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## The IDC series *Mass Culture & Entertainment in Russia*

The IDC series *Mass Culture & Entertainment in Russia* comprises collections of extremely rare, and often unique, materials that offer a stunning insight into the dynamics of cultural and daily life in Imperial and Soviet Russia. The series is organized along six thematic lines that together cover the full spectrum of nineteenth- and twentieth-century Russian culture, ranging from the penny press and high-brow art journals in pre-Revolutionary Russia, to children's magazines and publications on constructivist design in the early Soviet Union. The first sub-series – “Film” – comprises periodicals and archival material dating from the first decades of Russian cinema (1907–1940). The second – “Theater” – is devoted to Russian and Russian-Jewish theater history. The third – “Entertainment and Leisure Activities” – contains journals that reflect the changing lifestyles of the emerging middle class of pre-Revolutionary Russia. The fourth – “Mass Media” – has a more outspoken diachronic dimension. It includes the highly

successful collection *Gazety-Kopeiki*, as well as lifestyle magazines and children's journals from various periods. The fifth sub-series – “Everyday Life” – focuses on the hardship of life under Stalin and his somewhat more liberal successors. Finally, the sixth – “High Culture/Art” – provides an exhaustive overview of the historic avant-garde in Russia, Ukraine, and Central Europe, which despite its elitist nature pretended to cater to a mass audience.

The materials brought together in this IDC series are essential to Slavists and historians, but should be equally appealing to political scientists, art historians, and sociologists who no longer view mass culture as the arrièregarde of cultural evolution, but as a highly complex phenomenon that deserves to be studied in its own right.

The entire series will also become available online in IDC's Digital Library.

Otto Boele, *Leiden University*

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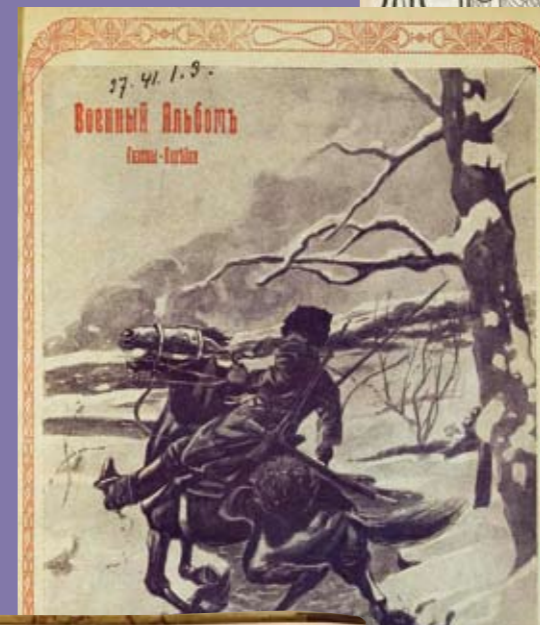
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# Mass Media in Russia, 1908-1918

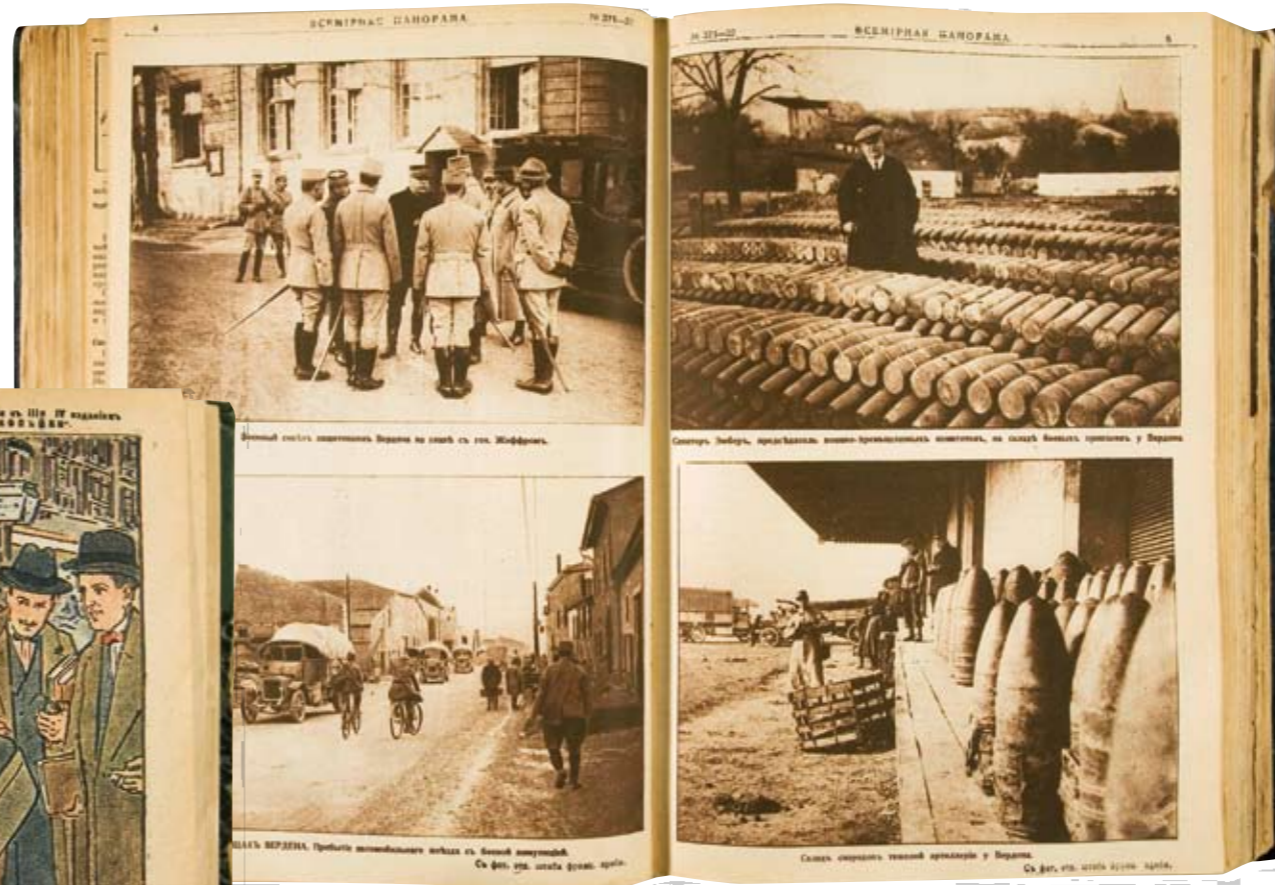
**IDC**  
PUBLISHERS

# Mass Media in Russia, 1908-1918

## Part 1: Russian Penny Newspapers (Gazety-Kopeiki)

## Part 2: The World of Penny (Kopeck) Magazines

Advisor: Prof. Jeffrey Brooks, Johns Hopkins University  
 Material from the National Library of Russia, St. Petersburg



### Valuable source on high and mass culture

The *kopeck* publications provide rich materials for the study of the values, curiosities, and interests of the urban lower classes. The Bolsheviks would soon destroy the cash nexus between the producer and consumer of printed material and therefore *Kopeck* publications offer a last glimpse of the tastes of ordinary Russian people as expressed in the marketplace. There is no better source for scholars and students interested in exploring the Russian popular imagination in the late imperial era or for those interested in the links between high and low culture. To say that the modernist writers and artists were aware of this public and its taste is an understatement. The world of the lower classes so vividly represented in the *kopeck* press held endless fascination for them. The *kopeck* newspapers and their many supplements are a compelling resource for specialists on all aspects of late imperial culture high and low. Twentieth-century Russia exploded with innovation and energy in every form of artistic and literary expression, and these mass publications capture that energy and excitement as practically no other source.

### Penny Press

A single *kopeck* (penny) bought Russian common readers at the beginning of the twentieth century a world of information and entertainment. Never before had the printed word won such a place in the lives of ordinary Russians and never before had the eye of the journalist penetrated so deeply into the variegated social space of urban Russia. The collection consists of two parts: complete runs of the *kopeck* (penny) newspapers, the most widely circulated newspapers in the beginning of the twentieth century, published under various titles in St. Petersburg and Petrograd (1908-1918) and also in Moscow (1909-1918); various weekly illustrated supplements devoted to news, literature and art, humor, health, housekeeping, the First World War, and other topics.

### Reading Revolution

Cheap mass produced printed materials transformed urban life in early twentieth-century Russia as in Western Europe decades earlier. The world of the new mass media, including the novelty of film, encroached on high culture and on politics, changing and commingling with the bookish culture of the educated elites and the political class. Among the popular publications in the late imperial period, the most remarkable were those of the *kopeck* press. The publishing empire of the *kopeck* newspapers contained news and diverse features at a bargain price. The success of the *kopeck* newspapers of St. Petersburg and Moscow before and during the First World War represents the culmination of a reading revolution that reshaped urban Russians' understanding of every aspect of life, from gender relations and national identity to the role of literature and the arts in society. Here, in addition to news on every subject, were serialized novels that are the true antecedents to today's popular post-Soviet detective and adventure stories.

### PRODUCT INFORMATION

The collection includes two parts:

#### Part 1: Russian Penny Newspapers (Gazety-Kopeiki)

- Scope: 11 titles
- Number of fiche: 890
- Medium: online and on microfiche
- Available in IDC's Digital Library at [www.idc-digilib.nl](http://www.idc-digilib.nl)



- Including Marc21 Records
- Part of the IDC series *Mass culture and Entertainment in Russia*

This part contains 11 penny newspapers.

#### Part 2: The World of Penny (Kopeck) Magazines

- Scope: 16 titles
- Number of fiche: 718
- Medium: online and on microfiche
- Available in IDC's Digital Library at [www.idc-digilib.nl](http://www.idc-digilib.nl)



- Including Marc21 Records
- Part of the IDC series *Mass culture and Entertainment in Russia*

Part 2 contains periodicals on health, illustrated magazines and journals on mass literature etc. These periodicals are especially noteworthy for their valuable material on WWI and popular culture and the mentality of the middle and low strata of the society in Imperial Russia.

[WWW.IDC.NL](http://WWW.IDC.NL)

Visit [www.idc.nl](http://www.idc.nl) for price information

### TOPICS

The *kopeck* newspapers and their supplements included news, commentaries, and features encompassing:

- Politics
- Urban social life
- Foreign affairs
- The First World War
- Trade unions and factories
- Regions of the empire (*Caucasus, Siberia, Central Asia*), information about foreigners
- Literature, the arts, and film
- Celebrity figures
- Crime and criminal figures
- Deviant behavior (*prostitution, hooliganism, alcoholism, suicide*)
- Serial fiction