



ANALYSIS OF CREATING STEREOTYPE WITHIN COLLECTIVE CONSCIOUSNESS IN THE USSR IN THE PERIOD OF SOCIALIST TRANSFORMATIONS (BASED ON MEDIA MATERIAL 1920-1930)

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ABSTRACT

Background: The article proposes the stereotypes used in the USSR in the process of forming a socialist type of collective consciousness (1920-1930). It reveals the concepts of stereotype, social stereotyping, manipulation, and the use of these tools in forming public opinion. **Objective:** The goal is to identify the stereotypes used in the USSR in the formation of the socialist type of social consciousness (1920-1930). **Methods:** The prevalent research method is content analysis. The material for the research is the newspapers "Pravda", "Trud", and "Izvestiya", published during the mentioned period. These exact newspapers were the tool for shaping public opinion in the Soviet Union. **Results:** The work discloses the stereotype "Us and Them" on the examples for forming the concepts "New Man" and "Enemy of the People". Moreover, the concept of "enemy of the people" has expanded over time and began to include more and more new social classes of Soviet society. The article also examines in detail the relationship between the "new man" and the church (religion), the "new man" and science (invention), the "new man" and education. **Conclusion:** The main conclusion that was made based on the results of this study is that the processes of stereotyping perform the specified functions of modeling the social system through the rational use of the potential and mechanisms of the media space.

Keywords: Social stereotype; Social stereotyping; Manipulation; Mass consciousness; Public opinion; Stereotype "Us and Them".



ANÁLISE DA CRIAÇÃO DE ESTEREÓTIPO DENTRO DA CONSCIÊNCIA COLETIVA NA URSS NO PERÍODO DE TRANSFORMAÇÕES SOCIALISTAS (COM BASE EM MÍDIA 1920-1930)

RESUMO

Antecedentes: O artigo propõe os estereótipos utilizados na URSS no processo de formação de uma consciência coletiva de tipo socialista (1920-1930). Revela os conceitos de estereótipo, estereótipo social, manipulação e o uso dessas ferramentas na formação da opinião pública. **Objetivo:** O objetivo é identificar os estereótipos utilizados na URSS na formação da consciência social do tipo socialista (1920-1930). **Métodos:** O método de pesquisa predominante é a análise de conteúdo. O material para a pesquisa são os jornais "Pravda", "Trud" e "Izvestiya", publicados no período mencionado. Esses jornais exatos foram a ferramenta para moldar a opinião pública na União Soviética. **Resultados:** O trabalho revela o estereótipo "Nós e Eles" nos exemplos de formação dos conceitos "Homem Novo" e "Inimigo do Povo". Além disso, o conceito de "inimigo do povo" se expandiu ao longo do tempo e começou a incluir cada vez mais novas classes sociais da sociedade soviética. O artigo também examina detalhadamente a relação entre o "novo homem" e a igreja (religião), o "novo homem" e a ciência (invenção), o "novo homem" e a educação. **Conclusão:** A principal conclusão que foi feita com base nos resultados deste estudo é que os processos de estereotipagem cumprem as funções especificadas de modelagem do sistema social através do uso racional das potencialidades e mecanismos do espaço midiático.

Palavras-chave: Estereótipo social; Estereótipo social; Manipulação; Consciência de massa; Opinião pública; Estereótipo "Nós e Eles".

1. INTRODUCTION

The analysis of the phenomenon of stereotyping of public consciousness is associated with the problem of developing the topic of the dissertation research "Reflective regulation of the social stereotyping processes in the modern media" which was carried out based on a study of materials from periodicals of the 20s - 30s of the XX century in the USSR. The presented analysis shows the role, purpose, means, and methods of the formation of public opinion but also the management of mass public consciousness. Stereotyping of mass consciousness is a common phenomenon, a tool used to manage society at different stages of social development. Thus, the media space and the mechanisms available in it operate as a salient social institution. Of course, the definition of the strategy and direction of the public consciousness formation has always had an ideological basis, which allows us to assert the political content of the goals of methods and means of managing the processes of stereotyping. In this regard, we can consider the set of social stereotypes as a kind of social guidelines, which are of a reference and evaluative nature. Hence, society itself, from

the inside, regulates processes and specific forms of social interaction. And any deviation from a given benchmark can be considered as a sign of deviation and be subject to appropriate social correction. Creating a stereotype in the collective consciousness is a fairly common phenomenon with historical but also modern roots and plays an ambiguous role in society. On the one hand, stereotypes facilitate social interaction. On the other hand, they can give it false or even negative forms. It is interesting for sociological science and social practice to identify common stereotypes and the vector of their social impact. In this regard, the analysis of stereotyping the mass consciousness in the USSR during the period of socialist transformations is of particular interest. The goal is to identify the stereotypes used in the USSR in the formation of the socialist type of social consciousness (1920-1930). To achieve this goal, we had to solve the following tasks: defining the key concepts of "social stereotype", "social stereotyping", "the process of social stereotyping", "public opinion", "public consciousness"; conducting content analysis of the media for the stereotypes used and replicated by them; highlighting and characterizing the most common stereotypes used in the media space of the USSR in 1920-1930; highlighting and describing the main directions of creating social stereotypes.

2. METHODS

The prevalent research method is content analysis. Content analysis is a meaningful analysis of arrays of homogeneous documents, in particular, publications in the media, having as its subject the analysis of the content of text arrays and products of communicative correspondence. Content analysis allows the researcher to identify the content (messages, meanings, symbols) in the source of communication (for example, books, articles, or a movie). Content analysis allows you to take into account, in particular: mention of certain elements of the text and the frequency of their mention; generalized emotional assessments (positive/negative). From the editorials of the newspapers "Pravda", "Trud" and "Izvestia" we conducted content analyses of all the articles posted on the front pages, knowing that crucial pieces of information are always on the first page. The research showed the main themes and stereotypes that formed a public opinion in this period. The research results are in this article.

3. RESULTS

The formation of public opinion in the USSR was one of the priority political tasks, the solution of which was given priority after the October Revolution. In particular, the Press Decree of November 10, 1917, banned all bourgeois newspapers, resulting in the permanent closure of all opposition media. In total, by August 1918, more than 460 newspapers had been liquidated. At the initial stage of Soviet journalism, an important task was to build trusting relationships with readers. Therefore, discussion articles, letters - responses, publication of the results of sociological surveys, and explanatory articles were the priority form of journalistic materials.

NEWSPAPERS OF 1918-1920

As part of the analysis, it is worth paying attention to the "editorials" of the most important Soviet newspaper "News" from 1918 to 1920 as an example of using "Us and Them" by Soviet propaganda as a form of creating stereotypes within the public consciousness. The stereotype of friend and foe was used in contrasting Soviet Russia with other countries, as well as in relation to internal economic and political processes. So, in particular, the front pages of 1918 newspapers are mainly devoted to international events (World War I, German imperialism, revolutionary events in the world). Also, resolutions and appeals concerning the internal situation in the country, primarily the victory of the revolution and economic topics - many articles are devoted to the food crisis ("To the food crisis", 1918). Articles dedicated to imperialism are in negative semantic connotations, e.g. "The Crisis of Austro-German Imperialism" (1918) While the revolution in Russia is exclusively in a positive context, e.g. "Soviet power is the only salvation of revolutionary Russia" (1918) At the same time, the first ideological guidelines appear. For example, how to "correct" the attitude of the working people towards the Church. In the journalistic article "Black Army" (1918) dedicated to the Law on Separation of the Church from the State and Freedom of Conscience, church officials receive emotionally negative epithets: "black monastic-priestly crow"; "holy fathers fattened on people's bread"; "black army of bishops, monks, and priests." Simultaneously, the article emphasizes that everyone has the right to freedom of religion. Of course, the Soviet government protects that right. Another one, "Militant Churches" (1918), says that the Church raised the "flag of war against the Soviet government" and "found itself on the side of the enemy of the working masses" (that is

Tsar and the landowners). In this way, the image that churches and their officials are enemies of the state is gradually formed, furthermore not only of the state but also of every working man. Correspondingly, explanatory work begins on who is the external and internal enemy. The article "Enemies External and Internal Enemies" (1918) speaks of the Russian bourgeoisie and the landowners - "traitors to the Motherland" who are waiting for the victory of the "German Junker". It is indicative that the word "Junker" used, which refers to German troops, also means a military rank in the Russian army of the tsarist period. It reinforces the image of the external enemy. Also, "automatically" includes an officer of tsarist Russia who fought on the side of the "whites" during the civil war. In contrast to enemies, the workers, peasants, and soldiers are friends. In this way, the circle of "friends" and "aliens" is schematically drawn precisely as an ideological form.

NEWSPAPERS OF 1920

Editorial pages of the 1920 News newspaper look somewhat different. The headlines of the articles with the military vocabulary dominate, which constantly intensifies the feeling of danger and fear. There are a regular "Red Front" which describes the course of the civil war from the standpoint of the Soviet side, and the column "Abroad" which provides a summary of international news. In almost every issue on the front pages in the headings, the keywords are Front, Breakthrough, Struggle, Peace, Blockade. These lexemes are used both to the description of military operations and to internal economic problems: Labor Front (Izvestiya No. 5 (872), 1920, p.1); Struggle against the destruction of transport (Izvestiya No. 31 (878), 1920, p. 1); Struggle to restore the economy (courses on administrative and technical management of factories) (Izvestiya No. 35 (862), 1920, p. 1); Struggle for knowledge (Izvestiya No. 59 (806), 1920, p. 1); Fighting epidemics-Cleaning the city (Izvestiya No. 53 (900), 1920, p. 1). The story "The trial of the Kolchak people" (1920) uncovers the „Us and Them“ stereotype opposition. Among the accused Kolchakites are representatives of the intelligentsia: prominent scientists, former representatives of bourgeois parties. Thus, the number of enemies increases by adding representatives of the intelligentsia beside the Tsar and the landowners. It indicates that the mass media prepare the socio-ideological phenomenon, which is the „Enemy of the People“ stereotype of the Soviet state. Within Lenin's plan of cultural construction, this stereotype also propagates the image of the

„New Man“ in Soviet society. The Us-stereotype had to meet the requirements indicated in this article above: atheist, literate, non-drinking, creative, etc., to live and work for the good of the bright future of the Soviet state, to be engaged in the construction of socialism. The Them-stereotype was ruthlessly opposed to these stringent requirements. The most serious accusation against the "Alien" at that time was sabotage. Because sabotage preventing the masses from building a "bright future." The state propaganda of the second half of the 20s and 30s was all about these images. Many front pages of the largest newspapers in the Soviet Union are dedicated to the fight against illiteracy, which indicates the great importance of educational work for the country's leadership. Moreover, within the framework of such articles, the stereotype of "Us" was introduced. Quite a large number of materials related to the topic of education: "Strengthen the fight against illiteracy" (1928) (on the slow pace of the fight against illiteracy at the local level); "University and secondary school" (1928) (on difficulties in enrolling in faculties after the 2nd level school and the need to connect studies in schools with the requirements of the university and the needs of the construction industry); "School enrollment in the spring" (1928) on the need to move the deadline for admission to the spring, which allows schools to prepare their budget, and students to rest in the summer); "Cultural construction of Siberia" (1928) (on the need to increase the capacity of universities in Siberia); "Vocational education" (1928) on the development of mass vocational education); "Face millions of illiterate people" (1928) (on expenditures of 13% of the budget for public education), etc. All articles on this topic express the state's concern for students, explain in understandable language the importance of adapting in schools to the needs of higher education institutions and various industries, which should lead to economic growth in the USSR as a whole. Important propaganda to increase the literacy of the population was to cover issues related to the relocation of the intelligentsia from the cities to the countryside. There are many articles on this topic. Moreover, with their help, the stereotype "Us" referred to people who went to the village voluntarily. The "Them" stereotype for those who refused to go there. In the following articles: "On the proper distribution of knowledge workers" (1928) (on the need for equal distribution of knowledge workers between cities and provinces); "Doctors, to the province" (1928) (on the fact that the Labor Exchange offered young doctors jobs in the county); "Doctors, agronomists, and teachers - to the countryside" (1928) (about giving privileges to representatives of the intelligentsia who will go to work in the provinces)

we see an example of the use of the stereotype "Us." Examples of the use of the "Them" stereotype are "Deregistration of those who refuse to go to the countryside" (1928) (article on benefits for those intellectuals who go to the countryside and refusal to grant privileges to those who refuse) and "Doctors do not go to the provinces" (1928) (on doctors who refuse to go to the provinces). On the first page of the "News" newspaper, we find a specific way of introducing the stereotype "Us" by a small note "Murder of a public teacher" (1928) (The village teacher, who is also the editor of the local newspaper, exposed the miller, who killed him because of that. The teacher is elevated to the rank of the warrior hero and becomes a role model to follow. The newspapers paid great attention to the topic of creativity of the broad masses. It is about innovation and public work in local and central newspapers where the position of labor correspondent appears. The first goal is the possibility of increasing the productivity of the industrial sector. The second goal is ideological education. Here, too, the stereotype of "Them" was transferred to those who hindered the development of these processes. Examples are in the following articles: "The Great Cultural Victory" (1928) (on the launch of the new daily newspaper "Voice of textiles"); "Mass work newspapers" (1928) (on how workers participate in the creation of newspapers); "On the Roles and Tasks of Wall Newspapers" (1928) (an open letter to Stalin from correspondents); "The Supreme Council of the National Economy hinders workers' inventions" (1928) (on the need to stimulate inventions among workers); "Five for Invention" (1928) (on the need to reward engineering inventions); "On working inventions" (1928) (on the creation of a fund for the promotion of inventions); "Benefits for Inventors" (1928) (on how to enable unemployed inventors to get a job off the waiting list); "Bonuses for engineers and technicians" (1928) (on creating a transparent bonus system). During this period, using opinion leaders in the mass media to form public opinion became common. In particular, we are talking about the constant use of the writer Maxim Gorky to promote the image of a new person. The newspaper "News" published an article "Maxim Gorky the first worker-correspondent of Leningrad" (1928) which cites the example of M. Gorky, who became the first worker-correspondent in that city. Fact is, the image of the proletarian writer M. Gorky was very widely used to promote the ideas of cultural construction and the formation of a new person image. Another example of using the image of a public opinion leader is an article on the front page of the "News" newspaper entitled "Soviet and foreign cultural figures on the occupation of Bessarabia" (1928) It reflects the opinions of authoritative personalities



- A. Einstein, M. Pokrovski, academician Karpinski, prof. Gumbel and others on the "forced annexation of Bessarabia to Romania".

NEWSPAPERS OF 1920-1930

The 1920s and 1930s are periods of the most acute struggle between the Soviet government and the church. After all, a necessary condition in forming a "New Man" was a conscious rejection of religious dogmas and the formation of a scientific picture of the world in him. Religion is subject to forming the stereotype "Them". The counterbalance is the stereotype of "Us", a cultural construction in all its manifestations. Moreover, articles on this topic have always stood out with their picturesqueness and emotionally colored vocabulary, unlike "dry" ones on other subjects. Examples are: "Neglected Disease" (1928) (about the activation of a religious movement, which has learned a lot from the political party struggle); "On the activities of the clergy" (1928) (about the collection of money among workers for the construction of temples); "We will not allow building a church" (1928) (workers resolution of the factory "Communist Avantgarde"); "Holy Easter in numbers" (1928) (about general drunkenness during Easter); "To fight obscurantism" (1928) (about the ministers of the church who are representatives of sectarians); "The threat of the cultural revolution" (1928) (about the emergence of church schools). For example, the article "Holy Easter in Numbers" begins with the phrase: "Holy" days of Holy Week and Easter are always marked by drunkenness, violence, hooliganism, stabbing, suicide, and an abundance of accidents." And the conclusion that the author draws from the written article: "we still have insufficiently organized cultural and educational work, it is necessary to pay more attention to issues of working life, issues of raising the cultural level of the working masses" (1928, p. 1) The article "The Threat to the Cultural Revolution" (1928, p. 1) uses such catchy images as: "The church is gathering forces for an offensive on the ideological front and the struggle for the" soul "of the working people"; "Propaganda and agitation against religious intoxication is the most important thing"; "The church prepares fanatical fighters for religion in its school." These "heart-catching" words spread among the uncultured strata of society, the peasant and the working population. In the article "On the fight against obscurantism" the words "churchman" and "sectarian" are placed in one row as synonyms, which automatically transfers the negative connotation from the concept of "sectarian" to the word "churchman". Another

aspect in shaping the image of a "New Man" is fostering a healthy lifestyle. First of all, rejection of drunkenness and mass physical education as socially significant processes. As an example, we can cite such articles from the front pages of newspapers as "Cultural campaign of the Komsomol" (1928) (about the fight against illiteracy, drunkenness, filth); "Physical education to the masses" (1928) (about the involvement of all workers in mass physical education); "Soviet Union Spartakiad" (1928) (about the development of sports as a new area of cultural construction); "Resolute fight against drunkenness" (1928) (the fight against drunkenness among workers in Leningrad). Highly indicative is a development technology for the "Them" stereotype for those designated as the enemies of the people by the Constitution in 1936. In part 2 of Art. 131, we find the following definition: "Persons encroaching on public, socialist property are enemies of the people." In general, initially, the "Enemy of the People" (Lat. *hostis publicus, hostis populi Romani*) is the concept of Roman law, which outlawed a person and assumed its destruction. Equated him to an enemy who fights against the republic with arms in hand. Then this concept was used during the French Revolution and the period of political repression in the USSR.

SHAHTINSK'S CASE

As an example of the "Them" stereotype use, let us cite a series of articles devoted to the "Shahtinsk's case." Major newspapers of the USSR published them in 1928. Note that the "Shahtinsk's case" was one of the first political processes in the USSR aimed at eradicating class enemies. The trial took place from May 18 to July 6, 1928, in which 53 leaders and specialists of the USSR coal industry charged for sabotage and the creation of an underground counter-revolutionary organization associated with the "Paris center". All the accused were representatives of the pre-revolutionary technical intelligentsia. Statements against oneself and incriminating testimony were the basis for the accusations because there was no evidence. German citizens were among the accused, so the trial led to a big diplomatic crisis. In 2000, the Prosecutor's Office of the Russian Federation rehabilitated all convicts due to the lack of *corpus delicti*. On March 11, 1928, a small informational article appeared in the "Labor" about the conspiratorial criminals in the Shakhtinsk's region (Trud, 1928, p. 1). On March 14, 1928, the same newspaper published an article entitled "Shame on Traitors" (1928), dedicated to the fact that the workers and members of the union did not recognize the

wreckers in their ranks. Thus, responsibility for the conspiracy shifted to all members of the trade union and workers. Sense of guilt and fear dominate, which subsequently led to many denunciations from ordinary people against everyone who was not like "Us". After all, a "Them" can disguise himself as "Us" which means everyone falls under suspicion. Article "Shame on traitors" takes the form of an appeal by the Central Committee of Miners to all miners of the USSR. It begins with the following words: "All workers, all members of trade unions, all our trade union organizations should raise the question - how could our leaders at mining enterprises and Donetsk Coal fail to notice the systematic sabotage of production? How could these crimes bypass our engineers? Above all, they had to see all the shortcomings of mechanization and rationalization of production? What did the union bodies do when they received many complaints from workers about the improper behavior of mining experts?" Note such manipulative techniques as identification and criticism here helping to establish a stereotype of "Us and "Them" concerning the new class enemy - the intelligentsia. Even furthermore, this enemy is everywhere, including among colleagues and in leadership positions: "The Engineering and Technical Section was unable to establish comradely collective control over the work of its members. Engineers not involved in the group of traitors noticed disagreements in production. Nevertheless, due to ignorant and false prejudices, according to which it is impossible, they say, to condemn and criticize their colleagues or to oppose the authorities, they did not openly express doubts at meetings. Thus, against their will, they were, as it were, auxiliaries of these conspiracies."

STEREOTYPES AS A TOOL FOR MANIPULATING CONSCIOUSNESS

The next step in the "Shakhtinsk's case" was the publication in the same newspaper about the speech of the Head of People's Commissariat of the Workers' and Peasants' Inspection G. Ordzhonikidze. Moscow graduate students were the audience. Because of this speech, "Shakhtinsk's case" significantly expanded. At the same time, that audience received an explanation of events in "Shakhtinsk's case". Thus, the Official Interpretation became the only correct one. Furthermore, G. Ordzhonikidze received support. He began his speech by saying that "you cannot confuse a handful of criminals from the Mine with that mass of honest experts who, together with the entire working class, participate in our socialist construction." Use of the word "our" in this context is



crucial. Word "Our" immediately initiates students into the world of adults and work. Further, there is talk of the need to attract new young qualified staff who are sorely lacking for the reconstruction of the industry. Then about the need to attract foreign experts to the USSR to use the "technical achievements of capitalist countries". And, promising, about the fact that "sending hundreds and thousands of young engineers should be specially used to gain experience in Western Europe and America". Here, the techniques of manipulation using contrast and identity are easily observable: students are provided with a remote possibility to see the world with their own eyes and join highly qualified workers. These techniques reinforce the promotion of the stereotype "Us and Them" in the collective consciousness of young people: you can quickly get benefits by freeing up the place occupied by the "alien". On March 30, 1928, the newspaper News published the "Specialists and the Shakhtinsk's case" (1928) begins with the phrase: "The Mining counter-revolutionary conspiracy is not an accidental episode." The article is devoted to the role of the intelligentsia in socialist construction and emphasizes that the intelligentsia is in a half-hearted position: it recognizes the tasks of the day but does not believe in the foundations of the Soviet economy. Similarly, it is noted that some specialists still rely on their views on Smenovekhovtsy (an ideological and political trend that arose in the 1920s in the Russian emigration of the first wave but had many supporters in the USSR), which is the reason because the conspirators not being identified in time. Thus, the stereotype "Us" continues with a new class enemy - the intelligentsia. At the end of April, the same newspaper News published two articles: "The workers' response to the Shakhtinsk's case, the miners join the party" (1928) and "The workers join the Communist Party of Bolsheviks in response to the Mining conspiracy" (1928) It is an example of how a Soviet citizen who considers himself part of "Us" should behave. It creates a norm and a basis for building a stereotype. Looking at the whole series of articles about the Shakhtinsk's case, we can note the use of this type of manipulation, such as contrasts and generalizations. Different articles give a different assessment of the Shakhtinsk's case events. That method throws readers out of emotional balance, creates a feeling of uncertainty, guilt, and fear. Ultimately, proposing membership in a party as the only correct model of behavior is the result.



4. DISCUSSION

The International Encyclopedia of the Social & Behavioral Sciences states that the concept of stereotype refers to beliefs, knowledge, and expectations of social groups. Stereotypes are crucial to the power to perceive, memorize, organize, and act. They're implicated in findings that show that within-group differences are reduced and between-group differences are hyperbolic, perceivers come to ascertain an illusory connection between group and attribute, which expectancies of what social groups are capable of can cause a confirmatory bias. Stereotypes limit the quantity of data that's required to form a judgment by giving aiming to partial and even degraded information, and that they allow decisions to be reached even when time is brief. Stereotypes could also be manifested even by those that don't stand to win from holding them and hence they're seen to work within the service of a bigger system during which social groups are arranged (Banaji, 2001).

DIFFERENT APPROACHES TO THE CONCEPT OF STEREOTYPE

Antonia F. de C. Hamilton Anne C. Krendl in her work note that stereotypes about the characteristics of people supported their group membership, for instance race or gender, are a ruinous feature of human society. A prejudiced image of a lady battling a math test or a Black man as a threat has no basis actually, but almost everyone in American and European cultures is subject to those stereotypes. Once acquired, such stereotypes are incredibly robust and difficult to beat (Hamilton & Krendl, 2007).

American psychologist, sociologist, and journalist Walter Lipman (2004) defines social stereotype in his book "Public Opinion". He postulates that social stereotype is preconceived opinions that govern the processes of perception and assessment of social reality. A social stereotype is consonant with the concept of "stable representation" or attitude. It is "a stable tendency, based on long-life experience and the assessment of accumulated information, to perceive objects in one way or another and react to them." The concept of "social stereotype" must be distinguished from the concept of "public opinion", which is defined as "an expressed judgment about an object in a specific situation or under a specific set of circumstances" (Korolko, 2000). There are many scientific approaches to the concepts of stereotype and stereotyping. Especially, the authors Steven L. Neuberg, Keelah E.G. Williams, Oliver Sng, Cari M. Pick, Angela G. Pirlott (2020) assume that stereotyping is that the process

of categorizing an individual as being a member of a specific group then inferring that the person possesses the characteristics one believes typical of members of that group (i.e., stereotypes). Marek Franěk (2013) believes that generally, stereotypes are often seen as cognitive structures that include knowledge, beliefs and expectations about behavior of members of varied social groups. The authors Yousri Marzouki, Eliza Barach, Vidhushini Srinivasan, Samira Shaikh, Laurie Beth Feldman believe that stereotypes may be a kind of process making mental drawer that puts people in several categories supported certain characteristics. The functional role of stereotypes is believed to be an adaptive mechanism of our brain so as to form a sense of our physical and social worlds (Marzouki et al., 2020). Another scientific approach to characterizing the concept of stereotype: stereotypes are broadly held, generalized presumptions with respect to common characteristics (counting qualities and shortcomings), based on gather categorization (Stewart et al., 2021).

STEREOTYPES AND COGNITIVE SCIENTIFIC APPROACH

The issue of stereotypes is actively considered in academic community. This is often thanks to the very fact that the majority people agree that stereotypes are quite simple schemas as, besides their cognitive functions of simplification and categorization, they generate behavioral prediction and have behavioral outcome (Rodrigues et al., 2020). According to Laura Grindstaff, stereotypes are thus cognitive bypass which will or might not be rooted in reality; regardless, they need consequences for those at whom they're pointed. "Stereotype promise" (also called "stereotype lift") may be a phenomenon where being viewed through the lens of a positive stereotype can cause a robust performance that confirms the stereotype; contrarily, "stereotype threat" may be a occurrence where being viewed through the lens of a negative stereotype can cause a poor effecting that confirms the stereotype (Grindstaff, 2022). Stereotypes are but one among many cognitive bypasses that folks believe to assist manage the vortex of external stimuli; they're a natural way for human brains to think and conclude. When internalized, stereotypes may become building units for implicit bias, or what Stewart and Valian (2018) call schemas; when externalized and acted upon, they'll become building units for microaggressions. Closely connected to the concept of stereotyping is the concept of certain predisposition, a subcategory of verifiable social cognition. Certain social cognition alludes to contemplations and sentiments exterior

of cognizant purposeful, mindfulness, or control (Nosek et al., 2011). Exceptionally frequently microaggression is caused by stereotyping. Microaggressions are inconspicuous shapes of separation, regularly provoked by stereotyping deliberately or unwittingly held, that communicate unfriendly, defamatory, or insulting messages to the target person or gather; microaggressions, whether deliberate or inadvertent, are “brief and commonplace daily verbal, behavioral, and environmental indignities”. Actually, microaggressions are implicit ideas made transparent (Nadal et al., 2011). There are considers that are given the association between generalizations and fear of critical judgments of individuals in specific social circumstances, particularly, Suzanne B. Johnson Page L. Anderson explores. They analyzes fear of affirming generalizations together way amid which fears bolstered gather participation may impact individuals' fear of negative assessment (Johnson & Anderson, 2014). Special attention in studies of stereotypes is paid to the problems of data perception supported the stereotypes available within the minds of receivers. Particularly, Wayne Chan and Gerald A. Mendelsohn write that one important approach to studying how the balancing takes place assumes that category-based (stereotype) and attribute-based (individuating) information are rivaling influences on person-perception. This kind of dual-process models propose that perceivers default to automatic use of stereotypes unless they recruit more controlled processes of perception, for instance, when one is motivated to be non-prejudiced (Chan & Mendelsohn, 2010). It is important to note that stereotype and prejudice formation and advancement are rigorously related to personal experience and to social learning dynamics that took place in different contexts (e.g. family, school, peer gather) and that make use of several tools (stories, books, promotions etc.) (Damigella & Licciardello, 2014).

STEREOTYPES AS A WAY OF OBTAINING INFORMATION

From the point of view of A.Yu. Piterova and E.A. Teterina (2016), a stereotype is a complex psychological and social way of obtaining and further processing information, which regulates many processes of human activity. Typical signs of a social stereotype are irrationality, mass character, and stability. This kind of understanding is also at the heart of modern PR strategies used in business and politics. Most advertising companies built their campaigns on them. Different researchers put a different context into the concept of stereotype. So, for example, these can be stereotyped images or



typical ways of perceiving and responding to a particular situation. In particular, V.I. Chuprov, Yu.A. Zubok, N.A. Romanovich (2014) believes that a stereotype is a relatively stable and simplified image of a social object (a person, a group, a phenomenon), which develops in conditions of a lack of information, both based on a generalization of the individual's personal experience and with the help of diverse sources of information. (p. 202).

From the point of view of M.O. Koshlyakova (2016), stereotypes are "typical ways of perceiving and responding to a situation, expressing personal qualities and communication attitudes formed in the process of socialization of an individual" (p. 41). Contemporary researchers such as N.S. Danakin and O.I. Verweiko (2014, p. 38) argue that people usually learn stereotypes in the process of socialization. Since they are part of the culture, the habit of thinking about other groups in a particular way is "sucked in with mother's milk". According to E.V. Gorina (2016, p. 13), a representative of the masses can assimilate only undemanding information, so any new necessarily adjusting to the stereotype, provide a person can perceive it without effort and internal analysis. The method commonly used to form a public opinion is creating social stereotypes. This process implies a way of thinking that does not recognize possible differences among members of the stereotypical group and does not allow exceptions to the general rules. Saving time as one of the elementary functions also defines the simplified nature of the social stereotype. Through stereotypes, the individual seeks to recreate for himself a familiar, understandable, in a sense - a simple picture of the world, based on clear-cut and uncomplicated constructed schemes. At the same time, the impact on the collective consciousness is most effective by injecting the emotional background. The simplest way to deal with emotions is to turn to fear. Right this technique was used in the "Enemy of the People" concept in the 1930s. In some cases, creating stereotypes can perform functions such as manipulating public consciousness. Moreover, this concept itself is broader than manipulation. Manipulation, within the framework of the sociology of management, is a process of latent influence, which manifests itself in psychological and other interactions aimed at the formation of values, intentions, ideas, actions, and behavior of people that correspond mainly (but not always) to the interests subjects of this kind of influence. Method of creating social stereotypes commonly combine other manipulation, such as the use of "amoeba words" (foreign words or words with a vague meaning). And further, manipulations on contrasts and generalizations (combining opposite



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information in one text); manipulations on the substitution of concepts (present one for another or reduce the scope to change the context and attitude of the audience to events); manipulation of criticism (highlighting negative meaning); manipulative appeal to identity (identification of a person with a group) (Gorina, 2016, pp. 15-37). Intending to analyze the practice of creating stereotypes in the collective consciousness during socialist transformations, we turn to its particular aspects, such as building USSR socialism in the soviet press. It included three main directions: industrialization, the introduction of collectivization, and cultural construction. The fight against illiteracy and raising the cultural level of people are characteristic in these cultural constructions. A new type of person was formed, brought up in the spirit of Marxist-Leninist ideology, and endowed with a cultural and historical code, radically different from the cultural code based on religious and monarchical pre-revolutionary foundations (Spitsyn, 2019, p. 175). Cultural construction was carried out in several directions: the fight against the religious prejudices of Soviet citizens; elimination of illiteracy; admission to the possibility of obtaining a higher education for workers and peasants; the development of Soviet literature; the development of Soviet fine arts and architecture; organization of museum affairs; development of cinema, theater, music. From the point of view of the world-historical process as a subject of socio-philosophical understanding (Gavrish & Gridchin, 2019), I would like to note that the formation of a "New Man" is guided by the following principles: he had to be literate, physically developed, creative, atheist, team member, a supporter of Marxist-Leninist ideology. Simultaneously, the spheres of interest of this person were to be matched with the interests of the State and serve State prosperity. The idea of building a "bright future" replaces the idea of God and that "bright future" was ongoing indefinitely. Precisely these key parameters formed the basis for the ideological work in the 1920s and 1930s. In these years, the main channels of propaganda activities include newspapers, radio, schools, cultural clubs, books, films, music, posters, slogans. On political and ideological principles rises new public organizations. Two such organizations had a dominant influence in the "New Man" formation among the younger generation: The Pioneers and the Komsomol. Analysis of the mass media of the period 1920-1930s makes it possible to clearly trace how the process of social stereotyping took place at that time. In particular, given the problem of creating social stereotypes, we would like to draw attention to how the basic stereotype "Us and Them" was exploited during cultural construction and the results of its use in shaping public opinion in that historical period. To this end, we analyzed the



leading articles from the three most known Soviet press: "Pravda", "Izvestiya", and "Trud", all published in the period 1920-1930. Given that, according to the generally established editorial policy, the most important publications are on the cover, we analyzed them. Note that the opposition of the stereotype "Us and Them" is the foundation for the formation of collective consciousness. It is the root of any national culture, as well as social identity (Maykov, 2006). This view changes depending on the historical period and cultural tradition. "Us" is perceived with a positive assessment, which is a component of this stereotype. "Them" is often prejudiced and with negative estimation, which is also part of this stereotype. Authors Oksana Noyanzina, Svetlana Maximova, Natalia Goncharova, Daria Omelchenko, Galina Avdeeva believe that image of ethnic "alien" among Russians is build by overwhelmingly negative stereotypes, anticipated into agents of other nationalities. Content of stereotypes related with assessments of potential risk and threat of national security, interethnic clashes and pressures, social imbalance, decreased cultural and mental level (Noyanzina et al., 2015). Many researchers believe that the social aspect became hugely significant in authoritarian states built on a simplified system of values distinguishing between their own (members of society) and others (socially alien) (Malashenko, 1993). According to N.N. Kolodina (2014, p. 245), "recognition of the object" as a Friend or Alien in society is the process of evaluating a complex of actions and behavior of a person, taken as the norm in a particular community.

5. CONCLUSION

Analyzing the practice of forming stereotypes in the collective consciousness in the period of socialist transformations in the USSR, we conclude that the formation of public opinion uses a set of tools for modeling, including social stereotypes. The study of mass media in the period of cultural construction gives us material to understand that social stereotypes (as one of the methods of forming public consciousness) have never been self-standing. Mechanical methods of manipulation, which contribute to accelerating the construction and application of stereotypes, and strengthening the reaction of public consciousness, are always part of the processes. It would be advisable to apply this research algorithm to other periods of Soviet and Russian history in order to identify the main mechanisms of stereotyping of public consciousness. The whole process of creating stereotypes during the cultural



construction period stands on two main, Us and Them, which helping a person to cope in social space. All other stereotypes only supported the formation of public opinion already given as the mainstream development vector.

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