

CULTURAL PERIODICALS: Research Marginality, Gaps and Importance

Author: Asta Urbanavičiūtė-Globienė, Vilnius University

Relevance of the research of cultural periodicals. 1) The importance of cultural mass media, including cultural periodicals, for the cultural life of the nation, especially in the context of the mass culture and globalization; and 2) the problematic situation of publishing Lithuanian cultural periodicals at the time of media transformation, especially prior to 2015, which may be deemed the year of the initiation of the threshold in the publication of cultural periodicals. It was then that countless discussions and social campaigns started in an attempt to note the very existence of cultural periodicals and the issues they were facing. This period of a shift continued until 18 May 2018, when the Association of Cultural Periodicals was established, which actively contributed to the establishment of the Media Support Foundation. This has given cultural publications greater visibility and accessibility. Together, this has opened up more opportunities for research and reduced research gaps in this area.

Object of research. Lithuanian national cultural periodicals.

Aim of research. To analyze the peculiarity of the Lithuanian national cultural periodicals in the context of the publishing of periodicals, the field of culture, the policy of culture implemented by the State, and the changes taking place in the media.

Research stages. 1) publications to be explored were identified; 2) theoretical materials were accrued and analyzed; and 3) empirical research was conducted (structured and semi-structured interviews with experts of cultural publications).

The problem area of cultural periodicals and conceptual specificity.

Cultural periodicals serve as distributors of peculiar information. Traditionally, the distribution of this kind of knowledge has been based and reliant on the printed format. At the edge of the 20th and 21st centuries, with the era of virtualization gaining dominance, changes started getting manifested. As both culture and world outlook initiated a transformation while following the digital trends, cultural periodicals inevitably started facing the new trends of publishing and communication. They were actually forced to adapt to the changes, i.e., to distribute their cultural content not only in the traditional, but also in the digital format. They started setting up websites, and launching communication in social networks. Hence, in the era of virtualization, printed cultural periodicals ceased to serve as the only means of reaching the reader, that is, reading on the screen and communication in social networks became an inseparable part of their everyday reality. In this context, discussions were flaring as to which form of publishing – the virtual, or the traditional printed format, is the more appropriate one for cultural periodicals, and how the two formats of publishing should be aligned.

Concept of a cultural periodical. A cultural periodical is a part of the general field of publishing, economy and the policy of culture, which acts as a receiver and intermediary of culture, and which also performs the axiological, gnoseological, and aesthetics functions. Its objective is to cover the general field of culture, to shape the tastes of society, to reflect the most relevant news of the cultural life, to provide a space for the creative manifestation of society, and to be a progressive element of culture.

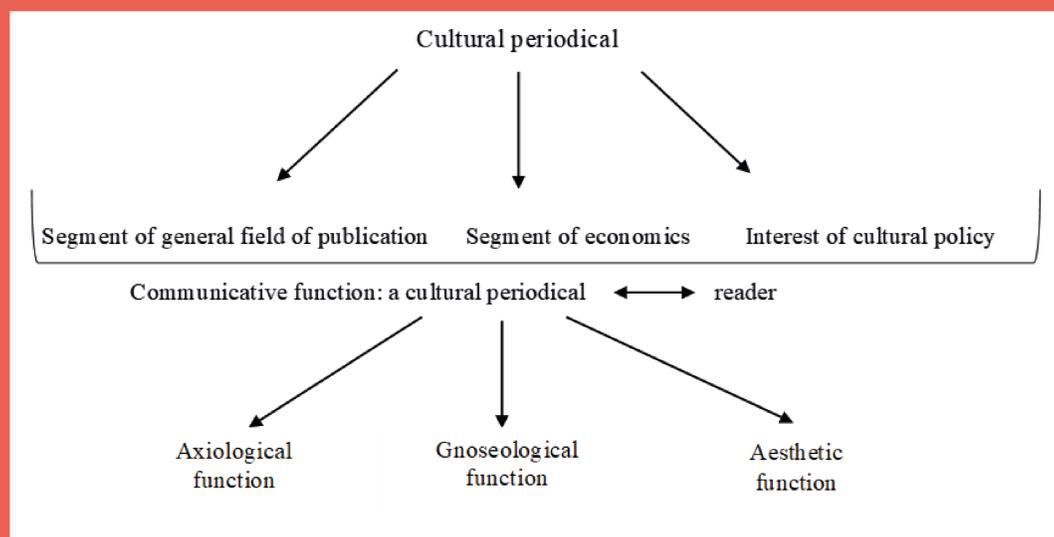


Figure 1. Concept of a cultural periodical (created by the author)

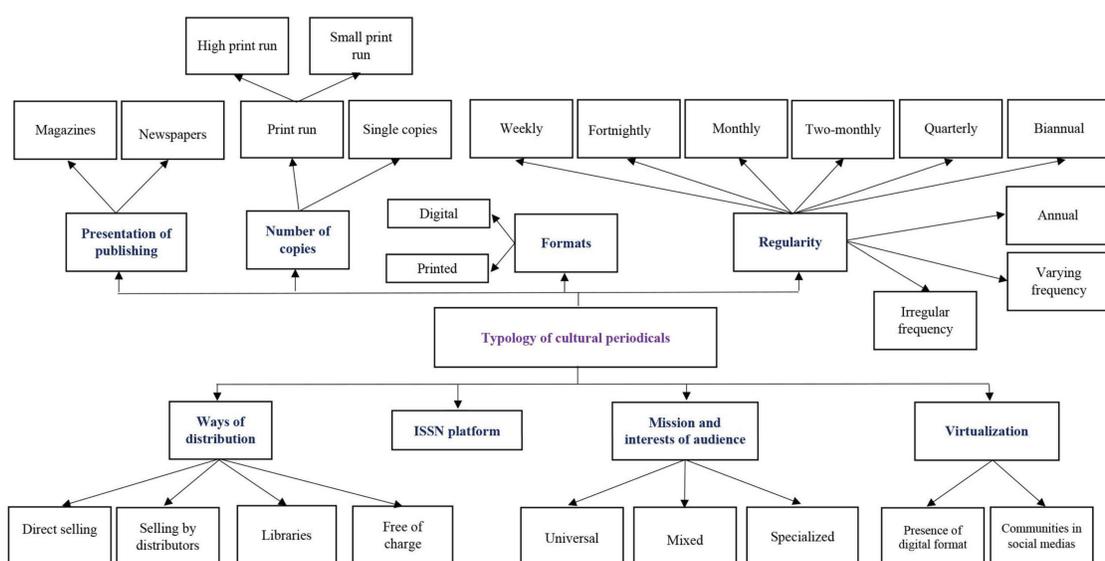


Figure 2. Typology of cultural periodicals



Figure 3. The editorial team of *Literatūra ir menas* (Literature and Art) published the fifth issue of 2018 completely blank. This was a protest against what the editors saw as the state's insufficient attention to cultural periodicals and to the cultural field in general.

Conclusion

Cultural periodicals are relevant as a means to: 1. Transfer and preserve cultural information (two-way communicative relationship between the message and the cultural space, and the residual value of cultural texts); 2. Create new addressees for the reception of the cultural message (each periodical gathers its own audience and thus contributes to the general field of culture). 3. The actualization of the message via ever more various channels (the level of internationality which expands the possibilities of accessibility and capacity of outreach across unlimited distances; social medias allowed creating a broader and more varied cultural field of communication; websites could get detached from the content of the printed publication).



This poster is based on the author's dissertation „Publishing of the Lithuanian National Cultural Periodicals in the Context of Media Changes (1997–2018)“

Contact: asta.urbanaviciute@leidykla.vu.lt

DOI: <https://doi.org/10.7557/5.8162>
This work is licensed under a Creative Commons Attribution 4.0 International License.