

Title: *Marketing Strategies: Vadim Andreev in Dialogue with the Soviet Union*  
Author: Frederick H. White, Memorial University

Leonid Andreev (1871-1919) was one of Russia's most famous literary figures at the turn of the century. Because he had both supported revolution in his early years and reviled the Bolsheviks at the end of his life, Andreev found no defenders among the Russian émigrés living abroad or the literary critics within the Soviet Union. For roughly thirty years, his literary works were largely ignored.

Vadim Andreev (1902-1976), however, actively managed his father's posthumous literary legacy, at first within the Russian émigré community and later in the Soviet Union. He published "Povest' ob ottse" in Paris in 1938 and *Detstvo* in the Soviet Union in 1963; 1968. Not surprisingly, this later publication coincided with a renewed scholarly interest in Leonid Andreev among Soviet academics during the 1960s-70s. Vadim was instrumental at this time in providing select documents for safe keeping in Soviet archives and for publication in Soviet literary journals, certainly fanning these flames of curiosity.

Involved in this process was a complicated web of competing narratives and marketing strategies. Vadim was appealing to Soviet critics by deftly managing the remaining biographical and literary documents available to him in order to elicit further study of his father's oeuvre, thereby attempting to reinsert these works into the pre-Soviet literary canon. Arguably, Vadim was also attempting to brand his father's literary legacy via personal memoirs in a way that would be appealing to Soviet literary markets. This paper will identify Vadim's strategies in constructing these narratives in order to reintroduce Leonid Andreev into the Soviet critical discourse of the 1960s-70s.

## Works Cited

- Afonin, L. "Pis'ma iz Taganskoi tiur'my: K stoletiu s dnia rozhdeniia Leonida Andreeva." *Zvezda*, no. 8 (1971): 163-83.
- Andreev, Vadim. "Povest' ob ottse." *Russkie Zapiski*, nos. 5-12, Paris, 1938.
- . *Detstvo: Povest'*. Moscow: Sovetskii pisatel', 1963; 1968.
- Baker, Michael J., ed. *Marketing: Theory and Practice*. London: Macmillan Press, 1976.
- Beasley, Ron and Marcel Danesi. *Persuasive Signs: The Semiotics of Advertising*. Berlin: Mouton de Gruyter, 2002.
- Danesi, Marcel. *Why it sells: decoding the meanings of brand names, logos, ads, and other marketing and advertising ploys*. Lanham: Rowman & Littlefield, 2008.
- Dolinskii, M. and S. Chertok. "Andreevy: Otets i syn." *Moskovskaia Pravda*, 16 December 1962.
- Iezuitova, L. and Vadim Andreev. "Pis'ma k neveste: Iz neizdannoï perepiski Leonida Andreeva." *Zvezda*, no. 1 (1968): 179-207.
- Leeds Russian Archive, Vadim Andreev, MS1350