

## SUMMARY

Graduation qualification work:  
 «Travel journalism as the mainstream of modern  
 media discourse»

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**Key words:** travel journalism, media production, entertainment media content, interactive.

**The relevance of the research topic** is dictated by the general trends in the transformation of media production processes associated with a shift in emphasis from information saturation and the concept of "hard-news" when creating media content to an entertainment paradigm, Western dramaturgy, interactive, storytelling.

**The purpose** of the work is to identify and clarify the typological and technological features of travel journalism, updated by the processes of digitalization.

**Tasks:**

1. To conduct a typological analysis of travel journalism, theoretical interpretations of the categorical field of modern travel journalism;
2. Identify the main genre modifications of travel journalism in retrospect;
3. To conduct a typological analysis of world travel formats;
4. To develop a project of a multimedia application for travel journalism - marshrut.

**The results of the study** may be of interest to state authorities and local governments. Analysis of achievements and problem areas, taking into account world experience in generating the communication potential of the regions as a factor in their development can serve as additional empirical material for updating the programs of socio-economic, investment, information reforming the program for promoting the Russian brand in the foreign policy communication space.

**Results of research:**

1. Travel journalism can be viewed in three key aspects: as a media text that forms a certain opinion about the culture and traditions of "others" and acts as a platform for intercultural dialogue, as a media product aimed at entertaining the audience through plot and scenario solutions; as an advertising product focused on the positioning and promotion of a tourist destination, country and region as a whole.
2. The main attributive characteristics of modern travel journalism are informativeness, entertainment, expression and emotionality, the dominance of form over content, polyfunctionality, polygenre, polystylistics, commercial orientation, visual aesthetics.
3. Trends in the functioning of the modern media space, the transformation of its content (strengthening of the recreational paradigm of media discourse, gamification and westernization of information content, the use of reality show elements in the plot of media products, personification) and technological (convergence and digitalization of journalistic creativity) imperatives of development create all conditions for the popularization and relevance of travel - journalism in the format of a multimedia application.

**Recommendations.** It seems that the conclusions and recommendations outlined in the work may be in demand within the framework of the implementation of the Concept of the federal target program "Development of domestic and inbound tourism in the Russian Federation (2019-2025)" dated May 5, 2018 and will become an effective platform for the further development of travel journalism as a direction of journalistic creativity and technology for branding tourist destinations and the state as a whole.