

**FILM EDUCATION: COVERAGE OF ACTIVITIES
ASSOCIATION OF FRIENDS OF SOVIET CINEMA
THE "MOVIE-NEWSPAPER" FOR THE YEAR 1929**

Anna Kholod

Kyiv National University of Culture and Arts, Kyiv, Ukraine

Annotation

The article analyzed the specifics of coverage of The Association of Friends of Soviet Cinema (AFSC) in "Cinema newspaper" for 1929. By focusing on such aspects of AFSC, as the popularization of knowledge about cinema, methods of study and training moviegoer, the creation of collective reviews of scripts and films in order to improve the film industry, the solution scenario problems, the organization fotoamateur sections, forming the Marxist critics, preparation filmprofessionals.

The purpose of the study is reduced to clarify the specifics of coverage of AFSC, one of the centers of the popularization of knowledge about cinema, specialized newspaper for 1929.

Conclusions

"Cinema newspaper" for 1929 covers various forms of activity of the Association of friends of the Soviet cinema, aimed at the development of film education in Ukraine, activating different journalistic genres, as well as paying attention to the artistic and technical design.

Keywords: "Cinema newspaper," media text, writing case, moviegoer.

The relevance of the study due to insufficient study of the activities of the Association of friends of the Soviet cinema, the forms of its work aimed at the development of film education in Ukraine in the above period.

Purpose of the research – to find out the specifics of coverage of AFSC, one of the centers of the popularization of knowledge about cinema, specialized newspaper for 1929.

To achieve this goal you need to perform these *tasks*:

1. Familiarize the information contained in the pages of "Cinema newspaper" for 1929.

2. On the basis of analysis of articles "Cinema newspaper" for 1929 to determine the different forms of popularization of knowledge about cinema Partnership Friends of Soviet Cinema.

Progress in research

The development of Ukrainian cinema in the twenties of the twentieth century and the active involvement of the public to improve the work of the film industry led to the emergence of "Cinema newspaper" (1928–1932 years), which became the organ of AFSC (Association of Friends of Soviet Cinema) and special attention is given to various aspects its activities.

The main task of the above organization has been helping the film industry, especially the popularization of knowledge about the movie, which had different forms of implementation.

To improve the level of the Intellectual moviegoer, determine its level of media reception AFSC initiated a survey of spectators, the organization of discussions and debates, meetings with representatives of the UPhMM (Ukrainian photo movie management), discussion of scripts and films, which were created as a result of the collective review. Placed under the heading "In the public debate" they consisted of the evaluation of some representatives AFSC in the form of quotations and approved a resolution ("Read movie satisfactory" [1, p. 4] – the movie "The Tempest"), addressed to the UPhMM.

To solve the problem of organ scenario AFSC not only constantly informed the public about the above critical situation in the film industry, but also in some of the articles pointed out ways to solve the problem scenario. For example, the report on the workshop for writers at the Leningrad film studio ("Workshop for writers" [19]) has information about the frequency of operation (twice a day), educational disciplines (socialist construction, five-year plan, sociology, art, problems of modern literature, Cine , film industry economics, the theory and the sociology of the script, art direction in the Soviet cinema, directing, dramaturgy), the planned number of students (12–15), the teaching staff.

Solving scenic problem due to the organization of the scenario sections Kiev AFSC created Kiev experimental workshop (KEW), the members of which were shooting short films and, according to the anonymous author of the article "The Way of

the experimental group AFSC" [21], two years spent "18 experimental studies and more than 250 laboratory training exercise" [21, p. 4].

The result of the KEW became a short film on the theme of the civil war in Ukraine (academic work "Give") and a satisfactory assessment of the selection committee of management UPhMM.

Opposite rated Nala, the author of the article "Slippery experiments" [12], which criticized anyone for dominance theory during the learning process and the lack of creative experience. Emotionally marking article using rhetorical figures ("What is revealed to anyone for two years?", "What's that?", "Slippery experiment!" "Where is the experience?", "What we showed what?" [12, p. 3]) and assessing the above-mentioned negative phenomena title ("Slippery experiments"), the author categorically opposes the further work of these experimental groups.

Activities movies for young workers (kinorobmol) also became the subject of debate, as evidenced by the article A. Kravtsov, "which requires the youth of the film and that she can give him (discussion)" [3], which is arguing with Borisov about the need for the functioning of the aforementioned working groups, refutes opponent them as a source of moviegoers.

It should be noted that the "Cinema newspaper", showing interest in the work of the "young", constantly inform the public about its activities analytical articles ("Three young work" [20] "The first viewing of the movie-young" [16]).

In order to popularize knowledge about cinema AFSC organized photos amateur section, details of which, in particular discussion of the work circles of photosamateur demonstration of its results ("Photo" young mother "[9, p. 4]), the announcement of courses in photography, where there is evidence not only on the exhibition organizer, duration, payment, and programs that are targeted at different levels of training of students, located in the "Cinema newspaper".

To solve the problem of formation of the Marxist criticism, the essence of which is disclosed in the article "The criticism, reviews, views" [5] and a set of articles ("As it was in Odessa (Some practical observations)" – A. Kravtsov, "Working rural correspondent movie reviewer" – D. Zhuk, "What happens and what you need" – Pole), placed on the second page under the decorated capital letters the title "FOR VIEWING

AND OPERATING Marxist Review" AFSC organized club for training movie reviewers.

To reduce the deficit above the frame in the articles offered revitalize the worker and peasant correspondents, indicating specific areas of work with future film critics. D. Beetle for the effective fulfillment of their job offers to provide the necessary cinemaliterature recommends organizing mass film screenings, meetings, evenings critics reviews, drawn up in a movie or screenplay.

AFSC, noting the need for meetings cinemafication schools, initiated a solution to the problem associated with the production of films for children and learning the specifics of the child's perception of media texts.

Devoting part of the seventh number "Cinema newspaper" for the 1929 theme of cinema for children, the newspaper at the beginning of the second page asks "TO BE OR NOT TO BE FILM FOR CHILDREN?", The graphic design which attracts the attention of the recipient. The problem outlined above is detailed in the complex materials with different genre features, combined under the heading "What children watch?" And articles O.A. Kulinich "Cinema and Children", "What movies are most popular with children (According to the Commission study of the cinema spectator child)" [7]. The author notes the negative impact on children's films ("A lot of eyes in our movie theaters drink poison ...") [8, p. 2], "What the UPhMM to arrange for the children of our screens to eliminate the possibility of poisoning children in our theaters ..." [18, p.2], stressing the extent of the threat of the use of token "poison", emphasize the need to attract teachers to provide consultations filmmakers condemn UPhMM inertia with respect to solve the above problem, find out the reasons for the deficit of high-quality film scripts for children.

In the sixteenth edition of "Cinema newspaper" for the 1929 edition again activates public discussion threads films for children, by placing the first and second pages of the calls "NEED foster a healthy proletarian children!", "Teachers and doctors ON FILM PRODUCTION" and creating headings "What makes the UPhMM for children", "How better to do?", "What can we say about children's film." Deserves special attention the article "What young people looking for in a movie (From the book Pravdolyubova – " Cinema and Youth")" [10, p. 2], in which the author MS, reported the results of studies (surveyed 3,000 children aged 12 to 14 years) children and youth

audience at the Moscow Institute of methods of school work, focusing on the importance of a permanent study of the needs of children and viewers Filmmakers counseling teaching staff and physicians at the time of film production.

AFSC created a commission to study the moviegoer, which occurred due to the questioning, and an emphasis on the need to intensify this work, reported the results of its work, as indicated by the subtitle ("According to the materials of the commission studying the moviegoers at AFSC") the article «Teachers of children's film "Troy"» [15, p. 2].

Conclusions

"Cinema newspaper" for 1929 covers various forms of activity of the Association of friends of the Soviet cinema, aimed at the development of film education in Ukraine, activating different journalistic genres, as well as paying attention to the artistic and technical design.

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