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### Abstract

Nowadays the economic growth in Russia is obvious. Reflection of the role of the entrepreneur in fiction is quite important for understanding processes that take place in Russia. In fact, the image on marketing vision is Brand. Brand means behavior, honor, action, and so on. Of course, the necessary information is transferred to public by mass-media, the Internet, newspapers, and fiction.

This dissertation mostly describes the image of the Russian Entrepreneur in Russian prose. The work consists of the introduction, 3 chapters and the conclusion.

The introduction discusses the theoretical and practical value of my dissertation, main models and theories that form a background for my investigation.

The content is presented in 3 chapters.

Chapter 1 reflects the main ideas of the Entrepreneur image in the fiction of Russian in 19 century. For example, we analyzed the poem written by N.V. Gogol «The Dead Souls» that discovers an inconsistent image of the owner and the purchaser of that time. The I.A. Goncharov's novel concentrates on the problem of "Regional ohms" - the movement against inertia. The novel «The Privalovsky's millions» written by D.N. Mamin-Sibiriyak is devoted to the introduction of the businessman and his Business. In major part they describe the noble and his millions which he spends and wastes on his luxurious and

lustful life.

Chapter 2 is devoted to the analysis of the works of writers of the Soviet time. There we can watch the changes in the image of the Entrepreneur. At that time Communists controlled everything in the U.S.S.R. They believed in “Das Kaspital” and didn’t give any possibility for business to develop. M. Gorky in his novel «Business of Artamonovyh» depicts family Business at a crossroads of epochs. F. Gladkov in his novel "Cement" presents typical business situations in Soviet plants. G. Nikolaeva in her novel «Fight in transit» reflects continuity and prospects in business of that time.

Chapter 3 describes the image of "a business person" in contemporary Russian fiction. Contemporary Russia has its new ideals and new judgments. We can research the studies about the image of businessman from mass-media and the Internet. There is a number of writers in modern Russia, which express the image of the businessmen in fiction. Take, for example, V. Pelevin who stresses postmodern hypostasis of the contemporary domestic businessmen. L. Ulitskaya concentrates on the reflection of the image of Russian businesswomen, women's hypostasis as the entrepreneur. T. Ustinov writes about oligarch as a national hero. Yuli Dubov in his latest epic "Big rations” depicts typical images of Russian business and Russian businessmen as heroes of our time.

### Conclusion

The research of the image of "a businessman" and the theme of the Entrepreneur just begin in the contemporary literature. Many questions should be discussed in the fields of cultural sciences, literary criticism, linguistics and cognitive sciences. Many more researchers should find out nowadays what the development of Russian Economics provides, what sort of stories or scandals around business might happen.