

from



All Russia
Encyclopedia

to



MULTIMEDIA & RADIO PROJECT



Broadcasting Company “The Voice of Russia”

Presentation by Valentina Zlobina

*EBU-Geneva
23-24 March, 2006*



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About the project

- *“All Russia. Encyclopedia from A to Z” offers a radio and multimedia look at the history of Russian civilization.*
- *Each letter speaks of an event or person which left an indelible trace in Russian history and culture.*
- *Radio Encyclopedia is an educational program bringing alive the voices of individuals who contributed heavily to the advancement of Russian civilization.*
- *The Radio Encyclopedia is published in Russian, English, French, German, Spanish and Japanese.*

Project creators

Contributing to this Encyclopedia are leading Russian historians, writers, musicians, journalists and actors. The project's author is a Merited Worker of Culture of the Russian Federation, Arseniy Palievskiy.



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Project goals

- ➡ *Promotion of the Russian language, history and culture in the new geopolitical situation*
- ➡ *Positioning the high moral standards inherent in Russian civilization*
- ➡ *Bringing up young Russian citizens and their compatriots on inspiring accounts of the life and work of people who made Russia great*



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Project priorities

- ➔ *To tell about events from past and present Russian life that made a big impact on global civilization*
- ➔ *To highlight outstanding Russians who contributed immensely to this country's cultural, scientific and artistic advancement*
- ➔ *To show Russia's cultural and historical monuments and places*
- ➔ *To offer an eye-opening insight into the Russian ethos, theatres, museums, sports achievements, old and new cities and regions*



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Target audience

- *Russian-speaking foreigners studying Russian history and culture*
- *Russian émigrés wishing to maintain cultural bonds with their historical homeland*
- *Slavic and Russian studies university majors abroad*

500 million people in the world have a certain degree of command of Russian

200 million Russian-speaking people now live outside the former USSR

35 million Russian citizens live outside Russia

23 million students in 108 countries learn Russian every year

There are 120,000 teachers of Russian in the world

250 Slavonic Studies Departments all over the world would like to have the Encyclopedia in their libraries

More than 1,000 copies of the Encyclopedia will be delivered to Russia's diplomatic and culture offices abroad



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Target audience

Students and lecturers of Polish Opole University took part in the testing of the Encyclopedia. The students' group amounting to 25, had the opportunity to work with the first "Azbuka" teaching programme.



The testing results: Main conclusions

- ✓ *The Encyclopedia is a fresh look at the history, a new important source of information*
- ✓ *It is a very important that the Encyclopedia gives us, foreigners, the Russians' point of view on their history. Comparing different points of view is an exciting thing*
- ✓ *It is nice, that the Encyclopedia includes not only serious information, but also curious episodes from life of well-known historical persons*
- ✓ *Encyclopedia is a very handy teaching tool for learners of Russian*



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Target audience

Not all students are lucky enough to visit Russia, so CDs, like these, are an important source of information for them. But those who have been to Russia can also find here a lot of new information, because you can't learn everything in the classroom, reading books. It is very important that the programmes on the discs give us the Russian point of view of your history and culture. That helps us, foreigners, to see what you yourselves consider important. Comparing different points of view is an exciting thing.

It is also nice that the programmes are not always only serious, there are curious episodes as well. I liked the excerpt about Aleksei Maksimovich Gorky's reminiscences about the way his grand-dad taught him, showing him some pictures or objects, and then asking him to describe them. I found it so unexpected and exciting!



**Irena Danetzka,
Teacher of Russian**



I think that the CD Encyclopedia "All Russia: from A to Z" is a very handy teaching tool for learners of Russian. We would be pleased to be able to use these programmes in the classroom, because our students could read the texts themselves to the accompaniment of the voice of the Russian announcer.

And even though we know a lot about Cyril and Methodius, - we are Slavs after all!- the "Azbuka" programme had something new for us, the teachers. On the whole I liked the programme very much. Papa Ioann Paul II named Cyril and Methodius tutelary saints of Europe. It can be said that they unite Slavonic nations. We have roots in Old Church language, our proto-language.

**Barbara Hlebda
Professor, Opole University
Poland**



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Target audience

- ➡ How can we reach out to our audience?
- ➡ Is there a measure for success or failure?
- ➡ Is there a way to measure the efficiency of the Encyclopedia we are now preparing?



*Timur, a 2 years old son of Murad Davrishev,
program operator*

*Timur's first exclamation words are:
Letter A! It was long ago, in the IX Century...
Буква А! Далекий IX век...*



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Multimedia project presents the Encyclopedia in

→ *Video, audio and text format*

→ *Interactive and automatic view format*

→ *The multimedia encyclopedia is meant for listeners, viewers and readers all in one*

The Encyclopedia includes:

→ *a cycle of 30 programmes, total duration 15 hours*

→ *a cycle of 30 multimedia CDs (5.67 Gb)*

→ *4200 photos*

→ *DVD – slideshow, total duration 15 hours*

→ *2160 pages of texts (PDF-format)*

→ *CD & DVD presentation of the project*

The Encyclopedia is a set of two discs – CD & DVD with total capacity of 35.65Gb



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Multimedia programs of the first cycle of the Encyclopedia

Each section of the “All Russia. Encyclopedia from A to Z”
features 30 multimedia programs.

The total running time is 15 hours

A	<i>The Alphabet</i>	П	<i>Alexander Pushkin</i>
Б	<i>The Bolshoi Theatre</i>	Р	<i>Ilya Repin</i>
В	<i>The Great Patriotic War</i>	С	<i>Seraphim of Sarov</i>
Г	<i>Alexander Gorchakov</i>	Т	<i>Ivan Turgenev</i>
Д	<i>Fyodor Dostoyevsky</i>	У	<i>Lomonosov University, Mansion House</i>
Е	<i>Catherine the Great</i>	Ф	<i>Faberge</i>
Ж	<i>Georgy Zhukov</i>	Х	<i>Cathedral of Christ the Savior</i>
З	<i>Zvenigorod. A Magic Monastery</i>	Ц	<i>Circus</i>
И	<i>Alexander Ivanov</i>	Ч	<i>Anton Chekhov</i>
К	<i>Bells</i>	Ш	<i>Dmitry Shostakovich</i>
Л	<i>Mikhail Lomonosov</i>	Щ	<i>Mikhail Shchepkin</i>
М	<i>Moscow</i>	Э	<i>Hermitage, Mahmoud Esambaev</i>
Н	<i>Novgorod the Great</i>	Ю	<i>Yuri Dolgoruky</i>
О	<i>Orel</i>	Я	<i>Yaroslavl</i>



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Awards

The Patriarch of Moscow and All Russia Alexy II awarded the Voice of Russia radio company with an honorary Diploma of the Faith and Word international competition for preparing the Alphabet program which traced the entire history of the Slavic alphabet. The Alphabet opens the “All Russia. Encyclopedia from A to Z” radio and multimedia project. The awarding ceremony was held on January 24, 2005 in the Church Assemblies Hall in Moscow.



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HERE ARE THEY, WHO WORKED AT THE ENCYCLOPEDIA



OUR THANKS FOR YOUR ATTENTION!

