

Manuscript Submission Guidelines

By submitting a manuscript for publication in *Etnografia*, you thereby confirm that:

- the article has not yet been published elsewhere, is not offered and will not be offered for publication in another journal until a decision on its publication in *Etnografia* is made;
- you are the author of the article, and the article does not contain fragments from any previously published articles by other authors without reference to the relevant sources.

For the purposes of publication in *Etnografia* journal, the articles should be submitted in the Russian or the English language; the size of the paper should not exceed 60 000 characters with spaces, including footnotes, tables, diagrams, illustrations, an abstract (180-200 words), the keywords, and complete information about the author in the Russian and the English languages. Book reviews, observation papers, and information messages should not exceed 20,000 characters.

A journal submission should contain the following sections in this order:

- The author's family name, first name, and patronymic name (if applicable)
- The author's place of work (affiliation)
- City, country • ORCID:
- E-mail
- Title of the article (not in caps lock)
- Abstract (180-200 words with spaces)
- Keywords (5-7 keywords)
- Text of the article
- Works cited
- List of references in Latin characters with the English translation of the titles
- Date of submission of the article
- Full details of the author: Full name, academic degree, academic title, position, place of work (affiliation), city, country, e-mail (in Russian and English).

The general style and formatting guidelines

Manuscripts should be submitted in Microsoft Word format. Please, use font size 12, font type Times New Roman, and line spacing 1.5. Please, set page margins at 2 cm for top/bottom, 3 cm for the left, and 1.5 cm for the right side. Paragraph indentation should be 1.25 cm. Page numbering starts from the first page and is located in the bottom right corner. Use of tabulation and forced hyphenation are not allowed.

All illustrations should be submitted as separate digital files (*.tif or *.jpeg file format with at least 600 dpi resolution) and numbered as fig. 1, fig. 2, etc. Please, provide a separate list of captions and make sure that the file names of the illustrations match the illustration numbers in the text. The caption should contain, whenever applicable, a title, the name of the author, a source, and a date. Illustrations submitted without the written permission of the owner or copyright holder will not be accepted for publication.

Subtitles/subheadings in the article should be centered and printed in capital letters (caps lock).

Quotation marks format is the following: use “inverted commas” for words/parts of the text in foreign languages and «guillemets» in the Russian text. In English, titles of articles, reviews, abstracts, etc., should use lowercase letters except for proper nouns, names, and other generally accepted rules.

References in the main text

The primary reference in the text consists of an author and the year of publication in parenthesis with no punctuation between them: (Ivanov 1990), (Kerner 1942). For works by two authors, use both authors' names: (Masliuzhenko, Riabinina 2011). For works of multiple authorship, the reference is made only to the first author followed by "et al.": (Kirpichnikov et al. 1986). When the author's name is incorporated in the sentence, the reference in parenthesis should only contain the year of publication: "According to L. Margelis (1983)...". When several works by the same author are cited, a relevant letter should be added to the year of publication: (Vasil'ev 1980a; 1980b). When reference is made to a particular page, the page number should be given after the year and separated with a colon: (Bakhrushin 1955: 91-93). When referencing several works of the same author in parentheses, the years of publication should be given after the name of the author separated by a semicolon: (Bernstam 1980; 1983). In the case of referencing works by several authors, the names of the authors should be divided by a semicolon: (Lebedev 2005; Maximov

1987: 259). References to collective works should contain the first few words of the title with an ellipsis: (Ambassadorial Book... 1984). References to multi-volume publications should indicate of the volume after the year: (Ivanov 1980, V. 2: 351).

Works cited at the end of the article should contain sources and literature used by an author in preparing an article and be arranged alphabetically. Each entry should adhere to the following structure: full name of the author(s), the full title of the work// (for articles, the name of the publication). City, publishing house, year of publication. Volume, number, issue. Pages.

Examples:

For monographs:

Baudrillard J. Simulacra and simulations. Moscow: Postum, 2015. 240 p.

For articles:

Golovnev A. V. Speed in the anthropology of movement// Siberian historical research. 2020. No 2. P. 57-78.

For articles in collective publications:

Kurganov E. On the necessity of fear // Semiotics of fear. Ed. Buhks N., Conte, F. ParisMoscow. Sorbonne, School of Russian Studies. 2005. P. 36-43.

For articles in foreign languages:

Carleton R. N. Fear of the unknown: One fear to rule them all? // Journal of Anxiety Disorders. 41. June 2016. Pp. 5-21.

For Internet sources:

Web site «Vechernii Murmansk» URL: <https://vmnews.ru/novosti/2020/03/04/severyanpriglashayut-pouchastvovat-v-fotokonkurse-moy-narod--moya-rossiya> (access date: 15.04.2020).

For archive sources, the reference must include file number and year:

AMAE RAS F. 12. series 1. D. 88. Kuftin B.A. Udehe: shamanism. The coast of the Tatar Strait. 1927.

A list of abbreviations (if any) should be attached to the article.

Example: AMAE RAS – Archive of Museum of Anthropology and Ethnography, Russian Academy of Sciences.

Please, use only footnotes (not endnotes) numbered consecutively.

References

List of references repeats Works cited with one crucial difference: titles and names written in non-Latin scripts should be transliterated, and titles should be translated into English. Lists of references are used by international academic databases, such as Scopus and Web of Science, for their citation indexes.

Transliteration should follow the USA Library of Congress system (in the “no diacritics” version). For transliteration from Cyrillic use:

<https://www.loc.gov/catdir/cpso/romanization/russian.pdf>

You can also use an automatic conversion tool available on Convert Cyrillic website: <https://convertcyrillic.com/#/>. In the right-hand panel (Convert to), select the second option: ALA-LC (Library of Congress) Romanization without Diacritics [Russkii iazyk]. There are typical automatic conversion mistakes, which should be corrected. a) References to the publication’s “том” (volume) should be translated into English as “Vol.”; Russian “Кн.” (book) – as “Bk.”; Russian “Ч.” (part) – as “Pt.”. b) All abbreviations of city names should be converted into a full form: Russian М. - Moscow; Russian СПб. – St.-Petersburg; Russian Л. – Leningrad; N.Y. – New York; etc. c) All other abbreviations should be converted into complete form (for example, “izd-vo” – into “izdatel’stvo”). d) Please check centuries numbering conversion to avoid mistakes ((XX - 20, XIX – 19, etc.). If you typed a number using the Russian letters “X” the conversion tool would automatically transliterate them as “Kh” (“KhKh” instead of the 20th century and “KhKh” instead of the 19th century, etc.). e) Names of the foreign authors should not be converted from Russian but provided in the original form. In case of citing any works based on their Russian translation, automatic conversion tool may offer Marks instead of the original Marx; Moss instead of Mauss; Levi-Stros instead of Lévi-Strauss, etc.f) Russian letters Я and Ю at the beginning of words should be transliterated as Ya and Yu (as opposed to Ia and Iu offered by automatic conversion tool). For example, the recommended spelling version is Yurii Yakovlev and not Iurii Iakovlev. g) Italics should be used for the names of journals or other academic periodicals, titles of books, and collections of articles.

Please, use the examples below as guidelines.

For books:

Baudrillard Zh. *Simuliakry i simuliatsii* [Simulacra and simulations]. Moscow: Postum Publ., 2015, 240 p. (In Russian)

Bogordaeva A. A. *Traditsionnyy kostyum obskikh ugrov* [Traditional costume of the Ob Ugrians]. Novosibirsk: Nauka Publ., 2006, 237 p. (In Russian).

Golovnev I. A. *Vizualizaciya etnichnosti v sovetskom kino (opyty uchenyh i kinematografistov 1920–1930-h godov)* [Visualization of Ethnicity in Soviet Cinema (Experiences of Scientists and Cinematographers of the 1920s–1930s)]. St. Petersburg: MAE RAN Publ., 2021, 440 p. (In Russian).

For articles in journals:

Golovnev A. V. [Speed in the anthropology of movement]. *Sibirskie istoricheskie issledovaniia* [Siberian Historical Research], 2020, no. 2, pp. 57–78. (In Russian).

Amunts K., Kedo O., Kindler M, Pieperhoff P., Mohlberg H., Shah N., Habel U., Schneider F., Zilles K. Cytoarchitectonic mapping of the human amygdala, hippocampal region and entorhinal cortex: intersubject variability and probability maps. *Anatomy and Embryology*, 2005, no. 210 (5–6), pp. 343–352. (In English).

For articles in collective publications:

Kurganov E. O [The need for fear]. *Semiotika strakha* [Semiotics of fear]. Paris, Moscow: Sorbonna, Russkie instituty Publ., 2005, pp. 36–43. (In Russian).

Edwards E. Introduction. *Anthropology and Photography 1860–1920*. London: Royal Anthropological Institute, 1992, pp. 3–17. (In English).

For Internet publications:

Bruns A., Moe H. *The use of Twitter hashtags in the formation of ad hoc publics*. 2011. Available at: https://pdfs.semanticscholar.org/5a41/9e801bcb14637580bb3e990e6e444b02b6bf.pdf?_ga=2.226961949.1862187623.1586948137-1526946843.1586948137 (accessed 15.04.2020). (In English).

Kan E. V. [Hashtags as a new linguistic phenomenon]. *Filologicheskie aspekty: mezhdunarodnyi nauchno-prakticheskii zhurnal* [Philological aspect: international. scientific-practical journal], 2017, no. 1, pp. 90–98. Available at: <https://scipress.ru/philology/articles/kheshtegi-kak-novoelingvisticheskoe-yavlenie.html> (accessed 18.04.2020). (In Russian).

Dissertation:

Dubovtseva E. N. *Traditsii keramicheskogo proizvodstva v neolite severa Zapadnoy Sibiri: kand. dis.* [Traditions of ceramic production in the Neolithic of the North of Western Siberia: diss. cand.]. Ekaterinburg, 2021. (In Russian).

Dissertation abstract:

Danilova E. N. *Etnologicheskaya ekspertiza v teorii i praktike sovremennoy rossiyskoy nauki: avtoreferat kand. dis.* [Ethnological expertise in the theory and practice of modern Russian science: diss. cand. abstract]. St. Petersburg, 2022. (In Russian).

Articles that do not comply with the above requirements shall not be accepted for consideration. All materials must be submitted to the editors at: etnografia@mail.ru

Manuscript submission example

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The warrior muzhik and fakelore maiden: Russian banal nationalism on and offline

ABSTRACT. Nationalism is often understood in terms of grand political movements, political speeches and too often in wars pitting states against each other or nationalist insurgents rising against. Yet, nation and nationalism can be studied in the banal events of daily life as Michael Billig (1995) proposed. The flying of flags in front of houses, the draping of St. George ribbons or icons off of rearview mirrors, the small symbolic markings of nationhood — all these reinforce the nationalism that can be harnessed by larger political movements. This article will examine the banal in the cyberspace, notably how idealized images of masculinity and femininity are created, liked and shared on social media, and how such mundane daily affirmations of nationhood reinforce larger national narratives. Individuals are thus not passive recipients of national discourses, but can be active contributors to them by taking and sharing photos of themselves in folkloric dresses or working out in gyms. They can thus either reinforce or challenge the prevailing narratives and participate in the making of nations. This is clearly seen in Russian social media sites where online nationalism both buttresses and occasionally challenges older ideals of nation and gender, both intertwined in defining what it means to be Russian.

KEYWORDS: Russian nationalism, ethnicity and nationhood, banal nationalism, identity and social media, ethnology and ethnography

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Мужик-воин и квази-фейкlorная дева: русский банальный национализм онлайн и офлайн

АННОТАЦИЯ. Национализм часто понимают в категориях политических движений, политических речей и, слишком часто, войн, натравливающих страны друг на друга или на националистических мятежников, восстающих против них. Тем не менее, нацию и национализм можно изучать на основе банальных событий повседневной жизни, как предлагал Майкл Биллиг (1995). Развешиваемые флаги перед домами, георгиевские ленточки или иконы, свисающие с зеркал заднего вида, маленькие символические метки принадлежности к нации — все это подпитывает национализм, который может быть использован в своих интересах более крупными политическими движениями. В настоящей статье будет рассмотрено банальное в киберпространстве, в особенности то, как создаются идеализированные образы маскулинности и феминности, как их отмечают как понравившиеся и делятся ими, и как такие неприметные повседневные подтверждения национальной общности усиливают большие национальные нарративы. Индивиды, таким образом, проявляют себя не как пассивные реципиенты националистических дискурсов, но вносят в них активный вклад, выкладывая свои фотографии в фольклористических костюмах или во время тренировок в спортивном зале. Таким образом они могут либо усиливать, либо противостоять доминирующим нарративам и участвовать в формировании наций. Это можно ясно видеть на сайтах российских социальных сетей, где онлайн-национализм как укрепляет, так и бросает вызов более ранним идеалам нации и гендера, которые переплетаются в определении того, что значит быть русским.

КЛЮЧЕВЫЕ СЛОВА: русский национализм, этничность и государственность, банальный национализм, идентичность и социальные сети, этнология и этнография

TEXT OF THE ARTICLE

LIST OF REFERENCES REFERENCES

DATE OF SUBMISSION: 01.07.2020

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