

## COMPARATIVE ANALYSIS OF ISSUES OF GENRE, STYLE, SKILL IN THE COVERAGE OF ROAD ESSAYS

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### ABSTRACT

This article is about the road essay, which is one of the forms of journalism. The issues of genre, style and skill in the coverage of road essays are studied with comprehensive comparative analysis. In addition, to empirical and theoretical methods of knowledge, literary journalism uses some tools of fiction: image and figurativeness, character creation, typification, hyperbole, fable, composite construction, conflict and resolution. The purpose of this is that the facts and opinions about social life that are to be conveyed to the public through these components are not just information, but to influence people's feelings.

**Keywords:** journalism, literary journalism, travel essays, column, social networks (You tube, Instagram, telegram, contact etc...), information exchange

### АННОТАЦИЯ

Эта статья о дорожном очерке, который является одной из форм журналистики. Вопросы жанра, стиля и мастерства в освещении дорожных очерков исследуются при комплексном сравнительном анализе. Помимо эмпирических и теоретических методов познания, в художественной публицистике используются некоторые средства художественной литературы: образность и образность, создание персонажей, типизация, гипербола, басня, композиционное построение, конфликт и разрешение. Цель этого состоит в том, чтобы факты и мнения об общественной жизни, которые должны быть доведены до общественности через эти компоненты, были не просто информацией, а воздействовали на чувства людей.

**Ключевые слова:** журналистика, литературная журналистика, очерки о путешествиях, колонка, социальные сети (You Tube, Instagram, телеграм, контакты и т. д.), обмен информацией

Road essays (travel, business trip) events, incidents, meetings with various people during the trip are consistently described by the author in a sequence. Naturally, a good

travel essay is not just a description of what the author saw during the trip. Moreover, the journalist himself does not want to publish what everyone has seen. It is necessary for an author to select the most important and the most interesting events, for this he should know the main point, idea, and the main goal of covering it during the creative journey. The main idea or the point the author wants to make may appear before, during, or after the trip. Because the journalist's personal observations, new information received, information seen through newspapers, magazines, radio and television will give rise to new ideas.

A journalistic work is to bring the essence of various events, situations, processes that happened in a certain time and place to the audience, the information consumer by putting various facts and evidence, people's opinions and assessments, information, and their interrelationship into one system. This system is not limited to simply organizing facts and figures, but rather creating a work that gives a clear picture of that reality by linking together various components that relate to the reality. A journalistic work is classified into different genres depending on whether it is important or unimportant (relevance), large and small (volume), problem setting, comprehensible and impressive. These include three large groups in the science of journalism, i.e., informative, analytical and journalistic genres. You will gain imagination in news and analytical genres, and you will start learning in artistic-journalistic genres.

In addition, to empirical and theoretical methods of knowledge, literary journalism uses some tools of fiction: image and figurativeness, character creation, typification, hyperbole, fable, composite construction, conflict and resolution. The purpose of this is that the facts and opinions about social life that are to be conveyed to the public through these components are not just information, but to influence people's feelings.

When talking about literary-journalistic genres, it is necessary to take into account the three characteristics that lead them: mass, artistic and humorous (except for essays and letters). If in news and analytical genres there is a strong desire to accurately express more facts and figures, then journalistic works are characterized by the author's unique open approach, excitement, passion and direct appeal to the public.

Genres of journalism are distinguished by their extraordinary complexity compared to others. Because in these genres, the boundary between imagination and thought, documentary and artistic, is determined by the synthetic character of active creative product, which ensures the interdependence between literature, art and science. Modern essay writing requires interaction between different literary forms and artistic reflection of various ways of social activity. This is where the complexity of these genres begins.

Since the theory of Uzbek journalism was under the influence of the theory and practice of Russian journalism before the independence of Uzbekistan, it is noticeable that whatever genres were used in the Russian (Soviet) press, the Uzbek press kept them as such. In the 70s and 80s of the 20th century, essays, feuilletons, pamphlets and small satirical genres (parables, parodies, epigrams, friendly jokes) were included in this group of genres. In some textbooks written a little later, the parable is not included in the non-fiction genre. Whether these genres correspond to the characteristics of the Uzbek national press or not was not considered. After the independence of Uzbekistan, changes took place in the theory and practice of journalism, as in all social spheres. In accordance with the requirements of personnel training in Uzbekistan, it was decided to take an approach based on the experiences of world journalism in determining the groups of journalistic genres. At the same time, taking into account the characteristics of Uzbek national journalism, for the first time, a relatively new approach was taken to define groups of journalistic genres. The essay genre, which was widely used in the foreign press, has also taken place in Uzbekistan's journalism. Now, not only the experience of the theory and practice of Russian journalism, but also the experience of the theory and practice of world journalism have been used. As a result, scientific views specific to the theory and practice of national and international journalism have emerged in Uzbekistan. Based on these views, essays, feuilletons, pamphlets, essays, letters (epistolary journalism), small comical genres (parody, friendly jokes, anecdotes) were included in the group of artistic-journalistic genres. At the same time, mastering the secrets of journalistic skills and thinking logically in this section is important. How to determine in advance whether the text belongs to one or another genre? First of all, it can be determined by the style of journalism that the author covered real life. Current social and natural events, phenomena, various situations, interactions, problems and conflicts that are important for society both theoretically and practically, and issues such as human personality are included as the main subject of journalistic output. There are three main methods of representation in journalism: factual, analytical and descriptive. They are a means of determining the level of "deep" understanding of the object by the subject: it goes through the process from the first sensory perception to abstraction, to theoretical mastery and to a much enriched, clear and complete image of the object (including its artistic image). The first and second methods differ from each other in depth of coverage of the content of the subject. The first method is aimed at recording the information obtained about the subject (that is, here the journalist first of all answers questions such as who, what, where, when it happened). Gathering such information at speed allows modern journalism to quickly inform the audience about many current events, which are very important to them. The second method specializes in going deeper into the content of the events, identifying the abstract aspects of the

subject being described (now the questions that the journalist answers here are much more extensive). In this situation, the main goal of a journalist is to identify the effective ways of social development, to determine the causes, conditions, the development of events and situations, to study the foundations, factors, interests, goals of different social groups, to identify the conflicts that have arisen between them, to evaluate various events, one or the other. will be aimed at determining the validity of points of view, concepts, ideas. The method of representing existence in a figurative-descriptive way is not only to record the external appearance of events or to rationally reveal the essence of the subject, but also to summarize the perceived things in an emotional-artistic way. Often this generalization reaches such a level that it is also called journalistic (sometimes artistic) typification. This brings it closer to fiction. Journalism of this type provides the audience with "materials" that convey not only a rational understanding of existence, but also an emotional sympathy for the events depicted. The reflection of existence in one way or another is closely related to the implementation of interrelated goals, specific ways of solving certain tasks. Among them, the most important decisive factor is determined by the task of each publication. These tasks may vary. Some publications (for example, the "yellow press") have only commercial goals, so the material they publish is more focused on satisfying the informational needs of their broad audience. Such publications do not care about the real needs and interests of the audience. Other publications may be aimed at audiences with propaganda and propaganda (eg, political, religious, etc.). And the third consider it their main task to inform the audience completely and impartially. Because they believe that the main task of journalism is to increase the social activity of the audience, clarify their social goals, etc. they believe that it is to deliver information that satisfies their real needs related to It is true that some publications may serve different purposes at the same time. At such times, it is possible to focus on the impact through the materials that are published in them. Based on the above, the main tasks of journalism can be defined as follows:

- creating a clear information model of the event being covered (depicted);
- determining the cause and effect of relationships;
- determining the significance of the event (evaluating it);
- determining the future (prospect) state of the phenomenon under investigation;
- development of a program and action plan related to the event under analysis.

It is necessary to develop and implement these creative goals when creating any journalistic text. Creative tasks are very necessary for a journalist, such as researching various social phenomena, defining and describing their nature, determining their causes, showing the development of these phenomena, and explaining their importance.

In the process of performing these tasks, the journalist prepares quick, analytical, emotional-image information about various aspects of the society. In this way, the journalist uses different ways of understanding existence. They consist of three large groups - documentary, theoretical, and artistic styles.

The first group includes, first of all, collection of materials (observation, interview, interview, document processing, etc.).

The second group includes general theoretical methods of understanding (analysis, synthesis, induction, deduction, analogy, historical, logical, hypothetical methods, etc.) enters. The use of theoretical methods of research brings analytical journalism closer to scientific thinking, but never equates them.

The third group includes figurative-descriptive methods based on such methods as associative, creative imagination, simile, transfer, animation, oxymoron (internal conflict), exaggeration, exaggeration, generalization (replacing a personal conclusion with a generalization), personalization (replacing a general conclusion with a personal one).

In classifying the essay, experts rely on different principles. Some of them took its external signs (idea, theme, form) as a basis, while others focused on internal signs, that is, through the methods of typifying events and sorting facts related to them, and some focused on embodying the human image in a journalistic work. The basis of the variety of types of essays is determined by the nature, form, content and tasks of the particular work before the author.

Genres, in turn, are divided into types. As in an essay, a person is at the center of events and events. He is the main executive. Unfortunately, some authors deviate from this requirement. Such authors fill their materials with pictures and percentages, and instead of expressing people's movements, aspirations, and sorrows, they are satisfied with listing names. It is important to be able to choose the right topic for the board. But this is not enough. It is necessary to reveal the topic and find out its most important aspect, edit it from the literary side. As a result, the board is filled with unnecessary facts that are not relevant to the topic. Another important aspect of the film is to show life as it is, because people have good and bad qualities. The author must also show the existing achievements and losses of that person. The film becomes a fighting genre that is loved by such information receivers. The interview answers journalistic questions of a specific person (group of persons) of public interest. Answering the question about how the incident happened, the publicist acts as a researcher (emotional style of narration gives the text additional credibility). The reporter's personal activity encourages the audience not only to see what appears as evidence, but also to create an independent imagination. It is a requirement of reportage that a journalist perceives the event he/she sees with his/her own perception. Reportage is reality itself. Reportage is



derived from the word "reportaje" and means (to convey, to inform). This genre appeared in the first quarter of the 19th century. Over time, reporting improved and became a popular genre. Reportage differs from other genres in that in order for an event to happen in it, that event must happen. A good journalist should work on all the events happening around him. He writes that the event he finds is interesting, instructive and useful for the society. This reporter method of information dissemination takes place in the world mass media. The acceleration of human life demands that the received information be short and precise, but also taken directly from life. That's why I chose the YouTube social network as my research object. I compared and analyzed the most popular blogs in this content. The first blog explored as an object is Nas daily. Channel owner Nuseir Yassin (born February 9, 1992) is an Arab-Israeli blogger known for creating one-minute videos on more than 1,000 Facebook and Instagram pages daily.

The blogger described his channel as follows: "My name is Nuseyr Yasin. Nas means people in Arabic. My mission? Showing you the most incredible people on planet earth. My company?

It's called Nas Academy - a website that turns Creators into Teachers". At the age of 19, Yasin applied to Harvard University in the United States and received a scholarship to study aerospace engineering. Her application essay details her struggle to achieve her dreams as an ethnic Arab born in Israel. In 2014, he graduated with a second degree in economics and computer science. While earning a degree, Yasin also founded a paid registration service and a search engine in social networks. In 2016, Yassin quit his job at Venmo and decided to explore the world, recording his travels and experiences on video. As a result, he created a Facebook page known as Nas Daily (Arabic for "people"), where he created a one-minute video every day for 1,000 days. After meeting Facebook founder Mark Zuckerberg in early 2018, Nas Daily's channel gained popularity, and by September 2018, his page had more than 8 million subscribers. By November of the same year, this number had exceeded 10 million. All of Yasin's one-minute videos are posted on Facebook every day. In 2019, he started uploading his old videos to his official YouTube channel, Nas Daily Official. The videos are shot using an SLR camera with an attached microphone and edited before being released the next day. Each video takes an average of six hours to shoot and three hours to edit. Initially, the topics for Yasin's videos were suggestions submitted by his Facebook followers. Every video says, "Just a minute, see you tomorrow!" ended with the slogan. Yasin's collaborators include his girlfriend, an Israeli-American video maker of Mormon and Jewish descent, and Agon Hare, a Polish video blogger and musician. Due to the popularity of the videos among non-English speaking audiences, subtitles are available in various languages including Urdu, Turkish, Thai, Bahasa,

Japanese, Hindi, Chinese and Arabic. Nas Daily blog was registered on September 30, 2011. He currently has 8.17 million subscribers and has posted a total of 902 videos on YouTube. Blogger's unique method of providing interesting and necessary information in a short period of time. Because the videos made by this blogger are one minute long. He explores amazing places and people around the world. But it's not about ordinary people, it communicates with people with amazing abilities, who are completely different from others. Even when choosing a place, he chooses the most amazing places. He differs from other bloggers in that he is always smiling and speaks information based on clear facts. He visited Uzbekistan in 2021. The first video of the famous blogger-millionaire of the United Arab Emirates Nasuer Yasin and his "Nas Daily" team's trip to Uzbekistan has been released. Through this video, he talked about the history and problems of the Aral Sea and showed the amazing scenery of this region.

"Nas Daily" team presented a film about the Aral Sea. through this video, he talked about the history and problems of the Aral Sea and showed the amazing scenery of this region. "I flew 5 hours to see this! You haven't heard of it before. But I think it's definitely worth watching. The Aral Sea was the fourth largest lake in the world. And now? Desert. This is what happens when nature is out of balance," Nasuer wrote on his social network page. Nasuer Yasin, a well-known travel blogger who writes about the countries of the Middle East and Asia, was born in a Palestinian immigrant family in Israel. In 2016, he founded Nas Daily, a media company on his Facebook page in the UAE. Today, the company has more than 35 million subscribers on Facebook, Instagram and Tik Tok social networks. In 2019, Nasuer Yasin's memoir, Around the World in 60 Seconds: Nas's Day Trip, was published. In 2020, Yasin created the video studio "Nas Studios". In the video, the latest post posted by the popular blogger on his Nas Daily Instagram page was dedicated to the Island. The video specifically reads: "Look around me, these are ships in the middle of the desert. This is the climate disaster that no one is talking about, and it is affecting millions of people. For the first time, I want to tell you the history of this disaster in Central Asia. I came to Uzbekistan, which is surrounded by 2 countries in Central Asia, to show you the Aral Sea. You may not know about this sea, but it used to be the fourth largest lake in the world. It was huge. But in the Soviet era, someone decided to stop the rivers flowing into the Aral Sea and use its water for manufacturing and agriculture.

This decision of mankind led to the tragedy of the island. The Aral Sea was deprived of its own water and began to build up slowly. Millions of liters of water have disappeared. There was once 7000 cubic km of water here, now there is 70 cubic km of water. 35 species of fish lived in the sea before. Not now. Zero! When the fish disappeared, so did the surrounding animals. The professional tiger, birds and horses

that lived in the vicinity were left without drinking water and food. Millions of local people lost their fishing and farming activities. When the water is gone, salt is left at the bottom, which is carried by the wind and causes sandstorms thousands of kilometers away.

### **CONCLUSIONS AND SUGGESTIONS**

Based on study of the emergence and development of intercultural relations in the process of writing the article, journalism and its intercultural promotion: comparing the past and present, providing an understanding of the introduction of travel journalism into society and the urgency of the need for it, the topic of travel in social networks issues such as defining the place in the emergence and development of tourism, studying the international experience in ensuring the effectiveness of materials based on travel journalism in YouTube content, and comparative analysis of genre, style, and skill issues in the coverage of the Road Essay were appropriately studied.

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