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***“Latinisation is Revolution in the East” (Lenin). Cultural Hegemony in Evgenii Polivanov's Project of Latinisation.***

Polivanov's project of latinisation of non-cyrillic scripts will be considered as part of the program of Soviet cultural revolution. To understand the specificity in Polivanov's marxism, I will analyze his writing on latinisation against two other Marxist approaches to language: Stalin's in *Marxism and the National Question*, on the one hand, and Gramsci's in his fragments on cultural hegemony, on the other. To elucidate the contemporary Soviet leftist intellectual context on the matters of multiculturalism and unification, I will illustrate my presentation by a couple of episodes from Dziga Vertov's *One Sixth Of the World*. The film's programmatic idea is that of the communist universalization of particularities towards a new age of proletarian technologies. Vertov's cinematic hegemony as he constructs it in the film responds to many issues in the graphic hegemony of the cosmopolitic Latin letters as advocated by Polivanov.