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## Cultural Heritage of the Republic of Karelia in the Regional Media on the Example of the Arctic Regions

Svetlana E. Yalovitsyna<sup>1</sup>, Cand. Sci. (Hist.), Associate Professor

Alexander F. Krivonozhenko<sup>2</sup>✉, Cand. Sci. (Hist.)

<sup>1,2</sup> Institute of Linguistics, Literature and History of the Karelian Research Centre, Russian Academy of Sciences (ILLH KarRC RAS), ul. Pushkinskaya, 17, Petrozavodsk, Russia

<sup>1</sup> [jalov@yandex.ru](mailto:jalov@yandex.ru), ORCID: <https://orcid.org/0000-0001-5024-6357>

<sup>2</sup> [krivfed@yandex.ru](mailto:krivfed@yandex.ru) ✉, ORCID: <https://orcid.org/0000-0001-7152-8070>

**Abstract.** The article considers the main vectors of changes in the sphere of cultural heritage of the population of the Arctic regions of Karelia, reflected in the media. To date, there are six northern municipalities of the republic among such districts, which differ from each other in terms of territory, population size, as well as ethno-cultural and historical peculiarities of development. The assignment to the Arctic zone is considered as a stimulus to changes or adjustments in the identity of the local population. Analyzing the cultural and historical heritage of these territories, the authors rely on the provisions of the Concept of Socio-Economic Development of the Republic of Karelia until 2022. This policy document contains the main tasks related to historical and cultural heritage. The purpose of the article is to study how the official municipal newspapers cover the solution of these tasks. For this purpose, the issues of six newspapers from the Arctic regions of Karelia for 2021–2022 were analyzed. The results of the study showed that the Arctic programs, which were launched in the republic during these years, did not find wide coverage in the regional press and did not become an incentive to increase attention to cultural and historical heritage. At the same time, a consistently high volume of materials devoted to the Great Patriotic War was noted in all the analyzed newspapers. It occupies a central place in the system of constructing the historical memory of the population of the studied territory. The ethno-cultural specifics are revealed in the materials of newspapers published in those Arctic regions of the republic, where the Karelian language and the national culture of this people continue to play an important role.

**Keywords:** Arctic zone, Karelia, mass media, ethno-cultural heritage, Arctic hectare

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### Introduction

Academician D.S. Likhachev argued that “man lives not only in the natural environment, but also in the environment created by the culture of his ancestors and by himself. If nature is necessary for man for his biological life, then the cultural environment is no less necessary for his spiritual, moral life, for his “spiritual sedentarization”, for his attachment to his native places, fol-

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lowing the precepts of his ancestors, for his moral self-discipline and sociality” [1, Likhachev D. S., p. 175]. Preservation of the cultural environment in the northern Arctic territories is actualized by their sparse population and increasing demographic losses<sup>1</sup> of the local<sup>2</sup> and rooted population [2, Yalovitsyna S.].

The threat to the cultural environment, relevant for all globalizing humanity, is also seen in the fact that the transmission of tradition is subject to erosion under the influence of new technologies and lifestyles. The previous model of remembrance transforms, most often quietly and imperceptibly, through the replacement and recoding of both the person himself and his imperatives [3, Sokolov B.G., p. 60].

Under the influence of the historical context, the informational “content” of cultural heritage and historical memory also changes. The same facts and events of the past are interpreted differently, adapting to a certain historical moment [4, Parkhomenko T.A., p. 125]. The media are a good marker for capturing these changes and are used for analysis in many countries [5, Pietikainen S., Hujanen J.].

### *Methodology*

Let us consider the changes using the example of district official media of the Arctic territories of the Republic of Karelia. In 2020, six municipalities<sup>3</sup> of the region became part of the Arctic zone of the Russian Federation. They have begun implementing a number of programs that allow for more active development of these northern and sparsely populated regions: “Hectare in the Arctic”, the opportunity to obtain the status of an Arctic resident and the corresponding preferential terms for doing business, Arctic mortgages, etc. It should be noted that the Arctic regions of the republic make up about 40% of its total area. At the same time, the population density of these regions is quite low. In total, only 19.07% of the population of Karelia lives here<sup>4</sup>.

The development of the cultural potential of this region is given a place both in regulatory and establishing documents, including in the Concept of Socio-Economic Development of the Republic (hereinafter referred to as the Concept) for the period until 2022<sup>5</sup>, and in recent regulatory documents devoted to the development of the Arctic.

<sup>1</sup> Hereinafter, the statistical data of the 2020 Census are presented on the basis of the electronic website of Rosstat. Results of the 2020 Census. Vol. 5. National composition and language proficiency. URL: [https://rosstat.gov.ru/vpn/2020/Tom5\\_Nacionalnyj\\_sostav\\_i\\_vladenie\\_yazykami](https://rosstat.gov.ru/vpn/2020/Tom5_Nacionalnyj_sostav_i_vladenie_yazykami) (hereinafter referred to as 2020 Census results).

<sup>2</sup> The share of Karelians in the population of the Republic of Karelia was 4.9% in 2020, decreasing almost twofold in comparison with 1989; the number of Karelians decreased almost threefold during this period.

<sup>3</sup> Loukhskiy, Kalevalskiy, Belomorskiy, Kemskiy, Segezhskiy districts, Kostomuksha urban district.

<sup>4</sup> 2020 Census results. URL: [https://rosstat.gov.ru/vpn/2020/Tom1\\_Chislennost\\_i\\_razmeshchenie\\_naseleniya](https://rosstat.gov.ru/vpn/2020/Tom1_Chislennost_i_razmeshchenie_naseleniya) (accessed 30 May 2024).

<sup>5</sup> On the Concept of Socio-Economic Development of the Republic of Karelia for the period until 2022: Resolution of the Government of the Republic of Karelia of 19 April 2018 No. 621-VI 3C. URL: <https://docs.cntd.ru/document/465417297?ysclid=lwtbk2vyuo376378721> (accessed 30 May 2024).

In the Concept for the strategic direction “Social development”<sup>6</sup>, the tasks related to the cultural and historical heritage are recorded as follows:

- development and application of the cultural and spiritual potential of the republic;
- development of patriotic education;
- ensuring conditions for ethno-cultural development and inter-ethnic harmony.

***The article will focus on the reflection of these tasks in the official municipal media of the Arctic regions of Karelia.*** It is necessary to answer the question: to what extent the topics formulated in the program documents on the problems of cultural heritage and historical memory find a place in official periodicals, what is the representation of these materials, their genre [5, Dmitrovskiy A.L.].

In search of an answer to this question, the authors studied the materials of the municipal media of the Arctic regions of Karelia for 2021–2022, which fall on the “start” of the Arctic programs, and classified the materials according to the selected tasks. The article presents the main conclusions obtained in the course of this analysis.

The following municipal periodicals were studied<sup>7</sup>:

- “Belomorskaya Tribuna” [“Belomorskaya Tribune”]<sup>8</sup>;
- “Sovetskoe Belomorye” [“Soviet Belomorye”]<sup>9</sup>;
- “Novosti Kalevaly” [“News of Kalevala”]<sup>10</sup>;
- “Nashe Pripolyarye” [“Our Subpolar Region”]<sup>11</sup>;
- “Novosti Kostomukshy” [“News of Kostomuksha”]<sup>12</sup>;
- “Doverie” [“Trust”]<sup>13</sup>.

<sup>6</sup> Here and in the following paragraphs the tasks from the “Concept of Socio-Economic Development of the Republic of Karelia for the period until 2022” on the strategic direction “Social Development” are indicated (see Resolution No. 621-VI of the ZS 19 April 2018).

<sup>7</sup> The list indicates the order in which newspaper materials are presented in the text.

<sup>8</sup> Social and political newspaper of the Belomorskiy district of the Republic of Karelia. Co-founders: Administration of the Belomorskiy municipal district; Information Agency of the Republic of Karelia.

<sup>9</sup> Social and political publication of the Kemskiy district. Co-founders: Administration of the Kemskiy municipal district; Information Agency “Respublika Karelia”. The first issue of the newspaper under the name “Sovetskoe Belomorye” was published on 22 August 1930, the press organ of the district committee of the All-Union Communist Party of Bolsheviks (b) and the executive committee of the district Council of Workers’ and Peasants’ Deputies. The newspaper is published once a week.

<sup>10</sup> Social and political newspaper of the Kalevalskiy national district. Co-founders: Administration of the Kalevalskiy municipal district, Information Agency of the Republic of Karelia. The newspaper is published weekly with a circulation of 1000 copies. It has been published since 30 October 1931. Previous titles: 1931–1935 — “Punainen Uhtua” [“Red Uhta”]; 1935–1952 — “Kalevalan bolsheviikki” [“Bolshevik of Kalevala”]; 1953–1961 — “Kalevalan kommunisti” [“Communist of Kalevala”]; 1961–1990 — “Communist of Kalevala”; since 1991 — the present name.

<sup>11</sup> Social and political newspaper of the Loukhskiy municipal district. Co-founders: Administration of the Loukhskiy municipal district, Information Agency of the Republic of Karelia. It is published weekly with a circulation of 350 copies. Published since 5 January 1934. Previous titles: 1934–1952 — “Louhskiy Bolshevik”; 1952–1990 — “Communist”; 1990–2016 — “Pripolyarye”, since 2017 — the present name.

<sup>12</sup> Informational and analytical newspaper. Co-founders: Kostomuksha City district council, Administration of Kostomuksha city district, Information Agency “Respublika Karelia”. It is published weekly. The circulation is 600 copies. Published since July 1981. In 1981–1990 it was published under the name “Gornyak Karelii”, since 1991 — the present name.

### Discussion

The materials were systematized according to three selected tasks. The statistics is presented in Table 1.

Table 1

*Number of materials from newspapers of the Arctic regions of Karelia by the directions of the Concept*

Year	Belomorskiy	Kalevalskiy	Kemskiy	Kostomuksha	Loukhskiy	Segezhskiy
1. Development and application of the cultural and spiritual potential of the republic						
2021	67	29	29	22	15	38
2022	42	28	49	21	10	35
2. Development of patriotic education						
2021	66	26	14	31	9	37
2022	74	70	23	49	22	24
3. Ensuring conditions for ethno-cultural development and inter-ethnic harmony						
2021	13	2	7	15	6	23
2022	21	7	18	15	3	14

As a result, 974 materials were analyzed. 385 items were assigned to direction 1, 445 units — to direction 2, and 144 units — to direction 3.

#### ***Characteristics of newspaper materials in direction 1 “Development and application of the cultural and spiritual potential of the republic”***

The analysis included publications related to various ethno-cultural, local history, historical and cultural, religious events in the region, as well as the activities of institutions in this area (museums, cultural centers, tourist centers, church and parish communities, etc.). The materials on the implementation of the Arctic programs, which focus on the preservation of human capital in these northern lands, are considered separately<sup>14</sup>. This is supposed to be achieved through the distribution of the so-called Arctic hectares, by introducing the institution of Arctic residency for individual entrepreneurs, by encouraging initiatives aimed at the preservation and modern development of traditional economic practices (such as fishing, hunting, gathering wild plants, etc.)

#### ***“Belomorskaya Tribuna”<sup>15</sup> (Belomorsk)***

The materials of this newspaper for 2021–2022 contain mainly informational messages concerning the activities of the Pomor Culture Center, the Belomorskiy district museum of local history “Belomorskie Petroglyphs” and the Belomorskaya centralized library system. The major

<sup>13</sup> Social and political newspaper of Segezhskiy municipal district. Co-founders: Administration of Segezhskiy municipal district; Information Agency of the Republic of Karelia. It is published since 1946, twice a week.

<sup>14</sup> Federal Law "On state support for entrepreneurial activity in the Arctic Zone of the Russian Federation" dated July 13, 2020 No. 193-FZ. URL: [https://www.consultant.ru/document/cons\\_doc\\_LAW\\_357078/?ysclid=lwzi0qy33y844254233](https://www.consultant.ru/document/cons_doc_LAW_357078/?ysclid=lwzi0qy33y844254233) (accessed 30 May 2024); Federal Law "On the specifics of providing citizens with land plots in state or municipal ownership and located in the Arctic Zone of the Russian Federation and in other territories of the North, Siberia and the Far East of the Russian Federation, and on amendments to certain legislative acts of the Russian Federation" dated May 1, 2016 No. 119-FZ. URL: [https://www.consultant.ru/document/cons\\_doc\\_LAW\\_197427/?ysclid=lwzjz6v638774673210](https://www.consultant.ru/document/cons_doc_LAW_197427/?ysclid=lwzjz6v638774673210) (accessed 30 May 2024).

<sup>15</sup> 51 newspaper issues for 2021 and 51 issues for 2022 were analyzed.

role of cultural institutions in the development and use of the potential of the spiritual and cultural heritage of the region was previously noted in the scientific literature [7, Lavrushina N.V., p. 33]. Among the publications in this area, there are many reports, but the editors of the newspaper considered it necessary to post problematic articles as well. One of these problems was the annexation of the Pomor Culture Center to the local history museum, which caused an ambiguous reaction among the local population. The interest to the Pomor heritage was expressed in a significant number of notes and articles on traditional fishing, laminaria and fucus harvesting. This topic also included the Arctic segment, as some of the individual entrepreneurs-fishermen planned to obtain the status of an Arctic resident.

In 2022, declared the Year of Cultural Heritage, the newspaper published many articles related to religious traditions. Several articles were devoted to the renaming of the park in the city center, which, according to the results of the residents' vote, was named Troitskiy Park, in honor of the temple. The history of city streets and other places was often reflected in the news items and in the city's public life in general. A separate conference was dedicated to one of the streets, Leninskaya. The Pomor folk choir, the women's organization "Pomorochka", the theater studio "Impulse" and other groups were frequently noted on the pages of the newspaper. The members of the groups themselves wrote about them, forming a detailed idea of the cultural life of the district.

*"Sovetskoe Belomorye"<sup>16</sup> (Kem)*

Publications on the above-mentioned topics were found in almost all issues, although the genre of the materials varied from information notes to long-read articles.

Among the materials on this topic, the most typical are publications about cultural events that took place in the districts. These include events related to ethno-cultural traditions of Karelians and Pomors; to traditional Russian holidays, such as Maslenitsa; to the festive calendar and dates related to the history of Russia.

The newspaper "Sovetskoe Belomorye" published a series of articles about the museum of Pomor culture, its reconstruction and new expositions due to the competition of presidential grants for the development of rural museums. Ethno-cultural issues were presented by materials about Pomor wedding, restoration of the Uspenskiy Cathedral.

The newspaper does not ignore the problems of tourism in the region. The materials on this topic are of different genres. These are not only information notes, but also problematic articles related to the image of the city and the need to solve long-standing problems of improving places for receiving tourists, since one of the routes to the Solovetsky Islands passes through the city of Kem.

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<sup>16</sup> Sovetskoe Belomorye. 2021. Nos. 1–49; 2022. Nos. 1–51.

Only informational materials about the conditions of participation in the programs and Karelian-level reports about the increase in the number of residents of the Arctic programs were devoted to the Arctic theme.

*“Novosti Kalevaly”<sup>17</sup> (Kalevala)*

Some materials in the newspaper are published in the Karelian language (the Karelian dialect), but most are in Russian.

In 2021, the Year of Karelian Runes played an important role in determining the vector of publications of this newspaper. Within its framework, dozens of events were held in the republic, which were aimed at popularizing and preserving this area of the cultural heritage of Karelia. A large number of events organized within the framework of the Year of Karelian Runes is conditioned by the fact that the rune-singing tradition and especially the closely related epic “Kalevala” are the most important basic elements of social and ethno-cultural life in both Soviet and modern Karelia. The special attention of this regional newspaper to covering events within the framework of the Year of Karelian Runes is also explained by the fact that in the territory of the modern Kalevalskiy district there are some villages that are famous for their rune-singing traditions. E. Lönnrot, the compiler of “Kalevala”, visited them many times during his trips to the Arkhangelsk province in the first half of the 19th century. Thus, most of the publications in this category in 2021 referred to events dedicated to the preservation of rune-singing traditions and their popularization among the residents of the district. Attention is also paid to events devoted to the Kalevala epic or iconic places in the district center traditionally associated with the name of E. Lönnrot (one of the most popular is “Lönnrot’s pine tree” in the center of Kalevala). Among other topics in this area, we note publications about ancient fishing techniques and other traditional Karelian crafts. Traditionally, an important place in the newspaper is given to events related to the Karelian language.

In 2022, the rune-singing theme was not presented in the newspaper as widely as in the previous year. At the same time, events dedicated to the Kalevala epic were still actively covered. In particular, there were materials on the history of its creation, including quizzes and competitions, as well as events (for example, a report on the installation of wooden figures of heroes from “Kalevala” near “Lönnrot’s pine tree”). As before, an important place among publications was given to the preservation of the local language environment: quizzes on knowledge of the Karelian language were announced, a dictation was organized, etc. This year’s publications paid much attention to the materials related to the traditional Karelian folk sports game *Kyykkä*.

The problems of organizing hunting, gathering wild plants and fishing (the latter remains an important part of the Karelian identity) were reflected in 9 small articles in 2021. These are resolutions of the regional Ministry of Nature and clarifications of the Hunting Inspection of the Kalevalskiy district. Their main content is the establishment of deadlines, explanation of the changed norms, quotas related to hunting and fishing, as well as berry picking in the forests. In 2022, there

<sup>17</sup> Novosti Kalevaly. 2021. Nos. 1–50; 2022. Nos. 1–51.

were even fewer such publications — only six. Due to the specifics of border location of the district, some of the materials on the rules for conducting commercial and economic activities in the border zone were published by the local border department.

It should be noted that in 2021, only three materials concerning the Arctic zone of Russia were posted on the pages of the newspaper<sup>18</sup>. Two of them explained the benefits of Arctic residency for local entrepreneurs and one contained brief information about the Arctic Hectare program. In 2022, the newspaper did not increase its attention to Arctic issues: three articles about the Arctic Hectare program, investments, as well as the production of several films in Kalevala as part of the project “Children of the Arctic”, dedicated to the indigenous peoples of the Arctic region.

*“Nashe Pripolyarye”<sup>19</sup> (Loukhi)*

The western part of the Loukhskiy district is the territory of traditional Karelian residence. This determines the presence of national component on the pages of the newspaper, as well as the fact that information occasions took place not only in the district center, but also in settlements in the west — Sofporog, Kestenga. The Paanajärvi National Park, for which popularization of the historical and cultural heritage of Karelia is one of the main directions of its activity, is also in the same line.

A large number of materials of this thematic group concerns events related to the Karelian language (Native Language Day, Karelian Language Week, creative evening of the poet S. Yakovlev, who writes poetry in the Karelian language). The newspaper's pages reflect materials devoted to broader national and cultural topics: events dedicated to Karelian runes (most of them are expected to take place in 2021 — the Year of Karelian Runes in the republic), Karelian cuisine, and folk games. Popularization of national culture in the region was conducted in the form of competitions and quests. Thus, the report from the contest “Mistress of the North-2021” shows that one of the tasks for the participants was reading runes (including in the Karelian language), as well as national cuisine.

Topics related to Karelian national culture and language are not presented on the pages of the newspaper as often as in the newspapers of the Kalevalskiy district and the Kostomuksha urban district — other traditional centers of Karelian culture in the republic. It should also be noted that not a single issue has covered a topic related to the Pomor culture over the past two years, although there are settlements in the Loukhskiy district, many of whose inhabitants identify themselves as Pomors.

<sup>18</sup> We do not take into account the republic-wide insert in the newspaper issues. It is prepared in Petrozavodsk, and its content is identical for all regional newspapers in Karelia. These inserts focus on informing residents of the region about the work of the republican executive and legislative authorities. Arctic topics are presented well on the pages of these inserts.

<sup>19</sup> Nashe Pripolyarye. 2021. Nos. 1–52; 2022. Nos. 1–51.



Arctic issues are poorly represented in the newspaper. In one case, the news agenda in 2021 was the registration of the first land plot in Karelia in the Loukhskiy district, granted under the Arctic Hectare program. The second article was devoted to the Arctic Cleanup Cup, an environmental campaign in which residents of the republic's Arctic regions participated. In another case, the newspaper only records the intention of one of the organizations to become an Arctic resident.

Topics related to hunting, fishing, and wild plant collection are also not widely represented on the pages of the newspaper: several invitations to an ice fishing festival, information from the hunting inspection. The materials in this category reflect the border position of the region: in winter, the newspaper contains information about violations of the border regime by fishermen. We note the absence of articles related to sea fishing, which is still an important part of everyday life of the residents of the White Sea coast.

*“Novosti Kostomukshy”<sup>20</sup> (Kostomuksha)*

In the cultural sphere, one of the leading topics in the newspaper in 2021 was the poetry of Karelian runes. Local creative groups and Karelian national activists prepared and held a number of events aimed at popularizing the folk poetic heritage of Karelia. Emphasizing the contribution of the rune-singing tradition to world art through the epic “Kalevala”, the authors of the newspaper materials reasonably draw the attention of readers to the fact that many runes were recorded in the village of Kostomuksha and its surroundings. One of the headlines speaks about this eloquently: “Kostomuksha as the birthplace of runes and a source of inspiration for a poet”<sup>21</sup>. It should be noted that in addition to the epic “Kalevala”, as part of the year of Karelian runes in Kostomuksha, it was talked about a lesser-known work by E. Lönnrot — “Kanteletar”, which published runes that were not included in the “Kalevala”. Many of them are also recorded on the territory of the current Kostomuksha urban district and are perceived by its residents as “... the cultural heritage of the ancestors”<sup>22</sup>. First of all, we are talking about people who are somehow connected with the villages in the north of the urban district. These settlements are the centers of the Karelian national culture in the republic. In the city of Kostomuksha, the Karelian culture is one of many in the multinational urban community [8, Dzhioshvili E.A., Krivonozhenko A.F., Litvin Yu.V. et al.].

Some of the newspaper's materials are devoted to the Karelian language, forms of its popularization and preservation. Traditionally, they often write about events related to the study of the epic “Kalevala”. Separately, we can highlight a block of articles dedicated to the villages in the north of the Kostomuksha urban district. The history, traditions, monuments, as well as festivals of

<sup>20</sup> Novosti Kostomukshy. 2021. Nos. 1–49; 2022. Nos. 1–50.

<sup>21</sup> Sushitskaya M. Kostomuksha as the birthplace of runes and a source of inspiration for a poet. *Novosti Kostomukshy*, 2021, no. 23, p. 12

<sup>22</sup> Sushitskaya M., Koshkin D. Kostomuksha celebrated the Day of Karelian runes. *Novosti Kostomukshy*, 2021, no. 22, p. 12.



the national culture of Voknavolok, Sudnozero and Pirttiguba are widely covered on the pages of the newspaper.

Fishing, hunting and gathering are hardly mentioned in the issues reviewed. Two short notes about hunting concern organizational issues. Reports from Voknavolok are related to fishing, but it should be taken into account that we are talking about festival events — the ice fishing festival and the vendace festival. In addition, as in other border areas, fishing is presented in the context of law enforcement warnings against violating the border regime.

In 2022, the newspaper began publishing a series of articles to introduce Kostomuksha's religious communities to the city residents. Two articles were published. The first one was about the Church of Christians of Evangelical Faith and the second — one about the Catholic parish. The articles paid attention not only to the history of the formation and development of the communities, but also described in detail the internal structure of the temple.

Behind the emerging sense of well-being in interethnic and religious communication in the urban environment, there are also some difficulties. The newspaper does not ignore them. For example, the issue of allocation of a separate place in the city cemetery to the Muslim community was topical. The local authorities responded with a refusal, motivated by the fact that a multi-confessional city does not prioritize any one religion. "The cemetery in Kostomuksha is also common, there is no division for believers or non-believers, there is no provision for allocating plots for representatives of individual religions"<sup>23</sup>. In the newspaper's materials, activists also spoke about the need for the city district authorities to provide more consistent organizational support to their ethno-cultural associations. The head of the Russian culture society "Northern Lights", N.P. Kasyanov, considered the decision not to invite city national associations to the Centre of cultural development for permanent activities on its basis to be a mistake: "It's a pity. All the city's amateur activities are based on enthusiasts and activists. They should be protected and supported. It will be very sad if their impulse fades and they stop holding their events. We would all become poorer and lose a lot in terms of culture"<sup>24</sup>.

The Arctic theme is presented in the newspaper more widely than in the materials of the Kalevala and Loukhi publications. At the same time, it cannot be said that this is a frequent topic. It was touched upon in one form or another in eleven articles only. If the Arctic residency is a business-oriented proposal, then Kostomuksha residents showed great interest in the Arctic Hectare already at the start of the program. The newspaper quoted an explanation from the Minister of Property and Land Relations of Karelia, Ya. Svidskaya, who explained that "... the Arctic Hectare is designed for the resettlement of citizens. A resident of the Kostomuksha urban district will not be able to get land in his district. He can receive a hectare, for example, in the Belomorskiy district"

<sup>23</sup> Press service of the administration of Kostomuksha urban district. Focus on the problems of Kostomuksha residents. *Novosti Kostomukshy*, 2022, no. 30, p. 3.

<sup>24</sup> Sushitskaya M. Wife is the most important thing in life. *Novosti Kostomukshy*, 2021, no. 26, p. 12.

<sup>25</sup>. After the minister's explanation, the newspaper concluded: "The hectare will be given to the resettlers".

*"Doverie"*<sup>26</sup> (Segezha)

The cultural events highlighted by the newspaper in 2021–2022 are the Valdai Razgulyay village day, the Karelian Rybnik festival, a jazz concert, and performances by the Vdokhnovenie and Devchata folk ensembles. This series alone demonstrates a wide palette of the district's cultural mosaic, which is associated with the composition of its population, the backbone of which was formed during the Soviet Komsomol construction project, which invited immigrants from all over the Soviet Union.

Issues related to the ethno-cultural development of Karelia are widely represented in the 2021–2022 newspaper by materials about the Year of Karelian Runes that took place in Karelia. These are information notes, reports on events. The traditions of the Finno-Ugric peoples are reflected in notes on dictations in the Karelian and Vepsian languages, and an ethnographic dictation.

The large number of significant Arctic residents in the Segezhskiy district also determined the priority of economic topics in covering Arctic programs. The issues of cultural potential, even in the context of tourism projects, were not reflected in the publications. Tourism was more likely to be combined with environmental issues and city improvement topics. At the stage of designing Arctic programs, Karelia often acted as a transit part of the Northern Sea Route. Therefore, some of the materials on Arctic issues comment on the opportunities for Karelia to connect the east and the west<sup>27</sup>.

The preservation of traditional activities of the inhabitants of Karelia (mushrooms, berries, fishing, hunting) were reflected in 10 materials for 2021-2022. They often talk about the timing and conditions of this activity (timing for picking berries, catching fish, using nets, etc.), as well as safety issues (ice conditions, etc.). In essence, practical issues are raised, leaving the aspect of preserving "traditionality" outside the scope of analysis.

Several newspaper publications recalled the religious component of Segezha's cultural and historical heritage. The arrival of the ark with a particle of the relics of Blessed Matrona of Moscow to the Trinity Church of Segezha, and the heavenly religious procession on an airplane over Segezha became the reason for small information articles in the periodical.

<sup>25</sup> Seleznyova A. Kostomuksha — live on air. *Novosti Kostomukshy*, 2021, no. 2, p. 1.

<sup>26</sup> *Doverie*. 2021. Nos. 1–51; 2022. Nos. 1–51.

<sup>27</sup> Kuzicheva I. The road from Arkhangelsk to Finland should pass near the coastal settlements of the Belomorskiy district. *Doverie*, 2021, no. 17, p. 7.

### ***Conclusion on direction 1 "Development and application of the cultural and spiritual potential of the republic"***

The district newspapers mainly present informational materials and reports on the topic "Development and application of the cultural and spiritual potential of the republic". Detailed articles on a page or more are rare.

In the topics of all newspapers, the cultural and spiritual potential of the republic is reflected through the presentation of historical and cultural events that took place both in the district (for example, the festival "Kemska volost"), and in a wider geographical scope (for example, the republican "Year of Karelian Runes"). Significant attention in the newspapers is given to all-Russian holidays and events in connection with them.

Nevertheless, the ethno-cultural specificity of the Kalevalskiy, Loukhskiy districts, as well as the Kostomuksha urban district determined the priority of "Karelian" topics in the analyzed media. The Pomor theme was reflected in the discussion of the problem of uniting the local history museum and the Pomor Culture Center, which caused a wide public resonance.

Spiritual traditions were often not reflected in many of the analyzed newspapers. In this sense, the newspaper "Doverie" and "Novosti Kostomukshy" are exceptions to the rule.

Arctic topics (participation in the Arctic development programs that started in 2020) in the context of preserving the traditional way of life were practically not presented in the newspapers or were of a narrow informational nature. Issues of activities (fishing, hunting) were raised on the pages of newspapers, but often in the context of navigation periods or permitted berry picking, fishing or hunting. Preservation and consolidation of residents in their traditional places of residence and demographic losses of the northern republican regions were not the subject of publications.

The informative nature of the newspaper materials leaves a very mosaic impression of the cultural and spiritual potential of the republic. All-Russian calendar dates, marked by state holidays or memorial days, were most often reflected in newspapers, while republican and local issues related to historical and cultural heritage were not regularly commented on by newspapers, but rather as a response to an event.

### ***Characteristics of newspaper materials in direction 2: "Development of patriotic education"***

Publications in this direction included materials on the Great Patriotic War and other military conflicts, as well as historical and local history articles concerning the history of the region, its settlements, and residents.

#### ***"Sovetskoe Belomorye"***

A special feature of the presentation of military-patriotic issues in the Kemska newspaper was the theme of "children of war". More than 10 articles are devoted to it, including reports on official events on awarding commemorative badges, stories about their fates.

Local history notes about the Kemsкая volost, which appeared on the pages of the newspaper due to the festival of the same name, became one of the few materials dedicated to the history of the region. The quote from the film “Ivan Vasilyevich Changes Profession” from the Swedish ambassador about the “Kemsкая Volost”, which gave the name to several newspaper articles and the festival, have established itself as a brand for Kemi. The historical publications also include a nostalgic review of the pioneer organization for May 19, 2021, and a selection of interesting facts from the history of Russia on the eve of National Unity Day. The role of the railway in the development of the city is visible; the newspaper devotes several pages to it in connection with Railway Worker’s Day.

### *“Belomorskaya Tribuna”*

This area is most widely represented in the newspaper (140 articles in two years). In 2021, the reference to the Great Patriotic War, the Afghan and Chechen wars was not a rare phenomenon. The information occasions were Victory Day, June 22, February 23, Internationalist Warrior Day, Combat Veterans Day, Anti-Terrorism Day, and National Guard Day. Publications were often related to the fate of children of war, since during this period the “Children of War” badge was established in the country and the republic, the awarding of which was organized everywhere. In 2022, with the beginning of the SMO, the number of publications dedicated to assistance to the Luhansk and Donetsk regions, collecting parcels for soldiers (for example, “Mother’s Heart” and “Letter to a Soldier” campaigns), events expressing support for the front and the families of the dead became significant.

Historical and local history materials included publications on the anniversaries of settlements: Kolehma, Sumskiy Posad, etc. The editors of the newspaper have repeatedly noted the contribution of specific people to the development of a particular village or district as a whole. Historical and biographical materials about railway workers and ship captains allowed getting an idea of the history of the region through the prism of a person’s fate. Unfortunately, there were not so many such publications.

### *“Novosti Kalevaly”*

The newspaper has a permanent small section “Memorable dates in the military history of Russia”, which is associated with the national historical context. A significant part of the newspaper’s materials is devoted to stories that relate to the preservation of local historical memory. These publications are addressed to local historical events and biographies of fellow villagers. As a rule, these materials are associated with the context of large-scale historical events. As an example, let us cite a series of newspaper publications in 2021 and 2022 based on the results of the implementation of the scientific project “Little Man in the Great War”.

The main body of publications in this block is associated with the Great Patriotic War. In the summer of 1941, fierce battles took place in the Kalevalskiy district, as a result of which the

enemy was stopped on the approaches to Ukhta, and the front line was stabilized. A number of villages were under Finnish occupation until 1944, and the rest of the district became a frontline zone. Today, the remains of the defensive line north of Kalevala are one of the key factors in the formation and preservation of local historical memory of the war. It is possible to conditionally distinguish several main topics in publications that are related to the theme of the Great Patriotic War. The first of them is the defensive battles in the summer of 1941 in the Ukhta direction. The second group is "biographical". These are articles dedicated to the biographies of fellow villagers who participated in the war (including the defense of Ukhta), people's memories of the first post-war years in the village, essays about veterans. The third group includes publications that deal with the present day: stories about the findings of search teams at battle sites, excursions in the vicinity of the village to places associated with the war, acquaintance of readers with the work on the improvement of places of memory, reports on the celebration of Victory Day and events dedicated to the Day of Remembrance and Sorrow.

Much attention is given to the dramatic events of the Civil War that took place on the territory of the present-day district. It seems that the interest in them is not only temporary, commemorative in nature. The Civil War is a dramatic milestone in the family history of many residents of the district. This war divided relatives: Karelian peasants who did not support the Soviet government went to Finland. Some families of Karelian refugees were able to start a new life in the neighboring country. Some of those who left returned back. Many of them were later repressed. The newspaper published (in Karelian and Russian) interviews with the author-compiler of the book about the fates of Karelian refugees [9, Usacheva E.V.]. The publications do not ignore the topic of cruelty that accompanied the actions of anti-Bolshevik forces. Its victims were local peasants and representatives of the rural intelligentsia, suspected of sympathizing with the Soviet government.

Other military conflicts were not often in the center of attention on the pages of the newspaper. Thus, the topic of the Afghan war was touched upon only twice in the two years under review. Both publications are timed to coincide with the anniversaries of the withdrawal of Soviet troops.

A significant number of publications are devoted to the history of the settlements of the Kalevalskiy district. Most of them are published in 2022, which is associated with the celebration of the 95th anniversary of the district. Among the publications of this group, there are also articles about disappeared villages. This information resonates with the readers of the newspaper, since descendants of ancient peasant families who once lived in these settlements are among them.

In our opinion, the publication of the book by the Finnish journalist and traveler I.K. Inha "In the Land of Kalevala Songs" on the pages of the newspaper was extremely important for the formation of the local historical memory of the residents of the district. This book was the result of his trip to Belomorskaya Karelia in 1894. The Russian translation was published in 2019 [10, Inha I.K.] The value of this historical source is that the author described in detail the daily life and non-

material culture of the Karelian peasants who lived in the territory of today's Kalevalskiy district 130 years ago. The book contains numerous photographs (also published in the newspaper) that the author took during his trip. They depict the life of peasants, as well as general views of many villages. Thus, for modern residents of the Kalevalskiy district, this book is a well-illustrated guide to the past, to the history of their families and settlements. Reprinting in the newspaper made it possible to significantly expand the availability of the book.

*"Nashe Pripolyarye"*

General review of the newspaper materials allows hypothesizing that the main goal of the publication is to acquaint readers with current events taking place in the region, economic problems and strategies for solving them. A significant number of materials are interviews with contemporaries — anniversary articles or stories about specific families. If the hypothesis is correct, it explains the relatively small number of materials dedicated to the history of the region. Most of the publications on this topic are related to the Great Patriotic War: coverage of the Victory Day celebrations, the search movement, disposal of ammunition found in the forests, battles in the Karelian Arctic, information about the reburial of the discovered remains of soldiers, repair or installation of new monuments. Articles related to the children of the war are singled out separately. In 2021, this topic did not appear on the pages of the newspaper. In 2022, there were at least four such publications. We associate this with the adoption of a regional law on children of war in 2021.

Among other subjects reflected in the pages of the newspaper, we should mention three large articles (including interviews) about the Afghan war.

Other materials on the history of the district include a group of interviews dedicated to the work biographies of pensioners, golden wedding anniversaries, the history of individual enterprises, and creative teams. The context of these materials reflects the post-war development of the Karelian Arctic. The anniversary of 2022 for the Loukhskiy district was marked by a series of publications of old photographs, as well as copies of newspaper clippings from the 1960s–1980s.

*"Novosti Kostomukshy"*

Among the materials of this block, as in other district newspapers, many texts related to the Great Patriotic War were published. These are notes, articles based on memoirs or local history works, interviews with veterans. The main narrative of the materials is "we are the descendants of the victors, we will honorably maintain the memory of the war". The newspaper pays considerable attention to the actions of the partisans in the context of the military events that took place in the vicinity of the city. This reflects the interest of local historians and the city's public in the military path and heroic deeds of the partisan detachments "Red Onezhets" and "Boevoy Klich". One of the main places of memory for the people of Kostomuksha is the memorial "Akh-venyarvskie Stones", which immortalized the feat of Soviet partisans from these detachments.

Much attention on the pages of the newspaper is paid to veterans and children of the war. These include publications of detailed interviews with them, as well as short news items.

Other military conflicts are mentioned in the newspaper much less frequently. In the studied issues, information was found only about the Day of Internationalist Warriors.

The newspaper published a lot of materials concerning the history of the Kostomuksha mining and processing plant. An analysis of the issues for only two years does not allow understanding whether this attention is traditional or the abundance of historical materials is connected with a series of anniversary years for the city: in 2022 — the 40th anniversary of commissioning of the first stage of the plant, and in 2023 — the 40th anniversary of receiving the status of a city. The anniversary materials concern, for example, the first flight to Kostomuksha, the beginning of railway communication with Kostomuksha, the dispatch of the first train with the products of the plant, etc. The article about the 30th anniversary of the newspaper itself is also included here.

In our opinion, the unconditional value of these historical materials is connected with the fact that they are prepared by employees of the local municipal archive, less often — of the city museum. The publications are based on excerpts from archival files. The plot diversity of this unofficial column “materials from the archive” is very wide. A significant part of the texts is devoted to the construction of the city and the plant. It is worth noting the “cult” of the pioneers that has formed over the years in a good sense of the word — the people who, together with the builders from Finland, built the city in the remote taiga. This is a manifestation of the clearly expressed local identity of the Kostomuksha residents. Love for the city is also conveyed through respect for the people who stood at its origins. Along with the word “pioneers”<sup>28</sup>, which is often found in newspaper articles, we should also note the respectful attitude of the townspeople to A. Kosygin and U. Kekkonen, who are called the founding fathers in the city.

The published memoirs of the city’s builders are an interesting historical source that provides information about the contacts of ordinary Soviet citizens with representatives of Western capitalist society. The memoirs are linked by the idea of an atmosphere of trust that existed between Finnish and Soviet builders. Although communication outside of work was not officially encouraged, such contacts took place semi-officially. For example, one of the authors of the memoirs cites a custom that was surprising for Soviet builders — after the completion of the next object, the Finns would set a table in it and celebrate the event with pea soup. Soviet builders were also present at the celebrations<sup>29</sup>. The published memoirs often emphasized the fundamentally different organization of work, attitude, and technical equipment of the Finnish builders. All these factors were interpreted in favor of their foreign colleagues.

Among other materials on the history of the district, which were published by the local archive, there are articles on the work of the city executive committee in the 1980s, the develop-

<sup>28</sup> We will not be mistaken in assuming that the word is used by analogy with the Pilgrim Fathers, the first English settlers in the North American colonies.

<sup>29</sup> Sokolova E., Seleznyova A. Construction work was completed with pea soup. *Novosti Kostomukshy*, 2022, no. 23, p. 4.



ment of the city, the beginning of wired radio broadcasting, and excerpts from photo albums of archival funds. Post-Soviet history is also presented in this section. Thus, on the 30th anniversary of the attempted coup d'état in August 1991, evidence of the negative attitude of the local authorities and the public to the State Committee on the State of Emergency was published. Of interest are the published letters from Kostomuksha residents to local authorities in the early 1990s, which reflect the rapidly changing socio-economic conditions in the city. In anticipation of the 2021 elections, the municipal archive has prepared a retrospective of local elections since the early 1980s.

### *"Doverie"*

The most frequent publications in this area were those dedicated to Victory Day or other historical events related to World War II (its beginning and end, events on the Karelian Front, etc.), the Afghan War, and the Chechen wars. Among these thematic materials, much attention was paid to the search movement, military-patriotic events, and biographical stories of war witnesses. The fact of vandalism against the monument to the full Cavalier of the Order of Glory Stepan Ldinin caused a great resonance in the district. The newspaper published information about the search for funds for restoration, as well as about lessons at school designed to assess this incident.

In 2022, following the beginning of the SMO, military-patriotic issues began to appear on the pages of newspapers for other reasons: collecting things and funds for volunteers and mobilized soldiers, helping refugees from Ukraine, injuries and deaths of fellow villagers.

The newspaper presents the cultural and historical potential on its pages in a rather multifaceted way. Here one can get acquainted with the history of enterprises and institutions of the district; with people who left a noticeable trace in their activities; with the activities of museums and exhibitions, reflecting, as a rule, the role of the pulp and paper mill in the district historical chronicle. This Soviet bias in the presentation of the district is certainly connected with its history. Among the materials dedicated to personalities, the names of prisoners of SEGEZhLag are often found.

### ***Conclusion on direction 2 "Development of patriotic education"***

The materials selected for analysis in this direction are the most numerous. Most of them are connected with the history of the Second World War. Other military conflicts are mentioned only occasionally. Many of the articles, interviews and reports are of an expanded nature, prepared using archival data, family biographies, etc. The only exceptions are notes about the SMO, which are predominantly practice-oriented (collecting parcels for the front, helping refugees, contract conditions, etc.).

Historical and local history materials often intersect with military issues, but are not limited to them. The history of people, families or dynasties significant for the district, the history of villages and enterprises are the most popular topics for the newspapers analyzed.

### ***Characteristics of newspaper materials in direction 3: "Ensuring conditions for ethno-cultural development and inter-ethnic harmony"***

The articles selected to characterize this area are those that give an idea of inter-ethnic relations in the district, the presence of ethno-cultural organizations of various ethnic groups, their activities and interaction. The analysis took into account materials on offences in the sphere of ethno-religious extremism and conflicts in inter-ethnic interaction.

#### *"Sovetskoe Belomorye"*

The newspaper had a special section called "Man and the Law". It published materials prepared by the prosecutor's office or investigative bodies of the Kemskiy district on cases of extremism, punishment for slander, false statements, etc. There were about 15 such materials in 2021–2022. Official information was presented by data on innovations in migration legislation, on the visit of a delegation from Uzbekistan to the district.

#### *"Belomorskaya Tribuna"*

The newspaper's materials on the topic of migration are very scarce. They are mostly of an official nature (from the Migration Department of the Republic of Kazakhstan), informing about new rules for employers to attract foreign labor, etc. Ethno-cultural issues related to the development of the peoples of Karelia are presented very briefly. The exception is the Pomors, about whom the newspaper publishes a lot of materials due to the fact that the White Sea region is their place of origin.

#### *"Novosti Kalevaly"*

Articles of this category are not widely covered in the newspaper. We note small information materials about the meetings of the council on interethnic relations and relations with religious associations under the district administration. The migration situation in the district and the adaptation of migrants are among the topics discussed at the council. The newspaper's materials indicate that this topic is not a problem in the district. The migration situation remains stable here. The activities of district public ethno-cultural organizations are practically not present in the newspaper. Most of the events related to national cultures are organized in the district by the municipal institution "Kalevalatalo".

#### *"Nashe Pripolyarye"*

Active ethno-cultural organizations operate in the west of the district — in Pyaozerskiy and Sofporog. The newspaper receives most of the materials related to the preservation and development of Karelian culture and language from these settlements. Local activists are united around the public organization "Vienan Virta" and the ethno-cultural center "Karelskaya Izba".

*"Novosti Kostomukshy"*

For historical reasons, Kostomuksha is a multinational city. The first residents of Kostomuksha were specialists from different republics of the USSR who came to build the plant and then to work there — internal migrants of the first generation. The city became their second home, but they still have numerous ties with their small homeland. This can explain the popularity of ethno-cultural associations in Kostomuksha, which act as community groups: the Russian Culture Society, the Local National-Cultural Autonomy of Ukrainians, the Tatar-Bashkir Culture Society. Along with the listed associations, the Karelian Culture Society is active in the Kostomuksha urban district; the geography of its events is not limited to ancient Karelian villages and includes Kostomuksha.

The stable dialogue between different cultures and nationalities in Kostomuksha is projected onto a similar nature of relations between national public associations. The inverse dependence should be noted: fruitful cooperation between the ethno-cultural organizations of Kostomuksha, which include the most active public figures, has a positive effect on the harmonious ethno-confessional development in the Kostomuksha urban district.

These trends are also reflected on the pages of the newspaper. The publication dedicated to the National Unity Day contains the generally accepted narrative: "Indeed, Kostomuksha is famous for its ethnic diversity, respect and friendship between different peoples. This is how it was built, by the hands of workers and specialists who came from different parts of the Soviet Union, and this is how we continue to live and work together: Russians and Karelians, Ukrainians and Belarusians, Tatars and Bashkirs, Latvians and Chechens, Azerbaijanis and Finns, Jews and Georgians"<sup>30</sup>. The newspaper publishes reports on events held by national associations. They are often the result of the joint efforts of several ethnic groups. For example, the Sabantuy holiday for schoolchildren was organized by the Tatar-Bashkir society "... together with its loyal friends: the Karelian, Russian, and Ukrainian communities"<sup>31</sup>. At the event in the village of Voknavolok, organized by the Karelian cultural society "Viena", a representative of the Tatar-Bashkir society F.I. Nafigina was a guest. In her speech, she noted: "Kostomuksha is my second homeland, I have lived here for 38 years. Therefore, with all my heart, I am for the purity of the Karelian culture to be preserved, at least in the villages. Every year we take part in the life of Voknavolok, support is our contribution to the important matter of preserving national traditions"<sup>32</sup>.

*"Doverie"*

Several publications were prepared by representatives of the Belarusian and Mari communities in the Segezhskiy district. The Segezhskiy district library has repeatedly organized international events aimed at strengthening interethnic harmony.

<sup>30</sup> Seleznyova A., Gaizetdinova S., Moroz A. There is such a people - Russians! *Novosti Kostomukshy*, 2022, no. 43, p. 1.

<sup>31</sup> Seleznyova A. Sabantuychik in the yard of the library. *Novosti Kostomukshy*, 2021, no. 20, p. 12.

<sup>32</sup> Permya D. And in childhood there was a war... *Novosti Kostomukshy*, 2021, no. 7, p. 3.

The official information includes a note on the approval of the traditional places of residence of the Karelians, on the celebration of the Republic Day, several materials aimed at combating terrorism (03.09.2021, due to the events in Beslan), and in 2022, small articles warning about the appearance of a large amount of fake information in connection with the SMO appeared.

### ***Conclusion on direction 3 "Ensuring conditions for ethno-cultural development and inter-ethnic harmony"***

The direction "Ensuring conditions for ethno-cultural development and inter-ethnic harmony" is the most deficient in terms of information. There are practically no national public organizations in the districts surveyed (except for Segezha and Kostomuksha, which are single-industry towns formed from the international composition of the population). The existing organizations rarely present their activities in newspapers, mainly in the context of general events, for example, on the National Unity Day, the Tolerance Day. Materials against ethno-extremism are very rare in newspapers, often prepared by competent authorities and are of a summary or preventive nature.

### ***Conclusion***

The years 2021 and 2022 were filled with social challenges that could have an impact on cultural and historical memory, on the attitude towards cultural and historical heritage: this includes the beginning of the implementation of Arctic programs, and the summing up of the population census, which showed a significant population decline, especially in the northern regions, and the beginning of the SMO in February 2022. The article attempts to track the impact of these challenges on the topics and number of publications in official regional media.

As the analysis showed, neither the Arctic program nor the population census (with a high population decline, including Karelians) became triggers for increased attention to cultural and historical heritage. Interest in the past was stimulated most often through publications dedicated to the Great Patriotic War or the ethno-cultural specifics of Karelia (in the newspapers of Kostomuksha and Kalevala).

The number of articles about the war in the examined newspaper issues was high, as well as the volume of the materials and the diversity of authors. As noted in the works examining the significance of the events of World War II for Russians, the topic of historical memory of the Great Patriotic War, reflected in publications as heroic, "allows us to recognize the uniqueness of the Russian civilization among others and to accept ourselves as a separate, unique, definitely self-sufficient and original socio-formation "Russia" and the cultural-identification "Russian world" [11, Kolesnichenko Yu.V., p. 387]. In the same vein, one can consider the few materials about the SMO that began in 2022, in which the main content is focused on helping compatriots — residents of Donbass.

The ethno-cultural specificity of Karelia is most actively presented in the newspapers Novosti Kalevaly, Novosti Kostomukshy and Vestnik Zapolyarya, published in the districts where a segment of the Karelian population is noticeable. It is interesting that the Karelian issues were

mainly revealed through the events of the Year of Karelian Runes. As S. Yu. Zhitenev notes, “in our country there is still no generally recognized concept of preserving and using domestic cultural intangible heritage, and only a narrow segment of preserving domestic intangible heritage in the form of folklore is systematically developing” [12, p. 35]. The newspapers confirm the second part of this statement not only by their attention to the runes, but also by other materials devoted to various kinds of holidays, artistic groups, and language. Without denying the importance of preserving traditions in this area, it is worth noting that traditional culture developed as a result of human economic interaction with the natural environment. For many districts where the analyzed newspapers are published, the importance of traditional activities such as fishing, hunting, berry and mushroom picking remain relevant, but this is almost never reflected in the newspapers.

Mass media in modern society are often considered as a factor of the formation of personal identity [13, Akimova I.A.]. In this context, the materials of the considered district newspapers are focused primarily on the formation of an all-Russian identity, in which significant attention is paid to the Soviet heritage (through the history of enterprises and institutions created during the Soviet period, etc.). The newspapers also contribute to the formation of regional identity, mainly through stories about cultural events associated with the Karelians and Pomors living in the northern regions of the republic. However, issues of preserving and developing regional traditions in the context of modern mobility, wide information field and rapidly changing conditions are rarely raised as problematic.

Cultural heritage, especially intangible, needs constant public attention. Preserving language, crafts, values in the conditions of intercultural diversity and hierarchy of identities is not so simple. The new world will require adaptation of traditions to new realities. The considered media are a demonstration of this search within the framework of the tasks established by regulatory documents.

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