

'West Coast Seminars'

on

**Economic and Social Change in Russia and Eastern Europe
(Glasgow, West of Scotland [Paisley campus] and Strathclyde Universities)****Seventeenth Annual Series 2010-2011****Wednesday 16 March 2011, 5.30 pm**

CEES Seminar Room, 8 Lilybank Gardens

Dr Elizabeth Waters

School of Social Sciences, Humanities and Languages, University of Westminster

***"Evidenced-based satire: Soviet cartoons on drink and drunkenness,
1964-1982"***

Tea and Coffee from 17.00

All Welcome

ABSTRACT

During the 1960s and 1970s the Soviet satirical magazine *Krokodil* published numerous cartoons on alcohol-related themes. Unlike popular medical publications of the time, which focused attention on an allegedly small residual group of 'alcoholics', they showed an adult male population engaged in heavy drinking of spirits, a picture that statistical information made available in the late and post-Soviet periods by and large confirms. While popular medical publications took an orthodox and judgemental line on alcoholism, *Krokodil* adopted a tolerant or at least neutral view of national drinking practices. Aesthetically marginal and aimed at a low to middle brow audience, the magazine escaped rigorous ideological monitoring. The cartoons therefore provide not only a rich source for the study of everyday life, but raise issues about the operation of censorship and the making and implementation of social policy.

About the speaker

Elizabeth Waters studied at universities in Brighton, Birmingham and Moscow. She taught at the Australian National University and now works at the University of Westminster. She has written about gender and social policy in the USSR and Kazakhstan. Her current project is on Soviet visual propaganda from the 1940s to the 1980s.

* for further details please contact
Prof Terry Cox, University of Glasgow
Dr Irene McMaster, University of Strathclyde
Prof Martin Myant, University of West of Scotland

0141 330 2343 t.m.cox@lbss.gla.ac.uk
0141 554 4905 irene.mcmaster@strath.ac.uk
0141 848 3367 martin.myant@uws.ac.uk