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TÍTULO: Las direcciones en el desarrollo del estudio de prensa en Azerbaiyán: contexto histórico y social.

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RESUMEN: El artículo se centra en el contexto histórico y social de la historia de la prensa de Azerbaiyán, y examina las direcciones en el desarrollo de la prensa. Identifica la tendencia actual en un contexto histórico y social hacia el desarrollo de la prensa. Se están analizando las etapas actuales de las direcciones de desarrollo. Durante el período 1900-2000, se siguen los cambios de período en el desarrollo de la prensa, la dinámica y los antecedentes sociales, y los factores deficiencias actuales que afectan el desarrollo de la prensa, incluidos los efectos del "régimen post-soviético" y "la influencia de los mecanismos de los extraterrestres", elementos que son llevados al centro de atención. El artículo incorpora principios de investigación de vanguardia para aclarar el panorama científico-teórico en el campo del estudio de prensa azerbaiyano.

PALABRAS CLAVES: Estudio de prensa azerbaiyano, la era moderna, direcciones de desarrollo, historia y contexto social.

TITLE: The directions in the development of the press study in Azerbaijan: historical and social context.

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ABSTRACT: The article focuses on the historical and social context of Azerbaijan's press history, and examines directions in press development. It identifies the current tendency in a historical and social context towards the development of press. Current stages of development directions are being analyzed. During the 1900-2000, period changes in press development, dynamics and social background are followed, and the current shortcomings factors affecting the development of the press, including the effects of the "post-Soviet regime" and "the influence of mechanisms of alien elements", are brought to the spotlight. The article incorporates cutting-edge research principles to clarify the scientific-theoretical landscape in the field of Azerbaijani press study.

KEY WORDS: Azerbaijani press study, the modern era, development directions, history and social context.

INTRODUCTION.

The development of science is possible only through the logical results of consistent, in-depth research and generalizations. This process is necessary for all fields of science. The development of journalism science in Azerbaijan, the successes in the field of press study have been involved in research from time to time and written interesting research works. However, one must recognize that this process is not carried out consistently and systematically. Whereas, journalism, including the press, plays an indispensable role in the development of society and the formation and strengthening of social and political values.

It should be noted, that the relation to history, the past, the cultural-spiritual heritage has always been relevant to the social sciences, especially since the re-acquisition of the independence of our people, a revision of the history of the development of Azerbaijani science has become important.

There has been a need to reevaluate and evaluate the achievements that have been learned and explained under the influence of ideological ideas for many years. Today, during the most important period of independent state-building, the proper, accurate study, evaluation and promotion of our national-moral values and historical past is of utmost importance.

In this article, we aim to refine the achievements of the Azerbaijani press study for a century (1900-2000) and to clarify the shortcomings.

DEVELOPMENT.

As noted, significant work has been done to investigate the history of the press and continues to this day. It is true that because most of them were written in accordance with the ideological “rules” of the Soviet period, events and facts were not commented on the same scientific accuracy, high scientific and objective level, and no correct, accurate generalizations were made. But that doesn't give us any reason to ignore all these steps in the study of press history. On the contrary, more accurate and comprehensive research needs to be made to benefit from them.

Since the beginning of the 20th century, the content of newspapers and magazines, the language, the direction of ideas, the activities of the authors have been involved in the research. In the post-1920 studies, the bias stemming from the demands of the Soviet regime and ideology clearly manifested itself. In this bias, the activities of the “Bolshevik and the revolutionary democratic press” were exaggerated and all the country's achievements were tied up in their name.

Most of the shortcomings mentioned in the numerous articles and scientific books written after 1991 have been eliminated, and a new look at the re-study of the history of Azerbaijani press study has been felt. Numerous valuable works have been revealed, both in the field of immigration and in the research of the Southern press.

Among these researches, it is possible to come across research works that touch the subject of the topic at this or that degree or directly related to our theme. Our scholars in Azerbaijan have focused on the historiography, literary studies, achievements in the study of press history in the articles, books and booklets devoted to the development of science in general, and reflected on their scientific and practical significance. However, almost consecutive, extensive research into this problem has not been done so far.

It is of great scientific and social importance to observe the process of formation and development of the press study in the world, including Azerbaijan, to investigate the causes of its formation, to summarize the peculiarities of the field, and to define the tasks ahead. Consistently following the successes and flaws of the science of press study not only provides the field with its own development, but it also has a positive impact on the development of other fields of science, including historiography, literary studies and philosophy and journalism.

Although the examples involved in the study have been of research material that has been around for a century, i.e. during 1900-2000 references to both previous and next period sources have been made and with their help clarify the issues to be analyzed. As a result, for the first time, the Azerbaijani press study is researched as a whole, that is, without any political regime or system, and the results are evaluated by the prism of democratic values. Issues of Azerbaijani press escaped notice for long years are also paid attention. For example, the South Azerbaijani press, the immigration Azerbaijani press and other issues can be mentioned.

Methodological bases of research.

Since the subject of the research is located at the junction of the press, history, literature and political sciences, theoretical and methodological concepts inherent in these sciences have been widely used. Theoretical provisions covering the principles of advanced research to clarify the scientific-theoretical view in the field of the Azerbaijani press study, to clarify the positions of

critics, journalists, publicist and publishers with different worldviews in the literary-historical struggle, have been widely covered in the research. Theoretical analysis should be considered as one of the main research methods.

Discussion.

In the early XX century, which was a particularly important period in the development of the Azerbaijani press, “during the rapid development of national consciousness, enlightenment and revolutionary-democratic thought in the Azerbaijani press, the Azerbaijani press had a period of prosperity” (Aliyev Z., 1962), and this has led to the rapid development of our national press and the expansion of the social movement. At the time, on the one hand, newspapers and magazines with different ideas and issues were being published, and on the other hand, the press history was written. Journalists, publicists, publishers were the first to take the first step in this area and try to revive the landscape.

H.Zardabi, O.F.Nemanzade, A.Sur, A.Muznib, F.Kocherli, A.Abid, F.Aghazade, A.Huseynzade, M.A.Rasulzade, A.Huseynzade, A.Aghaoghlu, S.Huseyn, M.B. Mahammadzade, H.Vazirov, Uzeyir and Jeyhun Hajibeyli brothers and others have left us valuable sources in the study of our press history, offering valuable and interesting insights on various newspapers and magazines.

As the history of our press begins with the "Akinchi", the history of our press study begins with the writings, monographs, scientific books about "Akinchi" and H. Zardabi (Azerbaijan press history anthology, 2010). One of the first research articles of this kind belongs to H. Zardabi, who laid the foundation of our press. In the article “The first Turkish newspaper in Russia” published in the "Hayat" newspaper (Huseynov S., 1988), the author talks about the great difficulties, activities that "Akinchi" faced, the attitude of the people, intellectuals and the reasons for the closure of the newspaper.

It is worth noting that since the end of the 19th century and the beginning of the 20th centuries, for all the cultural and literary, social events taking place in the renaissance and rise of our people are connected with the name, life, and creativity of H.Zardabi, the researches about Zardabi are in the focus of attention both before and after the Soviet period. His exemplary past, his struggles, his rich socio-philosophical legacy are vivid proof of this. The study of this heritage (today, away from the ideological aspect) is of great importance for tracking the history of the development of Azerbaijan's socio-philosophical thought.

Azerbaijani thinkers, who continue and develop the creative traditions of the founder of the national press H. Zardabi, as well as “his ideas, scientific and theoretical discussions on journalism, have adapted, modernized and achieved national press. These scientific-theoretical considerations, the arsenal of historical truths and national memory clarity are important sources of modern Azerbaijani medialogy, and serve as a reference point for defining its methodological basis” (Azerbaijan press history anthology, 2010).

Our press history, which has gone a long, complicated, controversial and at the same time productive way since the middle of the 19th century to the present day, has been largely explored in the first two decades of the 20th century. This stage is roughly grouped by most researchers as follows:

- The period from “Akinchi” - to the collapse of the Azerbaijan Democratic Republic.
- The period from the collapse of the Azerbaijan Democratic Republic - to the 1990s.
- The period from 1990 - to the present day.

In order to study the history of establishment and development of national press study, it is necessary to look at the history of the establishment of the press system in Azerbaijan and to clarify the issues of the formation of the press study. For this purpose, it is necessary to disclose the complex social and political events of the period and the historical conditions affecting it, and to study the influence of different ideas on the process.

In general, it is important to eliminate the political criteria in the national press historiography, and to take the historical experience of Azerbaijani journalism in the fight for a free and informed society. The problems of the history of press study today are mainly:

- Scarcity of generalized research on the history of the press.
- Lack of a uniform concept of press history.
- Not incomplete elimination of the illogical attitude towards historical figures and some of our classical writers.
- Lack of objective disclosure of the role of the press in the development of historical events.
- Non-re-examination and not the complete objective study of works written under the influence and demands of the regime, ideology during the Soviet period.
- Non-elimination of political criteria in the national press historiography.
- Not solving the problems arising in the research of the press study after the restoration of our independence etc.

Eliminating all these problems will lead to the development and formation of the Azerbaijani press study science. In investigating the historical problems of the press study, among other issues, the development of historical events, their impact on the press, the literary environment and the impact of the literary environment on them should be objectively disclosed. For example, after the October 17, 1905 manifesto, "a national press environment has been created in Azerbaijan" (Valiyev S.,2011), that has played an important role in the development of education and culture in Azerbaijan, as well as in the development of the native-language press.

The press is not only dealing with the problems of socio-cultural progress, but also the issues of serious political struggle, and the ways of solving the problems of the people, the state and the homeland. As a result, the new press paved the way for the success of the Azerbaijan Democratic Republic, stimulating the formation of the ideology of independence in Azerbaijan and the development of the traditions of independent statehood. During the period of the Azerbaijan

Democratic Republic, it has been carried out a number of democratic reforms and activities for the development of Azerbaijani journalism, strengthening the traditions of statehood, ensuring the social, political, cultural and economic development of the country.

Legislative acts related to the press has been developed: orders, resolutions, legal acts. For the first time, the Azerbaijani press was freed from censorship by order of the Council of Ministers of November 9, 1918. "The Statute of the Press", adopted by the Parliament of the Azerbaijan Democratic Republic on October 30, 1919, has played an important role in the development of Azerbaijani journalism and was the first official legal document on our national democratic press. On March 3, 1919, the Government of Azerbaijan made a decision to establish the "Azerbaijan Telegraph Agency".

Creation of conditions for free and freely press activity in the country has allowed the Azerbaijani press to move to a qualitatively new stage of development, the formation of pluralism of opinion in the society, and "the greater part of the press to be democratic" (Valiyev S.,2011).

Most of the prominent and influential people in the media of this period were also political figures of the time: M.A.Rasulzade, M.B.Mammadzade, A.M. Topchubashov, X.Ibrahim, H.Aghayev, J.Hajibayli, U.Hajibayli, F.Aghazade etc. Their publicist, literary-critical articles and scientific-theoretical views on the study of the history of Azerbaijani press study are of great importance. In this research work, the history of the period was approached in terms of national interest, and the correct concept was identified (Mammadov X., 1999).

One of the authors of such interesting and valuable works is Mirza Bala Mammadzade, a well-known publicist and public figure of the time. He has written articles and works that investigate and analyze a number of highlights of the way and activities of the Azerbaijani press. His two works, "Between two revolutions" and "The Turkish press of Azerbaijan" are among the most valuable contributions to our national press study today. "Between two revolutions" was published in 1918 in Tbilisi, and "The Turkish press of Azerbaijan" was published in 1922 in Baku. However, it is

clear from the documents that the author has been written the book "The Turkish press of Azerbaijan" during the Democratic Republic and collected the materials at that time. At M.B.Mammadzade's research into the history of our press his difficulties, arbitrariness committed by tsar censorship, and other problems were explained in detail. As a media person, M.B.Mammadzade was better known for his problems and concerns.

One of the first authors of the press of the Azerbaijan Democratic Republic was Mahammad Amin Rasulzade, the independent mujahideen. His "Glorious Memories of the Azeri Press" and numerous literary and critical articles discuss the impact of the press on the socio-political and cultural development of the country and the attitude of the classics. His "Sacred place of Azerbaijani press", "Vazirli Najaf bay", "Dabistan", "Hurriyeti matbuat", "Islamic press", "Russian press", "Hashim bay Vazirov", "About press", "Press freedom", "We need critic", "Glorious Memories of the Azeri Press" and numerous literary and critical articles discuss the impact of the press on the socio-political and cultural development of the country and the attitude of the classics. The author pointed out that literature, especially the press, has great potential for awakening and raising the political consciousness of the people (Azerbaijani immigration literature. 2016).

Today, not only is the study of M.A.Rasulzade's legacy in the light of new thinking, but seriously and systematically, one of the most important tasks facing the scientific-theoretical view of the history of the press study and press of Azerbaijan Democratic Republic, as a whole. Because researchers who study Azerbaijani journalism during the Soviet era have usually passed over the republic era and criticized it. As a result, at the request of the ruling party, most national writers have been subjected to persecution, exile, and emigration, calling them "people's enemy" and "traitor of homeland". Their creations, like themselves, have been "blacklisted" and have been removed from research for many years.

After the occupation of April 1920, the long-standing totalitarian regime in the history of Azerbaijan was laid. The purpose of the occupying power to promote its ideology was to create "a new type of press" and, as a consequence, subordinate the whole field of information to its ideology (Mammadli S., 2017). And so it was. The "press, which is unique and rare in its own right", has been mobilized to promote a unified ideology - the Bolshevik, the socialist and then the communist ideology (Mammadli S.,2017).

However, during the Soviet era, the "theoretical concept and mechanism of Azerbaijani journalism differed significantly from the previous one" (Guliyeva G., 2016), but much work has been done in developing and investigating the Azerbaijani press. We should not forget that the development of science also requires an organizational, systematic approach. Therefore, the organizational work for the development of science, including the press study has begun. The Soviet government paid close attention to this area as it controlled everything. The direction and content of the research were of great interest to them. To this end, from the 1920s to the collapse of the regime the government has focused on the establishment of certain institutions to gain control over this area.

In the early 1920s, the Institute of Party History, in 1923 the "Society of Exploration and Research of Azerbaijan", in 1934 the Azerbaijani Branch of the USSR Academy of Sciences, in 1945 the Academy of Sciences of the Azerbaijan SSR, Press Committee under the Council of Ministers of the USSR in 1963, were founded. In the 1970s and 1980s, "the Press Department" functioned at the Academy of Sciences of the Azerbaijan SSR. These organizations, like other fields of science, have done some work in the study of press history (Azerbaijan Soviet literary studies (1920-1975), 1983). All these have defined the methodology for the study of the literary process in our country by the Marxist methodology during the Soviet period. In addition to directing the emerging Soviet press, the "Marxist-Leninist literary criticism in Azerbaijan has led to the formation of a generation of Marxist literary critic" (Ahmadov B., 2015). These literary critics were not only engaged in the study of literature but also in the study of our press. The essence of these studies was that it was a

complete part of "the current totalitarian regime management and their expression as a system" (Mammadli S.,2017). Therefore, individuality was at a low level. Different views and opinions in society could not be discussed.

As a result, "dozens of newspapers and magazines, which have long been important in the history of the Azerbaijani press and commonly referred to as the liberal-bourgeois press, remained largely out of scrutiny" (Aghayev I.,1969). Nevertheless, these press agencies are valuable sources for studying the history of the artistic, social and political thought of our people.

The study of the Azerbaijani press during the Soviet period began since the mid-20s. In 1923 a commission was established to publish the thousandth edition of the "Communist" and "Bakinsky Rabochy" newspapers and to celebrate the 50th anniversary of the Azerbaijani press on April 12, 1925. According to the commission's decision, works, articles, scientific books and memoirs about the history of the Azerbaijani press are being written.

Although these researches were written in accordance with Soviet ideology, they contain valuable facts that reflect the history of the creation and development of our press. For example, working in a censor duty for oriental languages at the Caucasus Censorship Committee, the first Muslim censor, Mirza Sharif Mirzayev's "Materials for the History of the Turkish Press in the Caucasus" is a reliable source in the study of the history of the Azerbaijani press (Mirahmadov A.,2013). In the work, written on basis of rich, perfect archive documents, "the activity" of Caucasus Censorship Committee, especially, Armenian censors working at the committee such as Korganov, Melik-Megrabov, Kishmishev, Garakhanov, who had been against the foundation of our press in the native language is proved with facts.

From the research of Professor Shirmammad Huseynov, it is clear: "It is precisely the creators of the proletarian press who spoke of the new type of proletarian media in Azerbaijan and its history." (Huseynov S.,1988). They conducted their activities under the control of the Main Department of the State Secrets Protection in the press. From the mid-1920s until the early 1990s, the press had

been the focus of monitoring, analysis and evaluation based on the ideology and methodology of Marxism-Leninism” (The modern state of the humanities sciences and theoretical and methodological issues of literary criticism. 2010).

It is true that, during the 1960s and 1970s, socialism was much weaker, but still maintained its existence. “Although the political processes in the country and the national republics had a certain impact on its, there was still a political system that would protect its” (Ahmadov B.,2015).

The decision of “About measures to develop public sciences, to increase its role in communism building” (Azerbaijan Soviet literal studies (1920-1975), 1983) by Sov. UCP in 1972 stimulated development and research of humanitarian sciences. “From the late 1960s to the early 1970s, the study of the history of the Azerbaijani press entered a new phase” (Tahirli A., 2011). The research of that period was devoted to the study of the life and creativity of individual writers, as well as the study of the problem of the literary environment. But, works propagating contrast problem between “national life and revolutionary thought, two contradicting political ideology, musavat and bolshevism – first anti-revolutionary, plunderer, but second, on contrary, the structure promising social welfare and “national freedom” were being written (Mammadova S., 2010).

In the late 1980s and early 1990s, the press also played an important role in the rise of the freedom movement in Azerbaijan and the democratization of society. Therefore, most researchers consider the 1990s a new phase in the Azerbaijani press: “In the early 1980s and 1990s, the national liberation movement in Azerbaijan first emerged with the support of the press, and the new media played a major role in this struggle.” (Legislation in the field of Mass Media, 2001).

The president of the Azerbaijan Republic - Haydar Aliyev’s disposal „about celebration of the 80th anniversary of the Azerbaijan Democratic Republic on January 30, 1998“ also gave a great stimulus to scientific research of the Republic period. Unlike the one-sided research conducting during the Soviet period, in the works written in the democratic climate of the last 20-25 years, the press study of the Republican period has been objectively characterized. The life, activity of M.A.Rasulzada,

M.B.Mammadzada, A.M. Topchubashov, J.Hajibayli, H.Vazirov, A.Huseynzada, A.Aghaoghlu and other writers debunked with expressions such as “religious dogmatic”, “bourgeois journalist”, “reactionist nationalist”, “bourgeois writer”, undergone calumny are involved in research objectively, many scientific articles, monographies, dissertations, works are written and introduced to public. Among these works have valuable sources that reflect our history of press study. In addition to studying the research history of our press study, we also learn the socio-political, and socio-psychological views of our history of that period.

That’s why systematical research of all stages of our press history, generalize obtained practice today is both one of the main duties of Azerbaijani press historiography and it would be very important step in terms of learning national-moral values, stimulation of development of journalism. Unfortunately, these stages have not been researched, summarized and evaluated separately at the scientific level. However, it is important for protecting and keeping alive not only the history of our press, but also our entire history of independence (there are tight wires that connect these dates). Any work, area of labor activity that are not develop on the basis of natural national-moral values, and are not deeply embedded in its positive traditions, cannot be a serious succeeded.

As the heritage of immigration is an integral part of the Azerbaijani cultural heritage, the immigration press is directly part of the Azerbaijani press and studing of this history is an important issue. Immigrant scientist, professor Nasiman Yagublu rightly points out: "It is impossible to study with extensively research the XX century Azerbaijani press and the national independence struggle of our people without seriously investigation of the history and activities directions of the Azerbaijani immigration press" (Yagublu N., 2013).

For many years, the Soviet system did not allow research on this subject. This process continued from the invasion of April 1920 until the Soviet Union officially collapsed in 1991. Although articles have been written about the immigration history, heritage, and immigrants of Azerbaijan since the end of 1988, it has become an independent research object since the early 1990s.

Immigration heritage of Azerbaijan has been the subject of various studies. Among them, a comprehensive study of Azerbaijani immigration press study has revealed the need for investigation of the immigration press. Otherwise, it is impossible to claim that the Azerbaijani press has been investigated in general without examining the immigration press. Investigations on immigration press, its history, various publications, publishers and editors, the printed examples, especially the subject matter of publicism, idea direction, language and style, craftsmanship issues are useful both in respect of national-cultural heritage and in terms of living and enriching traditions.

The subject of immigration has attracted the attention of researchers from Turkey, Europe and America from time to time. Although their works contain erroneous assumptions, controversial points, and minor mistakes, "the main advantages are the fact that the expectation of historical objectivity here is remarkable" (Mammadov Kh.,1999).

Since the restoration of our independence (1991) to this day, a number of estimable work has been done in this area, numerous precious, valuable scientific articles and works on the Azerbaijani immigration press (including literature) have been written, research works have been conducted, and is being conducted. These have expanded our scientific perceptions of the immigration press (including our literature) and "Azerbaijani immigration studies have been established as a science" (Anthology of the Azerbaijani Press History, 2010).

The South Azerbaijani press is also an integral part of the unified Azerbaijani press and has always been in the spotlight of researchers. Many media outlets have a special place in the formation of North and South literary-cultural ideas, approaches to language, style and thinking. Although the prohibitions imposed on the spirituality of a single nation for nearly two centuries have been a blow to the study of ancient, rich culture and history, it has not been able to break the people's determination to keep their existence alive. From this point of view, the literature and the press that emerged during those years played an indispensable role. It is no coincidence that the national liberation movement paralleled the press history of South Azerbaijan. However, the ruling state

policy has hampered development and progress in cultural life after every revolution in Iran. Therefore, every media sample, even a small number, of that period has great political and cultural significance.

The South Azerbaijani press has always been a weapon in the struggle to prove the Turkish national identity in Iran. Therefore, it is relevant and important today to investigate the South Azerbaijan press in terms of systematic, consistent, modern requirements, scientific and theoretical evaluation.

In spite of all the prohibitions, after the independence of Azerbaijan in the Soviet period, after the independence of Azerbaijan, a number of valuable research works, articles, monographs were written on the South Azerbaijani press, and these subjects were included in the curriculum of universities.

Although it's pitty that researchers conducting researches on South Azerbaijan press history, its development way, that is one of interesting, dark pages of our press history, have not obtained ultimate, solid scientific results, this is natural and the "result" of the policy pursued by Iran history, shah officialdom, then Khomeyni regime on South Azerbaijan. On the other hand, although the media of foreign countries, such as Europe or America, were studied and taught partly during the Soviet regime, Iran was silenced about the press, including the South Azerbaijan press. Today, while favourable conditions are being created for a fundamental, fundamental investigation of the South Azerbaijani press, a number of factors and more subjective factors impede this work.

CONCLUSIONS.

Our research has shown that for 100 years Azerbaijan has seen a significant dynamic in the development of the press. Although the development of the press has been influenced by various factors, this development has continued with its peculiar tendency.

The results show that, in general, there are important and important tasks ahead for ensuring the objective and comprehensive development of the Azerbaijani press study. One of the most important is the development of the main provisions of the concept of the stages of development of the Azerbaijani press. Although a number of researches (Aghayev I.,1969, Ahmadov B., 2015, Mammadli S., 2017, Yagublu N., 2013 and others) in this field have played an important role in the development of this concept, it is not systematic.

The problem of preparing a complete bibliography of the Azerbaijani press, including South Azerbaijan and the Immigrant press, was also revealed in our research. At the same time, it was determined that the development of a scientific concept that would meet modern requirements for the proper and comprehensive study of the press was one of the most important issues of the day. In order to achieve all this, it is necessary to create a perfect bibliographic index that reflects the current sources of press history in Azerbaijan.

Of course, deepening this process, systematizing it is important in terms of both studies of the history of both press study and independent statehood.

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