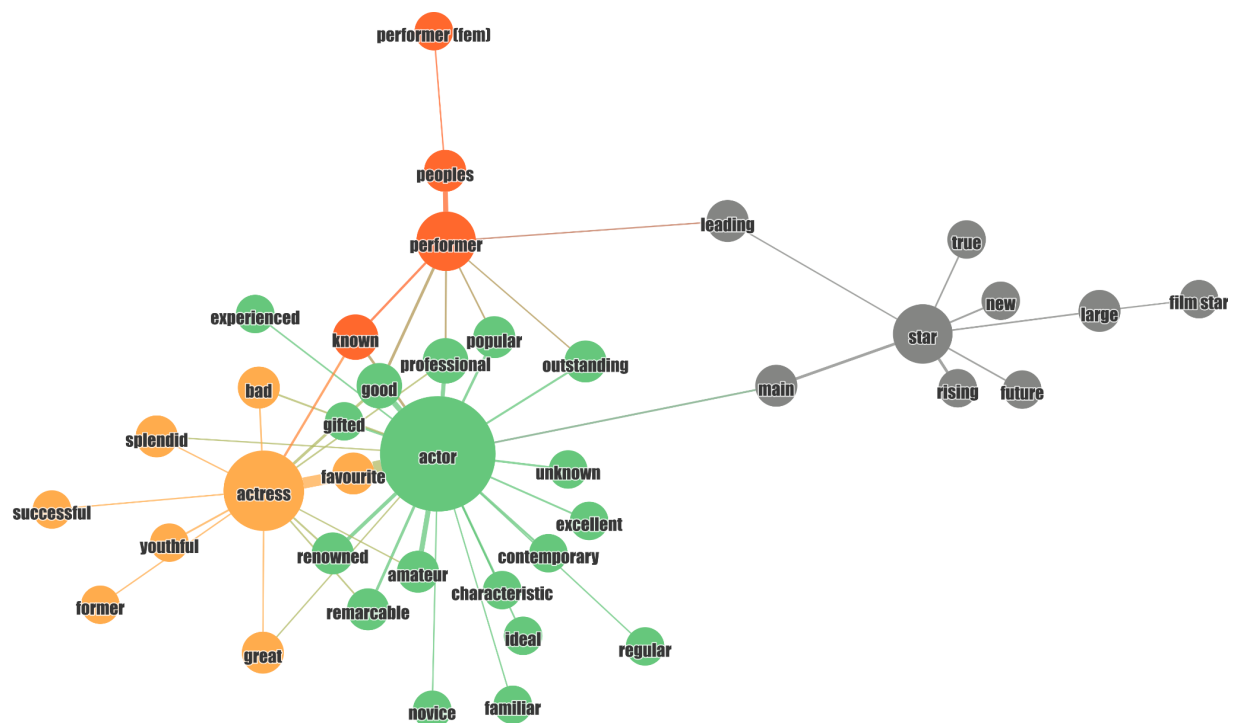


What is star discourse in post-Soviet film journals?

In this study, we conduct a textual analysis of two Russian cinema journals, *Iskusstvo Kino* and *Seans*, influential sources of cinema knowledge catering to an elite, educated audience. In the context of post-Soviet Russia, a textual investigation into the Russian cinema star system presents an opportunity to address pressing research questions surrounding the constructions of the contemporary cultural, social, and ideological contexts of stardom. The research investigates the frequency and context of mentioning film directors and actors to elucidate the power dynamics within the Russian film industry. The data from this study reveal a hierarchy where film directors significantly eclipse actors and other cinema professionals in terms of discourse presence. This hierarchical structure is examined across three primary aspects: the frequency of names and professions, the number of adjectives used to describe directors and actors, and a comparative analysis of text bodies from both journals. The study demonstrates that directors are viewed as critical authorship figures, overshadowing actors' roles and enjoying elevated status, thus transforming into the figure of a director-star. The journal's discourse promotes the director as a figure of authority, maintaining a binary where actors are subordinated, and the director is endowed with power, wisdom, and authorship, echoing the phenomenon of auteur cinema. Furthermore, the film director's role can be seen as an ideological successor to the Russian literary tradition of the writer as a poet-prophet. This study concludes that the focus on director-stars in these journals has produced an optic that compels the film community to perceive directors as the most crucial part of filmmaking, with actors relegated to a lesser role. Furthermore, the film journals approach cinema as a potent social system within Russian culture, utilizing the director-star figure to promote political agendas.



Actors and their epithets in *Seance*.