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JAPANESE TRADITIONS IN ANIME

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Keywords: traditions, anime, script, character, holiday, festival.

In the modern world, an important role in human life is played by the visual component, which is represented in the field of the film industry and entertainment. In Japan, the most popular type of this sphere is anime, which is a way of reflecting the originality of the Japanese cultural tradition and the originality of the inner world of the Japanese [2, p. 1300]. This allows us to trace the peculiarities of the development of culture and the country as a whole through Japanese animation, as well as the attitude of Japanese society to various phenomena, values, and traditions.

The purpose of the study is to reveal the role and place of traditions in Japanese animation.

Material and methods. In this work, Japanese animated films and TV series, and materials from Russian and foreign researchers were used. The main research methods are deduction, induction, historical-genetic, content analysis method.

Results and its discussion. At the moment, there are different interpretations of the concept of tradition. The same is true of the concept of culture. If we consider the etymology of the word tradition, then it comes from the Latin *traditio*, meaning «to transmit». In this paper, the author adheres to such a concept of tradition as: these are elements of the social and cultural heritage that are transmitted from generation to generation and preserved in certain societies and social groups for a long time. Certain social norms, values, rituals, etc. act as traditions [1, p. 61].

Thus, at the beginning of the 21st century, Japanese animation faced the problem of globalization, when the national coloring of animated films and series almost disappeared. For example, in the United States, this issue has not been resolved, since the

main task of this area is to comply with modern trends. However, the solution to this problem in the country was the coverage of Japanese traditions with the help of anime.

The main elements of animation: script, drawing, animation, sound, musical accompaniment. The basis of most films and series are myths and fairy tales, legends of Japan. They may appear as the main component of the script or be mentioned in episodes. For example, in the 1999 film «Our Neighbors Yamada», directed by Isao Takahata, Japanese legends such as Momotaro and the bamboo cutter are mentioned. The film also revisits traditional Japanese haiku quatrains by poets such as Basho, as well as in an animated film such as «Words Bubble Like Soda» by Kyohei Ishiguro 2021, in which the rules for compiling these verses are narrated. At the same time, calligraphy is a separate traditional art form for Japan. It served as the basis for the plot of the animated series «Barakamon» directed by Masaki Tachibana in 2014, which tells the features of the work of a calligrapher and the technique in general.

As for drawing, Japanese traditions are presented in the form of characters in national clothes and not only, in the background with Japanese architectural buildings and a special symbolic-graphic system, which is filled with a certain functional significance. The base, which is the historical and mythological representations and color palette. The purpose of this system is to reveal the features of the national consciousness of the Japanese [2, p. 1299].

Animation series: Blade Slayer 2019, Demon Slayer: Endless Train 2020, Blade Slayer: Red Light District 2021-2022 Haruo Sotozaki is the most popular in Japan and on the world stage. The era of Taisho is illuminated by the struggle of ordinary people with demons. Tanjiro Kamado lost his family except for his sister and he becomes a demon slayer. This work shows the traditional Japanese way of life, national clothes, weapons and buildings.

One cannot but mention the national religion of Japan, Shintoism, which is represented in the anime by various works such as: the series «Homeless God» in 2014 by Masahiko Minami, the series «Very Nice God» directed by Akitaro Daichi in 2012, the film «Spirited Away» by Hayao Miyazaki 2001 years, etc.

«God is very nice» shows how people and gods coexist in the modern world, their functions and roles in society. Also, a separate story tells about spirits, such as yokai: tengu (winged creatures), white foxes, white snakes and many others.

Particular attention is paid in Japanese animation to such an aspect as the transmission of traditions and their preservation in society. So in animated films and serials, festivals are covered at school as a way of handing down traditions to young people and in the city as their popularization. For example, the 2015 animated series Yamada-kun and the Seven Witches, directed by Takuno Seiki, shows the preparation and conduct of a school festival. If we consider urban and rural festivals, they are covered in such works as: «Your Name» by Makoto Shinkai 2016, «Into the Forest Where Fireflies Twinkle» 2011 directed by Takahiro Omori, «Nozaki Shojo Manga Author» Mitsue Yamazaki 2014, etc.

One of the ways to honor traditions are holidays, which are also reflected in anime. So Obon rites are shown in the series «Barakamon», the Girls' Festival in the animated film «Mirai from the Future» directed by Mamoru Hosoda in 2018 and much more.

Another aspect of the reflection of traditions in Japanese animation is music, which is represented by traditional instruments and musical compositions.

Conclusion. It can be concluded that traditions are a national indicator in Japanese animation and do not allow them to merge with other cultures. Anime is a way of reflecting traditions for young people, which plays an important role in the development of society, and Japanese traditions are covered in animation in various aspects, from the script to the musical accompaniment.

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“ZARYA ZAPADA” VITEBSK DAILY NEWSPAPER IN THE PRINTED MEDIA SYSTEM OF THE BSSR IN THE 1920s

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On June 20, 1924, by a decree of the Central Executive Committee of the USSR, a decision on the introduction of a new administrative structure of the BSSR was made providing for the liquidation of governorates and powiats and the creation of new territorial entities (okrugs (areas), districts, and rural councils) instead of them. Thus, 10 okrugs were formed in Belarus: Bobruisk, Borisov, Vitebsk, Kalinin, Mogilev, Mozyr, Minsk, Orsha, Polotsk, and Slutsk. Administrative-territorial transformations were followed by changes in the printed media.

Material and methods. The source base of the research is the materials of the periodical press of the BSSR (newspaper “Zarya Zapada”). General scientific and special historical methods were used in the course of the research.

Findings and their discussion. Newspapers became okrugs’ information kernel, aimed at coverage of both local events and nationwide and worldwide news. Some publications followed in the footsteps of the governorate periodical publications, and some of them became the founders of the local information-driven discourse. “Zarya Zapada” became the successor of “Izvestiya” Vitebsk governorate newspaper, published since 1917.

“Zarya Zapada” was an authority directed by the Vitebsk district committee of the CP(b)B (the Communist Party (of Bolsheviks) of Byelorussia), the district executive committee, and the district council of trade unions. The newspaper was published from Tuesday to Sunday with a circulation of 5-6 thousand copies. The newspaper was printed on 4 or 6 pages.

It is worth noting that according to the resolution “On the Press”, adopted at the XIII Congress of the *R.C.P.(B.)* (May 23–31, 1924), “the transfer of the printed media of the ethnic minority republics to local languages” [1, s. 14] was envisaged. “Zarya Zapada” was published in Russian, which can be explained by the fact that the Vitebsk