

1. Record Nr.	UNINA9910967514503321
Autore	Lassila Jussi
Titolo	The Quest for an Ideal Youth in Putin's Russia II : The Search for Distinctive Conformism in the Political Communication of Nashi, 2005-2009 // Jussi Lassila, Andreas Umland, Kirill Postoutenko
Pubbl/distr/stampa	Hannover, : ibidem, 2014
ISBN	9783838265858 3838265858
Edizione	[1st ed.]
Descrizione fisica	1 online resource (229 p.)
Collana	Soviet and Post-Soviet Politics and Society ; 115
Disciplina	320.40835
Soggetti	Youth - Political activity - Russia (Federation) Youth movements - Russia (Federation) - History Anti-fascist movements - Russia (Federation)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Contents; Acknowledgements; Foreword; I Introduction; II Between the State and Apolitical Youth; III Nashi, the Field of Youth Movements and Political Participation of Russia's Youth; IV Towards Nashi's Political Style: From Moral Panic to National Megaproject; V Projecting the Movement Onwards; VI Nashi's Political Rituals; VII Struggling with Image; VIII How to be a Distinctive Conformist?; IX Discussion; Bibliography; Appendices
Sommario/riassunto	In this timely intervention, Jussi Lassila explores the so-called Democratic Antifascist Youth Movement 'Nashi' in Russia. Government-organized but scandal-stricken, the public's attitude towards 'Nashi' oscillates from broad support to a reluctance to accept all implications of Putin's new system. Based on discourse analysis, Lassila argues that Nashi anticipates an 'ideal youth' within the framework of official national identity politics and as an attempt to mobilize largely apolitical youngsters in support of the powers that be. The book demonstrates how Nashi's ambivalent societal position is the result of a failed attempt to reconcile incompatible communicative demands of the authoritarian state with those of the apolitical young. "At a time when Russia's political leadership is confronting an

increasingly mobilized society, this book helps us understand the communication strategies used by pro-Kremlin groups in their efforts to garner the support of youth for the Putin-centered regime.

Capturing Nashi's own 'voices,' this intriguing and detailed analysis of Nashi's self-image and web-based outreach strategies sheds light on the mechanisms of political-patriotic mobilization in semi-authoritarian regimes, as well as on their unintended consequences."

Valerie Sperling, Professor of Political Science, Clark University

"Jussi Lassila's book is a multifaceted and timely contribution about Nashi's political communication strategies, their political rituals, as well as use of image and symbols. This outstanding study demonstrates that, despite its close relation to the Kremlin, Nashi wanted to build an ideal youth and tried to have its own voice heard. I strongly recommend this book to scholars interested in communication, as well as in youth culture and politics in contemporary Russia." Marlène Laruelle, Research Professor of International Affairs, George Washington University
