance as a possible successor to her father, creating the conditions for the intense international interest regarding the fate of Nicholas and Alexandra's children that would be expressed after the murder of the imperial family in 1918.

Mirya R. Holman and Renat Shaykhutdinov

The Chechen War and an Emerging Gender Gap in Russia

Volume 54 • Numbers 1–2 • March-June 2012

ABSTRACT: Scholarship on the impact of gender on political attitudes has shown that women have more liberal attitudes than men do, both generally and in relation to specific policy areas. One area of an especially large gender gap is in attitudes about foreign policy and the use of force, where women are much less likely to support war and armed conflict. An exception to this gender gap is found in post-communist countries, where men and women often do not display significantly different political attitudes. Employing a variety of survey data on public opinion about the Chechen conflict in Russia, we investigate whether a modern gender gap has emerged in Russia, and the form that this gender gap has taken. We find strong, diverse evidence of a gender gap in Russia, with women expressing more dovish attitudes towards the conflict in Chechnya.

Elena Krevsky

Arkadii Gaidar, the New Socialist Morality, and Stalinist Identity

Volume 54 • Numbers 1–2 • March-June 2012

ABSTRACT: This article explores the role of children's literature in the formation of Stalinist identity and assembles a list of moral principles developed in the most popular early works of Arkadii Gaidar. It is not in Marxist texts nor in Pioneer slogans, but in these simple stories that the essential narrative structures of Soviet morality were created. Gaidar's books are representative of a whole group of Soviet children's literary classics published in the late 1920s–early 1930s and written by young people whose coming of age coincided with the years of political and social turmoil. This study argues that Gaidar's own personal experiences as a youthful Red Army commander during the Civil War underpinned the moral vision of these popular novels. A new military-like value system, with courage (not kindness or love) as its central value, originated in Gaidar's books and moulded several generations of Soviet children.

Erik McDonald

The Lovers of Venice: Musset's Works and Life in Kuzmin's *A New Rolla*

Volume 54 • Numbers 1–2 • March-June 2012

ABSTRACT: The title of Mikhail Kuzmin's *Novyi Rolla* [A New Rolla] has been considered cryptic despite its evident allusion to Alfred de Musset's "Rolla," a poem with which it shares little. In this article I argue that the link to Musset is clear if we read *A New Rolla* as responding not just to "Rolla," but also to Musset's novel *La Confession d'un enfant du siècle* [The Confession of a Child of the Age] and his biography. From this composite source Kuzmin takes up the themes of a debauchee finding love, love as serial yet serious, and a love triangle in Venice, as well as an apostrophe to the kiss. Kuzmin endorses most of Musset's idea of love, but rejects the egalitarian ideal implicit in the sympathetic treatment of the prostitute Marion in "Rolla." A secondary allusion to Nikolai Nekrasov's "Kogda iz mraka zabluzhden'ia" [When,

out of the darkness of error] reinforces Kuzmin's rejection of the egalitarian ideal of sexual love. The allusions to Musset and Nekrasov amount to anachronisms that partially undermine the precise temporal setting of *A New Rolla*. Kuzmin's work thereby occupies an intermediate position among his period pieces, as it is neither openly playful like *Venetsianskie bezumtsy* [Venetian Madcaps] nor constructed with its seams hidden like the *Aleksandriiskie pesni* [Alexandrian Songs].