



Importance of Travel Journalism in Uzbekistan: Role and Functions

Adizov Behzod Tursunovich,

Head of the press service of the Bukhara State Medical Institute named after Abu Ali Ibn Sina

ABSTRACT

The article is devoted to an actively developing and very promising direction in journalism - travel journalism (tourism journalism). The article reveals the functions and role of travel journalism.

Keywords:

Travel, travel journalism, applied role, functions of travel journalism

The term "travel journalism" has firmly entered our vocabulary. Today, this direction is actively developing in the mass media. Travel journalism is synthetic in nature, since the subject of consideration, description and analysis in it is information related not only to travel, but also to tourism. This direction provides the mass audience with information on the topics of history and geography, culture and art, etc. It can also be said that travel journalism is, to some extent, a kind of regional studies, which makes it possible to know the world, to acquaint you with various regions of the planet, geographical location, state structure, customs, traditions, language, and mores of the people of a particular country.

The works of I. V. Pokazaneva, S. Y. Luchinskaya, P. A. Karimov, T. Y. Rasulova, Y. V. Rostovskaya and others are devoted to various aspects of journalism of travel and tourism in Uzbekistan.

Journalism is a multifunctional phenomenon. Polyfunctionality reflects the polyvariance of the information needs of society. This means that journalism has a unique role in the social system. The classification of the functions of journalism, proposed by various

researchers, ranges between the numbers five and sixteen.

The purpose of this article is limited to highlighting the functions and the role that travel journalism plays in Uzbekistan today.

To say that this is the direction of the end times is not entirely correct. Therefore, it is worth noting that in the XX century this trend developed quite successfully in our country (and meanwhile its origins can be found much earlier), although the original term did not arise. On the other hand, there were various kinds of "travel notes", "travel essay", which, by the way, corresponded to the English word "travelogue". "Travel" is a rather broad concept. It covers not only journalism, but also literary creativity, one way or another connected with travel. It is not for nothing that in English there are the concepts of "travel journalism" (tourism journalism) and "travel writing" (journalistic and literary work related to travel), as well as "travel writer" - a travel writer and, in general, a "writing person", however, this does not mean at all that the second concept refers only to the field of fiction. After all, there is a practice when reputable publications attract well-known publicists, writers to create travel essays.

Nevertheless, the difference between journalism lies in the fact that, as E. Dennis noted, it separates facts from opinions, excludes emotions [4].

The global information society in which we live today leads to a decrease in the degree of diversity of cultures, as well as to the blurring of borders between countries. Therefore, it is easy to see that travel in modern realities is one of the main fashion trends. A huge number of people make a variety of trips around the world. At the same time, their goals are very diverse: work, leisure, student educational trips, pilgrimages to sacred places, volunteer activities, attempts to find oneself, the desire to see some event (for example, the opening of the Olympic Games), and so on. In addition, people strive to find out how those with whom their territory borders live. J. Urry writes about the extremely deep interrelationships between "tourism" and "culture" in the modern mobile world. The demand for travel is constantly growing, and hence the trend: an increase in audience interest in the content of various mass media related to both travel and tourism. Various types of newspapers, magazines, television programs, radio programs, and blogging sites tend to fall into the sphere of interests and information needs of a mass audience, delivering messages or offers that are most accurately oriented to the consumer. Today, therefore, we can talk about the abundance of discourses, forms and incarnations of the tourist look.

To identify the specifics of the functions and role of travel journalism, let us dwell on some of the functions and role of journalism.

Experts are still debating about the roles of journalism. Without considering such roles of journalism as enlightenment, propaganda, organization of leisure, let us touch on the applied role of journalism and find out what it is.

Dictionaries define the meaning of the word "applied" differently. Applied - "of practical importance, applied in practice" [7]; "something auxiliary and dependent" [5]. The dictionary of arts speaks of "the art of making household items <...> that have utilitarian functions and at the same time have aesthetic artistic qualities" [2]. In other words, the main

thing in such art is the service of human needs. From the considered definitions follows: applied - to some extent useful. Utility also includes, in particular, the knowledge necessary to make a decision, an incentive to act. In travel journalism, providing information that is useful to potential travelers. Therefore, for example, in the magazine "UZBEKISTAN TRAVEL", in addition to the main text dedicated to the country, there is a block containing practical information.

If we talk about functions, then today in Uzbekistan, according to M. N. Kamilov, "the question of functions is perhaps the most discussed one" [6]. Indeed, there are different approaches, different points of view on the functions of journalism. As you know, in journalism, a function is understood as "the totality of its duties and tasks performed by it, the way of life in society". The functional approach to the study of systems of any nature has convincingly proved its fruitfulness in science. When considering journalism, its use is quite justified. E. P. Abdullayeva wrote about journalism as a multifunctional system. He singles out the functions of ideological, communicative, and direct organizational, cultural and educational, recreational, advertising and reference [1]. Consideration of the "space of functions" in all its diversity and interaction, according to the scientist, allows us to understand the role of journalism in society [3]. According to E. V. Akhmadulin, journalism performs information and communication, integrating, regulating, differentiating, culture forming, educational, orienting, and other functions [2].

S. G. Rasulov also writes about the variety of functions and roles performed by journalism in the society of Uzbekistan. He proposed a social-role approach to defining the functions of journalism. Depending on the political, spiritual, ideological, economic and social spheres, the scientist identified four roles that journalism performs: spiritual and ideological, production and economic, regulatory, and information and communication [7]. The subjective approach, according to S. G. Rasulov, (and to the subjects of activity, i.e. to those who interact with the media, they include: society, a representative of

a separate audience, a person; social institutions and groups; journalists; at the same time each of the subjects has its own role and functions predetermined), allows you to group and highlight the functions that “contribute to the socialization of the individual”, functions that are utilitarian and applied in nature (these include advertising and reference information). Some of the functions help the individual to maintain ties with society, with other people, for example, help in finding like-minded people, etc. In addition, there are functions focused on entertainment and relaxation [7]. Then, in the light of what has been said and in relation to travel journalism, the most important functions can be distinguished: integration, cognitive, orientation, relations with society, and psychological relaxation.

I. V. Yuldasheva, who is actively involved in the study of travel journalism, also calls the integration function one of the important ones, because this direction lays “certain ethical standards and a cultural basis” [6] and carries out the communicative integration of society. The researcher believes that travel journalism is able to influence the national self-identification of people and form a certain image of different cultures in the audience.

Since the world has recently become a global stage on which all nations compete in the desire to draw attention to themselves and attract as many tourists as possible [6], then travel and tourism journalism, respectively, can be considered an international and deeply ethnic phenomenon. The media that are addressed to national and ethnic minorities, A. S. Sattarov defines as ethno-cultural media in Uzbekistan [5]. She (based on the work of M. Johnson) identified groups of functions: integration (support for the language, culture, dissemination of the norms of the host society, socialization, unification, etc.); creation of a common space (dissemination of common knowledge, transmission of social norms, dissemination of information about other cultural groups, etc.); support and stimulation of the pluralistic nature of society (preservation of cultural heritage, identity, protection of interests, stimulation and maintenance of group norms, etc.) [1].

Then, based on this, the functions that will be applicable to travel journalism are the transfer of relevant information about another country, recommendations that will interest the audience and will be useful to them, practical advice related to successful adaptation to the host society; in terms of presentation: providing information about the cultural group, a positive image of the country, the function of socialization, etc.

Let us turn to the studies of M. Rustambekov in his work “Information Potential of the Audience of Uzbekistan Travel Media on the Internet”, the main functions of travel journalism include the function of integration, as well as educational, advertising and recreational-entertainment. Indeed, one of the main goals of travel journalism is to educate the audience, broaden their horizons in order to prevent conflicts based on cultural misunderstandings. In addition, in modern conditions, we agree with M. Rustambekov, “the audience of journals is distributed according to the principle of reader interest in the new and unknown to them” [4].

Travel journalism provides such an opportunity for the audience to “know the world”, discover new countries, “foreign” culture. It is also interesting that travel journalists strive to “rediscover” the world that has already been discovered before them, but as if it was not known before. A fresh look at familiar places.

One of the conceptual features of travel magazines in Uzbekistan in the 2000s, according to Y. V. Rostovskaya, is “a combination of cognitive and practical aspects” [3]. It is this tendency towards practicality, in her opinion, that makes the assignment of magazines to one or another thematic group mobile, and leads to blurring of the boundaries and the genres themselves.

Thus, it is easy to see that the functions and roles of travel journalism in Uzbekistan are identical, on the one hand, to the functions and roles of classical journalism. On the other hand, communicative, culture forming, recreational (containing elements of entertainment and entertainment) and especially advertising and reference functions are most clearly manifested

in this direction. The modern travel media text in Uzbekistan, which allows the audience to present a journey in the entire spectrum of conceptual, verbal, visual, graphic aspects and serves to enlighten, entertain, and convince, performs both an educational and an applied role. However, it is worth noting that the commercialization of the media today reduces the educational function to a minimum. The trend towards an increase in the value of the integrative-communication function at the same time indicates its transformation into a market-oriented direction. This is due not only to economic reasons, but also to the general trend of the media moving into the area of infotainment. Yet, at present, travel publications in Uzbekistan are the most promising segment in the country's information market. Information of this kind is popular; it is quite easy to sell.

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