

SUMMARY

Subject matter: Art as a tool of political propaganda in China (XX - early XXI cc.).

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Topicality of the research lies in the historical analysis of the political propaganda in China. Despite the increased interest in China in the recent decades, this field is still insufficiently studied. The People's Republic of China had long been under the influence of a multitude of countries, which later helped it to develop a peculiar immunity to the outside interferences. The individual experience, individuality of China and its peculiarity could not but reflect on the principles and methods that were used and are being used in the course of the political propaganda, conducted by the main party of the PRC – the CPC. It is also worth noting, that the operation of the propaganda within the framework of the socialist system and the theoretical fabrications referring to it do not cause any doubt about its need.

Objective of the research is the description of the peculiarities of the political propaganda in the PRC with the help of culture and art, and also its analysis from the historical viewpoint.

Tasks of the research:

- On the basis of the studied material to determine the essence and functions of political propaganda;
- To find out forms and technologies of political propaganda, highlight its positive and negative sides;
- Relying on the analysis of the historical, cultural and ethnopsychological preconditions to determine the community and difference in the political propaganda in the east and in the West on the example of World War II;

- To familiarize oneself with the historical aspect of the political propaganda in the PRC through cinema and to determine the degree of its influence on the Chinese people;
- To describe the main theses of the communist propaganda in China through theatre and determine its ideological role in policy of the PRC;
- To track the history of the propaganda poster in the PRC of the middle XXth c. on the example of the style of the New year popular print “Nianhua”;

Theoretical and practical significance of the research is that the theoretical conclusions and proposals presented in the paper, definition of the essence and content of Chinese propaganda will in the future lay the foundation for the working out on a complex, universal discipline – the Chinese propaganda model. The main theses and conclusions of the research can also be used in the development of the programs in the field of history and political science, and also when moving to China. Practical significance of the research is that its materials can be used in such disciplines as “History of the target country (China)”, “History of Russian – Chinese relations”, “China in the conditions of globalization”, “History of international relations of the countries of Asia and Africa”.

Results of the research showed that propaganda is a complicated mixture of political and cultural techniques, present in the society as a phenomenon with the element of statehood. It is also worth noting that the theatre and cinema have always been part of China’s propaganda machine, having passed the way from total enslavement to relative freedom of realization of these or those technologies. At the same time the analysis of the history of propaganda posters illustrates the way the traditional form of the New year popular print was adapted to the political and social needs of the party.

Recommendations:

1. When studying the role of art in the political propaganda in the PRC in XX-XXI cc. its recommended to pay special attention to other genres of poster art which not explored in this paper;

2. When considering the aspects related to propaganda in the PRC it is preferable to study the propaganda instruments of the PRC used today and its also expedient to carry out a comparative analysis of the methods of propaganda in different periods of China.