COMPARTMENT OPTICS FOR THE DEVELOPMENT OF PERSONAL CORRESPONDENTS

Piskun V.O.

Mass media play a significant role in society, performing the role of “fourth power”. The format of relations between the media and society is made in accordance with the political regime. In the conditions of a totalitarian state, which was the USSR, the media were always at the center of attention, because it was they who provided an ideological basis for the ruling political party and the vigilance of the journalist staff was an extremely important part of this “attention”.

The article attempts to identify the main areas of the CPSU’s personnel policy regarding media coverage of journalists, the presence / absence of essential features of party leadership in the staff in general and journalists-specifically, the current assessment of the effectiveness of the Communist Party leadership and its impact on the media.

The archival documents of the Central State Archives of Public Associations of Ukraine (Fund of the Central Committee of the CPU) and a number of published documents, sufficiently diverse in their format, were processed: memoranda, information, preparatory documents for plenums, meetings, resolutions of the republican and local party leaders. The conclusions summarize the main historical lessons that will help society, the authorities of today and the media to build relationships that are inherent in the democratic stage of civilization development.

Key words: ruling party, “stagnant period”, personnel policy, mass media, journalistic staff, own correspondents, ideological influence.

Introduction. The role and place of mass media in society has always been significant enough, and in recent decades they have become so strong that it has become the basis for political scientists to identify them as the “fourth branch of government”, which is actively used by the first three. Information and correction (we mean the influence of the media on the formation of ideological attitudes of the individual) the media's ability to cause and cause the desire of pro-government structures, political parties, civic movements and individual politicians to control them, influence editorial policy, etc. The European course of Ukraine implies the absence of such control and influence, the existence of democratic foundations for the development of the media. In asserting such an ambiguous role plays an important role in mastering the historical lessons of the past, draw from them the relevant conclusions. That is why the question of the state of the media in the previous Soviet period preserves, and even increases its relevance in view of modern processes in Ukrainian society.

Formulation of the problem. The objectivity of historical research depends largely on the chosen range of sources. The basis of the source base is archival documents of the Central State Archives of Public Associations of Ukraine, Fund 31 - Central Committee of the CPU. Some of these documents have recently become available to researchers after removing the secrecy tag. Understanding the dosage-selection principle of forming party archives of the Soviet time, we will try to see and analyze the latent nature of these documents.

Analysis of recent research and publications. Personnel issues in the work of the former ruling party have always occupied the highest positions, which is only a phrase in relation to the tasks of the first Soviet five-year plan “The Cadres Decide Everything!”, Which could only proclaim the great leader and father of the peoples. The propaganda cadres, and the journalists were an integral part of them, were in the spotlight, because they provided the ideological basis for a totalitarian state. Soviet historiography was filled with work on “wise” party leadership in various sectors of socio-economic, political and ideological, and so on, the life of society. We give examples of only two works that came out in Moscow and Kiev during the perestroika period, when the tone of such works has somewhat changed in the direction of presenting shortcomings and remarks [17, 21]. The first of these works received a favorable review in the main historical journal of Ukraine [5. - P.149-151]. These works for
today's historian play the role of a kind of historical source from the general characteristics of the era.

In the last quarter of the century there was fundamentally new research, the beginning of which was entrusted to MS Voslen'sky's "Nomenclature: the ruling class of the Soviet Union." For the first time, this work was published in German in Munich in 1980, where the author lived after depriving him of Soviet citizenship in 1976 (in August 1990, he renewed his nationality, now he is the director of the Research Institute for the Study of Soviet Reality in Vienna) [4. - P.624]. The issues of personnel policy are no less important today, and this is logical for any society. We have analyzed one of the modern teaching aids for the system of educational institutions of public administration, in which the list of used literature consists of 322 names, which testifies to the increased attention to these issues from both the state leadership and the corresponding public request [10. - S. 282-304].

Thus, there is practically no Ukrainian historiography in modern specialist papers devoted to the analysis of personnel policy in journalism. The account of historical lessons of the past in this plane is becoming more and more significant.

**The purpose of the article.** The paper attempts to determine, on the basis of published and archival materials, the main areas of the so-called party management of personnel, provide a modern assessment of the means of this leadership, an explanation of its influence, in order to prevent similar facts of the present. By this article, the author plans to begin a series of works in which it is planned to determine the present. By this article, the author plans to begin a series of works in which it is planned to determine the present. By this article, the author plans to begin a series of works in which it is planned to determine the present.

**Research results.** Chronological boundaries of work cover the period of 60-80-ies more precisely (1964-1982), the so-called "Brezhnev's" stagnant period, which became the last "grateful" period of Soviet reality.

A significant amount of documents that have been processed are systematized in special collections, among which the most important source is the publication of the "CPSU in resolutions and decisions of congresses, conferences and plenums of the Central Committee". The excessive attention to personnel issues by the party leadership is evidenced by the fact that only from 1964 to 1975, 162 decisions of the CPSU were adopted, directly from the personnel issues - 11 resolutions, those relating to journalists' personnel - 1 (we consider it appropriate to add a resolution of August 30, 1958 "... on the improvement of leadership by the Soviet press", which had a significant influence on the press of the specified period). Of the above 162 documents, a significant part of the provisions relate to staffing issues: upbringing and role enhancement, training and retraining, leadership and selection, training and certification [author's calculations].

A modern look at the above-mentioned documents provides an opportunity to determine their main priorities and directions of the personnel policy of the ruling party, at least at the theoretical level, which included a kind of triad - selection, placement and training of personnel:

- democratic principles of personnel policy;
- competitiveness in the selection of personnel;
- active involvement of non-party members in leadership work;
- overcoming technocratic approaches in personnel policy;
- Increased demand for senior staff and periodic certification of personnel;
- Overcoming the manifestations of fellow countrymen, protectionism in personnel policy;
- opposition to careerist sentiments, considerable attention to moral and ethical qualities of candidates;
- mastering the Leninist style of work and the presence of Marxist-Leninist education.

The practice of personnel policy proves the domination of social-class criteria over real professional skills, the reproduction of the personnel of the national and social structure of Soviet society, the presence of hardware games around personnel appointments. This practice was largely the result of the mechanical growth of the ruling party's ranks and the declared tightening of control over the work of the governing staff was quite selective.

Among the above-mentioned decisions let us focus on the Resolution of the Central Committee of the CPSU "On Measures to Improve the Training and Retraining of Journalists' Personnel" of January 20, 1975 [25. - p.489-491]. Actuality of the adoption of this resolution in the text of the document is determined by the following reasons:

- growth of the national economy;
- Complex tasks of upbringing a new person;
- peculiarities of the ideological struggle in the international arena;
- Lack of editions of specialists who are well-versed in questions of economic and cultural construction, international issues [25. - P.489].

Inscribing a ruling in a historical context, we understand that the mid-1970s in our history are a period when the systemic crisis of Soviet society has become a fact, and the leadership is trying to hide it through the media, to decorate the reality, to repel the problems. This really requires fresh, and most importantly effective shots. That is why the resolution proposes through the system of the second higher education (at the faculty of journalism of the Moscow State University to take specialists in the national economy, which already have higher education and certain literary abilities, for a shorter term of study), preparatory faculties (creation of special groups at preparatory faculties of universities) , parallel education (admission to the faculties of journalism of talented students of philological specialties after obtaining basic knowledge) to engage in journalistic activities profe
ionaliv from other sectors of the creative young people and others. All candidates should be recommended by the editorial offices of the regional and republican newspapers in agreement with the relevant party bodies. All journalistic personnel required a steady assimilation of the Marxist-Leninist theory, the historical experience of the CPSU, its internal and external policies, and the fundamentals of ideological activity. From the party and Soviet bodies, the central committee demanded a careful and attentive attitude to the journalism staff [25. - pp. 490-491].

Interestingly, the previous party document on media personnel was dated back in 1958. This is the Decree of the Central Committee "On the improvement of leadership of the mass movement of workers and rural correspondents of the Soviet press" of August 30, 1958 [22. - P. 256-259], which focused on the mass character of the personnel issue, on the active involvement of journalists in the work of rural and rural correspondents who did not have the appropriate education. For the situation at the end of the 1950's, such approaches are clear and to some extent justified: after the condemnation of a person's cult, the pact is made on the mass, the collective of all sections of social life. In the mid-1970s, in the context of the crisis, the task of professionalism of the personnel potential was put forward.

Let's look at the characteristics of archival documents, some of which have only recently become available to the researcher, and we will try to illustrate some of the identified methods of party leadership in working with journalists, in particular, methods of working with journalists, their composition according to various indicators, especially the use of workers and villages correspondents in the new period of Soviet society. The main types of used documents are memos, information, preparatory documents for plenums, meetings, resolutions of the republican and local party leaders.

The first documents of the annual statistical reports on the work of newspaper editors and the qualitative composition of the journalists' staff of the local press, which until recently had the stamp "secret" [TsDAGOU, F.1, III sector description 70, case number №1, show the special attention to journalistic personnel]. 57, 447, 644, 801. Information about journalists is presented according to the unchanged scheme - education, party membership, nationality, gender, age, seniority.

From the standpoint of today's interest in the moral and ethical aspects of personnel work. In this format, we draw attention to the case 929, which is devoted to the description of the situation in the publishing house "Donbass", where there was a dispute between the director of the publishing house and the leadership of the propaganda and campaign department of the Donetsk Regional Committee of the Communist Party of Ukraine regarding the appointment of the editor-in-chief. The situation was described in detail in the letter to the editorial board of the newspaper Pravda, the director of the publishing house (1975), believing that the reason for the dispute was precisely his principled position in this appointment, the disagreement over the appointment of the person proposed by the deputy head of the department. The situation, in the opinion of the director, was complicated by the use of completely non-civilized forms of work - "the terror of publishing houses, the creation of evil excitement, allowing blackmail, interrogations, face-to-face rates, written explanations on any occasion" to employees [TsDAGOU, op.70, sp. . 929]. He even asks not to send his letter to the local party bodies, but to send his special correspondent. However, the representatives of the local department of propaganda and agitation participated in the inspection, and as a result of "verification revealed shortcomings in the work of the publishing house" [TsDAGOU, op. 70, p. 929]. From the case materials we do not know how the director of the publishing house worked (or worked at all). We do not think it possible to set points in this story, but the fact of such a situation is evidence of the existence of serious problems in the field of personnel selection and indirectly evidence of an all-embracing "party eye."

Significant role in recruiting personnel was played by a factor that for today's reader is simply unclear, the factor of registration. Given the mandatory registration and artificial adjustment of the population of the capital and some other major cities at that time through its restrictions, talented personnel from the province had very little chance of becoming capital journalists. Thus, the editorial offices of the republican youth newspapers "Youth of Ukraine" and "Komsomolskoye banner" apply to the managing director of the Komsomol body - the Central Committee of the LKSMU to grant permission to invite 1-2 persons from regional publications to the capital with the granting of their permission to register and subsequent provision of housing as it is occurs with party and Komsomol workers. Even the figure is given - 38 people thus became residents of the capital. The Komsomol leadership would like to make such a practice, and the correspondence on this subject is posted on three pages of one archival unit of preservation. In the end, by letter dated July 14, 1988, the limit for the registration of 1 person (TsAGOU, op.32, sp 2439) was allocated.

The all-embracing nature of party control over the work of journalists clearly demonstrates a direction such as work with freelance workers, workers and rural correspondents. In one of the notes on the work of the editors of the regional newspapers of the Voroshilovgrad and Donetsk regions with a freelance activist (April 1971), it is determined that "one of the main conditions for the success of the periodicals is systematic work with the author's collective ... this voice of the public who has received support in masses, becomes a great force in the struggle for the tasks of communist construction. " A freelance asset is offered to involve raids and inspections, to create labor committees, to practice the holding of their correspondence party and workers' meetings, to attract
the asset of leading figures and innovators of production  

The party bodies, in particular the propaganda and campaigning department of the Central Committee of the Communist Party of Ukraine, periodically convened meetings of their own correspondents of the Republican party newspapers, seconded the department instructors to the regions. The instructors met with the heads and employees of the propaganda and campaign departments of the regional committees and city committees. During the meetings, the instructors expressed a number of comments and suggestions on improving the coverage of life in the oblasts on the pages of newspapers, in particular the post-mission instructor after a trip to the Donetsk region, indicates a small number of problematic and analytical materials on the topics of economy, cultural life in the region. It is recommended to work at full capacity, to show a creative initiative in writing productive articles in newspapers. At the end of the memorandum, there are traditional recommendations of the time, which we will quote in the language of the document: "To hold the regional take-off of musical groups and activists of the press, to discuss the role of the press in implementing the decisions of the XXIII Congress of the Communist Party of the USSR and the XXIV Congress of the Communist Party of Ukraine, plans of the ninth Five Years; to increase the role of the party organization of the editorial team and the organization of mass work among readers; to make a quarterly thematic analysis of the materials of the editorial team and the organization of mass work among readers; to make a quarterly thematic analysis of the editorial materials."

(TsAGOU, description 32, number 125).

Conclusion. Thus, the analyzed material provides an opportunity to reach certain conclusions:

First, working with journalists was an important direction for the ruling party, as journalists were part of the ideological front, the success of which directly depended on the socio-political situation in the country.

Secondly, there are no noticeable features in the work with journalists’ personnel. The cadre work with them was subordinated to the general principles of the work of the party, which at that time was in power.

Third, the journalistic asset of Donetsk Oblast occupied an important place, which was determined by the importance of the region in the economy of the republic.

The author plans to dedicate the next work to the very characteristic of the subject of publications, where regional features will be even more significant.

References


Література

5. Коммунистическая партия Советского Союза. Коммунистическая партия Советского Союза в решениях и
9. Центральный архив гомельских об’единений Украины, фонд 1- Центральный комитет КП Украины.

Піскун В.О. Компартийна оптика розвитку журналистських кадрів
Засоби масової інформації відіграють значну роль в суспільстві, визначаючи роль «четвертої влади». Формат взаємодії ЗМІ та суспільства вибілюється відповідно до політичного режиму. У вумовах тоталітарного держави, якою була СРСР, ЗМІ завжди знаходилися в центрі уваги, адже саме вони забезпечували ідеологічне підґрунтя для правлячої політичної партії і пільгово відношення до журналістських кадрів було вкрай важливою складовою цієї системи. У зазначених статтях здійснена спроба визначити основні напрями кадрової політики КПРС щодо журналистського нановлення засобів масової інформації, наявність/відсутність суспільних особливостей партійного керівництва кадрами взагалі і журналістськими конкретно, по-сучасному оцінено засоби діяльності комуністичного керівництва і пояснено їх вплив на ЗМІ.

Опряцьовано архівні документи Центрального державного архіву гомельских об’единений Украины (фонд ЦК КПУ) та інші опубліковані документи, достатньо різноманітних за своїм форматом: довідки записки, інформації, підготовчені документи до пленумів, засідань, посідання республіканського та міського партійного керівництва.

У висновках підсумовуються основні історичні уроки, що допоможуть зумовлені підготову втілення, притаманні демократичному етапу цивілізаційного розвитку.

Ключові слова: працяча партія, «застойний період», кадрова політика, засоби масової інформації, журналистські кадри, власні кореспонденти, ідеологічний вплив.

Піскун В.А. Компартийна оптика зростання журналистичних кадрів
Средства массовой информации играют существенную роль в обществе, выполняя роль «четвертой власти». Формат взаимодействия СМИ и общества происходит в соответствии с политическим режимом. В условиях тоталитарного государства, каковым был СССР, СМИ всегда находились в центре внимания, ведь именно они обеспечивали идеологическую поддержку для правящей политической партии и прямое отношение к журналистским кадрам было крайне важной составляющей этого «внимания».

В данной статье предпринята попытка определить основные направления кадровой политики КПСС относительно журналистского наполнения средств массовой информации, наличие / отсутствие существенных особенностей партитурного руководства кадра вообще и журналистами - конкретно, по-современному оценить средства действенности коммунистического руководства и объяснить его влияние на СМИ.

Обработано архивные документы Центрального государственного архива общественных объединений Украины (фонд ЦК КПУ) и ряда опубликованных документов, достаточно разнообразных по своему формату: докладные записи, информация, подготовительные документы пленумов, заседаний, постановленй республиканского и местного партитурного руководства.

У выводах суммируются основные исторические уроки, которые помогут обществу, сегодняшней власти и СМИ построить отношения, присущих демократическому этапу цивилизационного развития.

Ключевые слова: правящая партия, «застойный период», кадровая политика, средства массовой информации, журналистские кадры, собственные корреспонденты, идеологическое воздействие.

Піскун В.О. – аспірант Горлівського інституту іноземних мов ДВНЗ ДДПУ, e-mail: pvika1971@ukr.net

Стаття подана 05.05. 2019.