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**Breathing Life into Siberian Rivers:
Soviet Propaganda of Hydroelectric Construction**

Abstract: In the post-Stalin era, the USSR tapped into Siberia's seemingly infinite resources to 'catch up and overtake' the West in industrial production. Soviet mega dams then harnessed the world's longest and most voluminous rivers, such as the Yenisei. This presentation explores the Krasnoyarsk Dam, constructed between 1956 and 1972. Soviet propagandists portrayed the Yenisei as a living being: an old man idly carrying his waters to the Arctic, a mythical bogatyr, or a bear waking from winter torpor. Perceived as a remnant of the backward past, the Yenisei 'talked back' as its seasonal changes hindered construction. Yet, Soviet discourse focused on amplifying the river's natural force rather than its destruction. The dam was said to awaken, enliven, and rejuvenate the Yenisei. This anthropomorphism reflects a recognition that harnessing the Yenisei was not merely manipulating the river but engaging with a force that could both empower and constrain the Soviet state.