

SUMMERY

Final qualifying work on the topic:
“The specifics of the modern travel genre in the XXI century
(on the example of the author's travel reportage about Pyatigorsk)”

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Key words: travel journalism, entertainment media.

Relevance of research. In the modern information world every year various types of mass media are being developed and improved (print media, audiovisual mass media, etc.). These types include the popular genre of the XXI century - travel journalism. This is due to the fact that today the mass audience is showing great interest in the topics of travel, culture, history, tourism, art, philosophy and ethics. It is travel journalism that has the ability to answer this series of concepts, and it also affects the national self-identification of people, transforms information from one cultural context into another, helping to form a certain view of different countries of the world for understanding the viewer. Representing the broadest field, in the database of which you can find many different topics, formats and technical solutions, travel journalism presents vivid and fascinating content that is an object for in-depth study. This suggests that travel journalism has a synthetic character and has at least two main goals - educational and entertainment.

This direction sets itself such tasks as the accumulation of interesting, intriguing and relevant information about life, culture, traditions, history and art of various parts of our planet. Thanks to the ability to touch on such a huge range of interesting topics, travel journalism develops on a variety of media platforms: newspapers, magazines, television, radio and the Internet. Of course, of particular interest are television programs and travel blogs on the Internet, which are gaining popularity, for example, on YouTube. As a rule, it is this option of presenting information, namely in the form of a broadcasting show, that is most interesting and relevant in the 21st century than in newspapers or on the radio. Such multimedia as well as possible attracts, enchants and shocks the modern public in various senses, which makes this genre even more popular every year.

Target of research: is the development of an author's travel reportage about Pyatigorsk.

Goals:

- to explore the categorical apparatus of modern travel journalism;
- to study the genre and content specificity of travel journalism in various types of media;
- to analyze the content of domestic and foreign travel journalism on the example of modern programs with the participation of the presenter;
- to develop an author's travel reportage about Pyatigorsk.

Theoretical and practical relevance of research is determined by the fact that the ideas about the patterns and trends in the development of modern travel

journalism in the world are being refined. The information collected, generalized and systematized in the course of the study makes it possible to clarify scientific ideas about the process of the formation and popularization of this genre in Russia and abroad in the historical and social space.

The main theoretical provisions can be used to obtain additional information in the study of the topics “travel journalism”, “entertainment media”, “travel blog”, “travel-blog”. It is also possible to further study the research in other countries, for example, Spanish-speaking or Arabic-speaking.

The practical significance of the research lies in the application of the acquired knowledge in practice. During the creation of the work, a specially prepared reportage about the resort town of Pyatigorsk was developed, which incorporated the theoretical basis.

Results of research:

- researched modern travel journalism: its role in modern space;
- Structural analysis of travel journalism was carried out;
- reviewed Russian and foreign content;
- the author's travel reportage about the resort town of Pyatigorsk was developed.

Recommendation:

1. Diversify travel journalism with new formats and forms of presentation;
2. Add content regarding specific hobbies, interests and preferences of the audience (age and gender);
3. Pay attention to the business direction;
4. A more detailed deepening into the solution of urgent problems of the travel sphere: the development of volunteering, the resolution of international conflicts, the peculiarities of visa regimes, etc.