

## PLANETOLOGY FOR EVERYBODY: THE SERIES OF UNDERSTANDABLE TO ALL STORIES AT “VOKRUG SVETA”, THE NATION’S FIRST COGNITIVE MAGAZINE

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**Introduction:** The series of papers aimed to tell general public the elementary stories about the planetary bodies of the Solar system have been published at “Vokrug Sveta” magazine in 2003-2004. The review of the endeavour is presented.

**The Magazine Overview:** “Vokrug Sveta” (“Around the World”) popular science magazine have been founded in 1861 (the same year the serfage have been canceled in Russia). “Vokrug Sveta” is considered to be the nation’s first cognitive magazine. During 143 years 2769 issues have been published by this



**Fig. 1.** Cover of August 2003 issue of “Vokrug Sveta”, featuring the story about the first manned flight to the Moon.

The main title: ‘WALKING ACROSS MARE TRANQUILLITATIS: What Jules Verne failed to take into account’.

Microsymposium date. The current monthly number of copies is about 240,000. It provides an estimation of the potential readers as 2,000,000 persons. The magazine contains 200 pages of A4 formate in polychromatic printing on glossy paper. Each issue usually contains about 15 rubrics, some of which are regular and some – variable. One of the regular rubrics – “Planetarium” – is devoted to astronomical and space research themes. The online version of the magazine

take place at Internet with the archive of issues beginning from No. 1/2002.

**Popular Planetologic Papers:** Since 2003 there is a plan to undertake a continuous publication of papers about the planets of the Solar system. Such papers are planned to appear at “Vokrug Sveta” 3 to 4 times during the year. By this date six papers has been published: “The distorting mirror of the Earth” (about planet Venus; No. 6/2003), “The Grand Odyssey” (about the first manned flight to the Moon; No. 8/2003), “The space Liliputians” (about asteroids; No. 10/2003), “And more than a year the day is lasting” (about planet Mercury; No. 12/2003), “Discovered twice” (about planet Uranus; No. 6/2004), “Disturbances of the heavenly solidity” (about earthquakes outside the Earth; No. 9/2004). Three times the planetary themes find the place on the cover of the magazine (Fig. 1, 2, 3).



**Fig. 2.** Cover of June 2004 issue of “Vokrug Sveta”, featuring the story about the planet Uranus.

The main title: ‘THOSE, WHO GAVE BIRTH TO THE GIANTS: Where Uranus is rolling to’.

**Style of Presentation:** The stories about planets are presented at understandable to all form. It suppose absence of scientific formulae and complicated termi-

nology. The facts are telling with close-to-everyday speech. Pictorial examples and comparisons with well-known things take place to help the understanding of unfamiliar facts. The story contains contemporary review of the knowledge about the planet, either about the aspect of planetary nature (e.g. earthquakes), numerical data, description of a planet, interesting features from the history of investigation, plans of the future spacecraft flights. The story is both cognitive and amusing. There are a lot of color pictures, mainly photos, in each paper. Other the types of illustrations include maps, diagrams, crosssections, etc. Most of them are original, designed specially for this paper, either are redesigned from black-and-white schematic drawings into colorful attractive view. Each paper, published so far, usually occupies 10 pages. The beginning two-page spread is aimed to feature the principal idea of the story with the large and attractive illustration. The text is arranged in two categories: the main story and the additional parts. The latter are the small stories, which are independent from the main text. Each paper provides reader with comprehensive and up-to-date story on the selected topic.

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**Fig. 3.** Cover of September 2004 issue of “*Vokrug Sveta*”, featuring the story about the earthquakes outside the Earth.

The main title: ‘SHAKING OF THE SUN: What does space seismology study’.

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**Online Edition:** Three months after publication of the hard-copy edition, an online edition is placed at the Internet on the magazine’s site [www.vokrugsveta.ru](http://www.vokrugsveta.ru) . The online version involves the main text, the addi-

tional stories, and most of the illustrations. To fit the net requirements the paper is rearranged and illustrations obtain smaller size. Some of the illustrations are designed to be presented at larger size after clicking on them with the computer’s cursor. Some illustrations, placed in paper version of the magazine are omitted in online version. Currently there are five planetological papers of the series described here, which are placed at online version of “*Vokrug Sveta*”. They could be found on the magazine’s site either by the issue numbers in “Archive” section, or through the “Search” engine with the author’s name (Burba – in Russian letters).

**Distribution:** The paper copies of the magazine are distributed by subscription ([podpiska@maart.ru](mailto:podpiska@maart.ru)) and on newsstands. The latter distribute the current issue of the magazine beginning from the first day of each month. The distribution of the previous month’s issue is stopped just when the new issue appears. The earlier issues may be obtained by the postal order from [vokrugsveta@dzb.ru](mailto:vokrugsveta@dzb.ru) , either could be bought from the store at Moscow ([sl@maart.ru](mailto:sl@maart.ru)).

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