

# **Exploration of Narrative Devices in Documentary Propaganda Across Different Media Platforms**

## **Comparative Analysis of the USSR in the 1920s and Russia in the 2010s**

Kirill Chernyshov

Master of Science Interactive Digital Media

2018

Supervisor: Vivienne O'Kelly

### **Abstract**

In this research paper, two periods in Russian and Soviet history are compared in order to identify the differences in narrative devices used in the 1920s and 2010s. These two cases were chosen to analyse due to, apart from the fact that today's Russia is a comparatively young direct successor of the USSR, that predictably causes some similarities in the people's identity and values, there are some similarities in historical and political context of these two periods that were revealed in this paper. For the analysis, in accordance with a definition of propaganda, three main aspects of comparison were identified: context, media and content. In each of two chapters, these aspects are explored and compared using existing academic resources and original analysis. The context and media analysis revealed the common grounds in propaganda development in both periods, such the transition period preceding both of the periods analysed and the establishment of new media, which resulted in experimental nature of propaganda and emergence of factography in the Soviet Union and bots and trolls in social media in Russia. The content analysis discovered that visual component is a crucial part of communication in both cases, and many similarities in the narrative devices used, such as framing, montage, contraposition, satire, symbolisation, and emotional expressiveness. However, regarding the complexity of the message, it was simplified in case of Russian propaganda. In general, online media, even though are not the key instrument for Russian propagandists at the moment, will be further developed as such.