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**The North of Yakutia in the visual narrative of Soviet researchers (1920–1950)**

Representing the North, the prevailing part of humanity primarily visualizes pictures of its desolate Arctic spaces and the cultural world of Arctic communities. During the development and scientific study of the northern territories, Russian science has tested various tools of visual research methods. Fascination for the objective world of everyday life in artistic practices of Soviet researchers of the 1920-s and 1950-s illustrates the wide application of visualization in research’s that was tested during the academic expeditions of the Committee for the study of productive forces Yakut region by the Academy of Sciences of the USSR in 1925–1930 under the leadership of major scientists (P.V. Wittenburg, I.I. Mainov, E.K. Pekarsky, L.V. Bianchi, etc.). Array of images expedition photo chronicles of detachments Committee for the study of productive forces Yakut region by the Academy of Sciences of the USSR and the Direction for the Study of Productive Forces in 1920s–1930s (ethnographic detachment by D.D. Travin; ichthyological detachment P.G. Borisov; medical and sanitary detachment by prof. A.A. Vladimirov and S.E. Schreiber; medical detachment People's health Committee of Russian Soviet Federative Socialist Republic by the doctor E.A. Dubrovin, by doctor “D.A.” worked in Verkhoyansk, Bulunsky, Anabar, and Nizhnekolymskiy districts of the Yakut Autonomous Soviet Socialist Republic in 1927 to 1929, etc. is a representative image of visual studies of everyday life in traditional communities of the North.

An important feature of their work was the methodological approach to the collection of illustrative materials as an integral part of the scientific tools for recording and consistently documenting events. In addition, the works of visiting expedition artists influenced the formation of a new stylistic direction in Yakutia. In addition, the works of expedition artists influenced the formation of a new stylistic direction in Yakutia. The artists N.A. Andreev, A.V. Ovchinnikov, V.P. Belyaev, N.D. Travin, A.P. Noskov, and A.A. Shishov created artistic images of the population, objects of architecture, material culture, and ornamental art of the indigenous population of the Yakut region today serve as a reference point for modern research. The results of the work of the Committee for the study of productive forces and the Direction for the Study of Productive Forces the Academy of Sciences USSR became a great technical and civilizational breakthrough, comparable to the great geographical discoveries.

Only in the work of expedition artists and photographers the visual constructs of the vast expanses of the North are reflected. According the accumulation of visual material, the visual language of space illustration was formed. Images that appeal to certain stereotypes (the predominance of snow-covered landscapes and horizontal spaces, deer, special types of housing, national costume, etc.). This allows you to interpret them as visual text (image / sign). Visual studies conducted during the expedition study of the North showed that closed rural communities had a special temporal life cycles and a moral scale of values.

The participation of representatives the local intelligentsia of Yakutia in the expeditions and their personal contribution to practical visual research, allows us to express a hypothesis about the method of obtaining information through the “camera effect”. Namely, the fixation of information from the point the view of the student and fixator of another culture in the light of their mental categories and their value system, which is certainly different from a similar visual project performed only by a local researcher.

His knowledge and immersion in the cultural-specific arsenal of the life-support system and the specific subtleties of everyday life of the “northern world”, expressed in the language of visuality, usually does not coincide with the stereotypical ideas about it. The ethnographic drawings and photo projects by I.V. Popov, M.M. Nosov, P.V. Sleptsov, and A.A. Savvin made up a three-dimensional picture of the visual illustration of the region, its population, life and culture. In the 1940-s and 1950-s, Soviet ethnographic science continued to work on the formation a visual source base for the forms of human life in the spatial-temporal dimension of history, for future comparative studies. Visual methods of observation were intended to serve as a visual illustration the adaptation mechanisms of the northerners for the development of territories with harsh climatic conditions. The change in the approach to the use of visual research methods is noticeable on the example of the expedition photo projects of famous scientists I.S. Gurvich and G.V. Naumov. Their ideas in the field of image reproduction allowed not only to visually reflect the development of the productive forces and the national economy, the construction of new settlements and transport. But also to develop the author's method of visual mapping of the cultural areas of the North.