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Матеріали

3. Скригун, Н. П. Медіапланування в системі маркетингових комунікацій. URL: <http://dspace.nuft.edu.ua/jspui/bitstream/123456789/16369/1/Mediaplanning%20in%20the%20system%20of%20> (дата звернення: 25. 03. 2021)

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A SELECTION OF JOURNALISTIC ARTICLES: ESSAY

Essay is the main genre of artistic journalism, which expresses real events and facts with the help of imagery.

As a genre, essays have been and continue to be studied by a large number of scholars, at least because it belongs to both journalism and fiction. Speaking of journalism, it is almost impossible to find well-written essays in modern publications.

For the study, we chose a kind of genre, such as travel. The choice of this genre is due to its uniqueness, where the journalist must step out of the comfort zone, travel and describe the real picture in the world, thus helping recipients through the prism of their own perception to learn about any area, see and feel everything the author experienced even without being there.

Travel essays were studied by such scientists as T. Kovaleva, O. Guseva, S. Belkova, G. Kolosov, A. Tertychny and others.

The relevance of our study is due to the small number of high-quality travel essays in the information space of Ukraine.

In order to begin our research, we need to understand the basic terms. Since we have determined that essay is the main genre of art journalism, it is worth understanding what art journalism is.

Journalism is a type of journalistic and literary work that, from its own point of view, describes important social issues and aims to influence public opinion through

various means, including the means of emotional influence. The emotional component is an integral aspect of a journalistic work. However, this does not mean that journalism is designed to impose the views of the author. Emotionality is not used here to manipulate, but rather to emphasize the existence of the problem.

According to V. Zdorovega, journalism is «works in which relevant facts and phenomena are promptly researched and generalized from personal, group, state, universal positions in order to influence public opinion, public consciousness, and thus social practice» [8, p. 223].

But fiction is a figurative symbiosis of information genres with analytical ones. The scientist G. Prokhorov notes that «under this phrase are actually united three fundamentally different phenomena – popular science text, pictorial journalism and artistic and journalistic unity» [6].

Considering the essay in the system of artistic and journalistic genres, we understand that it is still not thoroughly studied. The fact is that in different countries it has different names. For example, in Europe, an essay is essentially an essay. But in post-Soviet countries, the essay is still a clearly defined genre with its own characteristics. As O. Guseva noted in her research, the essay is «a non-canonical genre of relatively late origin, focused on reality. Its genre and style features are due to the aesthetics of the fact, the attitude to the authenticity of the story» [2, p. 221]. In our opinion, the most accurate definition can be called from the literary dictionary-reference book: «An essay is a narrative work of art and journalism, which depicts real facts, events and specific people. It is close in volume to a short story, a short story, but it lacks a clear, complete plot, which is obligatory for the short story inherent in the story» [4, p. 477]. The essay is characterized by the constant presence of the author, who gives an assessment of the event and the necessary explanations. The main difference between an essay and a literary work is that in an essay fiction does not matter as much as fact.

There are different types of essays, which are classified according to different characteristics. O. Yakuba divides them into the following types:

- in the presence or absence of fiction: documentary, which is based on real events, with real people; fiction, which describes a typical situation, but with fictional events and characters;

- by means research of reality research : portrait; travel; problematic [7, p. 459]

The writer V. Kantorovych defines the following types of essays: fiction (essays), travel, lyric, portrait essays, moral essays, scientific and artistic, problematic. [3, p. 8, 22, 101, 178, 198]. However, in journalism there are 4 types: portrait, travel, problem and physiological - unrecognized, but one that takes place among the types.

As mentioned in the introduction, the type we have chosen is travel. This essay provides a journey of the author, which describes everything that happened around. O. Gusaeva in her work notes that it accurately captures the subtleties of social order, nature, architecture, beliefs of peoples of different countries and more. «And every time in the center of the story is its author, who expresses his attitude to what he sees» [2, p. 223]

As all genres change a little over the years, the travel essay is no exception. A new concept has emerged – «travel journalism», which has absorbed several different genres of journalism. According to V. Galechko-Lopatina, travel journalism is, to some extent, a kind of regional studies, which gives the opportunity to learn about the world, to get acquainted with different regions of the planet, geographical location, government, customs, traditions, language, customs of the people of a country [1, p. 35]. It is a kind of entertainment journalism that helps to identify countries and learn more about its culture. Travel journalists, so to speak, tell insights that you won't find out about anywhere else.

With the emergence of opportunities for Ukrainians to travel, travel blogs have become an integral part of the trip anywhere. Such blogs are now read much more than classic dry travel essays. Especially when it comes to online publications, where journalists have complete freedom of opinion and talk about everything without censorship, which is in other types of publications.

Content analysis of the archives of the online resource «Novoe Vremya»

For the period selected by us from 14.07.2020 to 17.12.2020 in the section «Travel» 60 articles were published [5]. Of these, 11 travel essays and this is 18.3% of the total amount of articles.

List of found travel essays: «The land of gourmets. What does the Croatian region of Istria, a paradise for lovers of delicious cuisine and the joys of life live by «?» It is impossible not to fall in love with it». What does Panama live by and breathe «?» «Everything is treated with humor. What does Chile live by? Cuisine, customs and habits infrastructure «,» Poor but sexy. Features of life in Berlin: multiculturalism, habits of citizens, interesting places «,» Albania without stereotypes. Cuisine, language, history – what you need to know about the country in the west of the Balkan Peninsula», «Experience hospitality for yourself. A businesswoman from Ukraine talks about her experience of living in Azerbaijan», «Rules of life in Canada: is it really a paradise for Ukrainians and how the country differs from the United States «,» Country of reference purity. What do the people of Switzerland live and breathe: traditions, values, work «,» Surrounded by the Alps. How does the French city of Grenoble live: cuisine, nature, local traditions «,» Hot heart of Western Ukraine. Diary of a trip to Truskavets in the coronavirus era». In addition to entertainment, food and culture, these articles also talk about the advantages and disadvantages of each city and the problems that people face every day. While reading this journalism, you do not always immerse yourself in the journey with the author, feeling yourself in that place. However, this is all because some articles are not written by journalists, but by ordinary people who simply convey what they saw and felt in a particular country. It all looks like a short blog, from which you will learn where to visit, what to taste, what to see and where not to poke your nose.

According to the results of content analysis, it is difficult to say that there are not enough traveling essays in the information space, but as for quality, there are really few of them. Although, given the modern preferences of the recipients, such short blogs also have their place in journalism.

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BALANCED VIEW ON POLITICAL CORRECTNESS

The term *political correctness* is supposed to be first used in 1987 in Alan Bloom's bestseller *The Closing of the American Mind*. In a narrow sense, this term is associated with protest against male dominance over females. In a broad sense, it covers sensitive topics of age, race and gender identity, social and property status, health and appearance, physical development, unemployment, and others. Most scholars consider that a precursor of political correctness must comply with various unwritten rules in many societies; in other words, to follow the principles of decency. All these things are *relevant* today as well.

Recently, political correctness has become a proven mechanism of behavior in various situations. In Western countries, they usually adhere to rational principles in everything, including language. As US scholars such as D. Adler, A. Bloom, D. Souza, D. Leo, D. Taylor noted, due to the active processes of migration, political correctness is continuously being implemented in practice since only tolerance in