



HISTORY OF THE FORMATION OF TRAVEL JOURNALISM

Zarimbetova Juldiz,
Nukus, Karakalpakstan, Uzbekistan
E-mail: azshaba@web.de
phone: +998931251430

Abstract. *This article talks about the emergence of the concept of travel journalism and its formation and development as a profession. This direction of journalism, formed in foreign countries, is also reflected in the mass media of Karakalpakstan. The article contains controversial discussions about the concept of travel journalism.*

Key words. *Travel journalism, travel-writer, travelogue, genre, essay*

In order to determine what travel journalism deals with, we first need to clarify the concept of "travel". Since ancient times, mankind has loved to move from one place to another. That is, there is a certain goal for a person to go from one place to another. Traveling like this has a pragmatic meaning. But throughout human history, travel has served a variety of purposes. The purposes of the people who went on the journey differed from each other, for example, some went on a military journey and some went on a journey to gain wealth.

With the development of ways of getting from one place to another in terms of scientific and technical progress, the meaning of travel has also changed more and more. There is, of course, a big difference between Christopher Columbus's voyage to India in the 15th century to find a new sea route and the 21st century's circumnavigation of the planet by air. Until the beginning of the last century, travel was the main source of information about other countries. The information obtained during this period was recorded at the level of development possibilities of science and technology. Recording has been a method of data storage for centuries. The publication of books made it possible to collect, store and distribute information. From ancient times to today, the information of Herodotus and the scientists who accompanied Alexander the Great on his journey to Asia and Europe have reached us. A classic example of traveling around Eurasia was the journey of the merchant Marco Polo to other countries (XVIII-XIV centuries), as well as the travels of the Russian traveler Athanasius Nikitin. As a result of the travels of these persons, books such as "The Description of the World" and "Walking across three seas" were published.

In order to promote Christianity and Islam, traveling around the world has also developed. The traveler wrote down a number of manuscripts about his



travels. The era of great geographical discoveries can be described in a special way, because these voyages completely changed the knowledge about the globe. During the short period of human civilization, that is, the organization of special expeditions expanded the imagination of the globe, improved knowledge. It also enriched information about the location of continents and oceans. As a result of the development of mobility, the means of travel, and the improvement of information gathering and recording techniques, the purposes of travel have also changed. It can be noted the trip to Africa of the great British David Livingstone [1]. As a result of this trip, the imagination of the black continent was greatly revived. During the expedition, he lost contact with the outside world and disappeared without a trace for up to two years. Compatriot Henry Morton Stanley was sent to Africa in 1871 to search for it. Henry Morton was actually a special correspondent for the New York Herald. In this situation, we see that the first manifestations of travel journalism were manifested. After the rescue operation, Stanley not only wrote a series of reports, but also published a book called "How I Found Livingstone" [2].

The period of development of travel journalism dates back to the beginning of the 19th century, when manuscripts about Italy, the Middle East, and Egypt by English, French, and German authors began to be published. Short stories of travelers-tourists turned into real travel essays when written by professional writers. Along with the literary form, they brought their own author's points of view to the essay.

For example, in Russia, in the middle of the 19th century, travel essays such as "Journey to Valaam" and "Journey to Imatur" appeared regularly in Russian magazines and newspapers. In this place, it is worth noting the work of essayist and writer V.I. Nemirovich-Danchenko. He was the author of a number of works on Russian professional travelers. As a result of his travels in Russia and foreign countries, the writer published a number of books. In Europe, the travelogue tradition began to develop rapidly in the 20th century. A number of writers wrote down their travelogues when they traveled for a long time. Among them, it is worth noting the travel essays of the English writer Evelyn. American writer John Steinbeck wrote a book entitled "Travels with Charley: In Search of America". Paul Theroux, Bill Bryson, and Pico Iyers should be noted among modern foreign essayists and travelers.



In Former Soviet Union had a restriction for travelogues. The reason is that the mass media was ideologically narrowed down at that time. Most travelogues could not fully present their essays based on their travels in the former Soviet Union. But the field of geography has developed widely. Oleg Ignatev's "Travel to Brazil" and Sergey Kulik's "Travel to Africa" works, considered successful travel journalists during the former Soviet Union, should be noted.

Since there was no travel journalism in Karakalpakstan during the time of the former Soviet Union, many materials were published in newspapers and books with the titles of travel essays. For example, we can cite J. Saparov's book "Attack on Ustyurt". Although the main direction of the book is written in the form of a travel essay, it also contains materials about the nature and magical world of Ustyurt. Although it was not recognized as travel-journalistic material at that time, it is worth noting the work of writer Maten Seytniyazov entitled "Journey to Seven Lands" as an introduction to this genre. In this work, the author's travel to foreign countries includes subjects recognized for travel journalism, methods of introducing new lands to the culture and customs of the peoples living in this place.

The field of travel journalism in Karakalpakstan is developing after the implementation of reforms related to the development of tourism in the country. In particular, tourist-bloggers visiting the Savitsky Museum, the Aral Sea and Ustyurt, ancient fortresses in Karakalpakstan are preparing interesting materials about Karakalpakstan on their pages in social networks. Youtube and Instagram platforms are popular among social networks. Local journalists and bloggers organize media tours to tourist places from time to time. This, along with increasing the tourist potential of the region, also affects the development of travel journalism.

In 2017-2018, on the initiative of the Karakalpakstan News Agency, several trips to the Aral Sea and Ustyurt Plateau were organized for the first time for local journalists and bloggers. With the results of the media tour, a lot of content was created on Internet resources, interesting materials were published on television and radio, in the press. For example, the article entitled "Unforgettable Two Days or Feelings Born After a Media Trip to the Aral Sea" was prepared as a result of the media tour.

Natalya Shulepina, editor of sreda.uz, is one of the authors who writes a lot about travel. The author has been to Karakalpakstan several times and prepared interesting reports. Natalya Shulepina has a number of materials about the Aral



Sea, nature and environment of Karakalpakstan. For example, "У Аральского моря, 2021", "Приаралье и Западный Арал. Мы там были в сентябре 2021 года», these materials are written in the form of a picture reportage, that is, information about the island is given based on the combination of pictures.

In the material named «Впечатление об Арале и Приаралье. Тугай, хангули и другие объекты для UNESCO и народа» it is mainly mentioned about the Lower Amudarya Biosphere Reserve.

As for the formation of the term travel-journalism, this term requires more clarification.

Wikipedia defines this term as follows: Travel journalism (meaning "journalism about travel" in English) is a specific direction in the mass media. Provides information on travel, studied in the context of geography, history, culture, tourism and other topics [3].

In support of this concept, V. Pokazanyeva, graduate student of the SPbGU Faculty of Journalism, explains that travel journalism is a special direction of soft journalism. According to her, travel journalism can be called entertainment journalism, journalism of passing time. It provides information to the user in a public way about travel, and also explores history, geography, culture, art, tourism, ethics, philosophy and other topics [4].

A natural question arises as to why we use the term "travel" here.

First, the term travel-journalism was formed among journalists who write about travel. As a result of the penetration of this term into the Russian language, there is a debate about whether we should write "trevel" or "travel" in Russian [5].

Second, the English term is short. Due to its late arrival in our journalism, it is impossible to find another term to replace this term.

Even so, it is necessary to clarify the term "travel", because it is a broad concept, the term is related not only to journalism, but also to the field describing travel. The issue of this term is being discussed among English language scholars. For example, the term "travel" was studied by Professor Joan Brom of the University of Versailles-Saint-Canton-en-Yvelines in France [6, p. 13-16].

In fact, there is a concept of "travel writing" together with the term travel journalism in English. Its meaning is a journalistic and literary work related to travel, that is, a person who writes about travel is called a travel writer. So, the term travel writing is a broader concept than travel journalism.



According to Pokazanyeva, travel writer is closer to literature than journalism and "Travel journalist is not engaged in literature, but in informative journalism, travel journalist can work both on television and in the press. These terms are used synonymously. This creates a problem of differentiation in the acceptance of travel journalism as a field of journalism. She theoretically lives on the basis of certain legalities with moral standards. Therefore, it can be accepted as fiction" [4].

However, the term "Travel writer", that is, the person who deals with it, is accepted as a creator of fiction. Usually, travel journalists and travel writers are owners of the same profession. For example, Ian Fleming's work "Thrilling Cities" can be cited. It consists of the author's essays published in the newspaper "Sunday Times" [7, p. 276]. It is not possible to distinguish whether it is about fiction or journalism based on the term. In fact, fiction involves the creation of imagination, while journalism is always based on facts, and a journalist creates a model of real life through a model [8, p. 194]. Thus, the difference between journalism and fiction is that literature has all kinds of forms, all kinds of interesting plots, but journalism is far from emotions and presents facts without opinion [9, p. 384]. Paul Theroux, the author of books about rowing, comments on this issue as follows:

«The difference between travelogue and fiction is measured by capturing what is seen with the eye and determining what is imagined» [10, p. 292] A.V. Uscova defines travel journalism as follows:

"A separate field of journalism, its main purpose is to provide information about travel, it processes the topics of geography, culture and tourism" [11].

The term travel-journalism can be approached from the perspective of the concept of travel-mediatext. Travel-journalism is polydiscursively complementary because it is a genre at the intersection of different discourses. For example, scientific, social, advertising, personal life discourse, etc. [12, p. 123], - comments Redkina, an expert on journalistic genres. According to Alexander Permyakov, one of the main problems of modern travel journalists is the lack of interest in local people and culture. Even so, travel journalism is considered not only to show the standard directions with local cuisine, but also to show the cultural differences between countries. The task of a travel journalist is to help the travel reader to feel which country, where he is located, and feel himself as the author of the trip [13].

Materials related to travel journalism attract a wide audience, even though the topic is not concrete, it is unacceptable to call it specialized. The age, social status,



and gender of the audience are not the same. Thus, the product of travel journalism can be interesting to different social groups.

In general, travel journalism information sells well, with strong audience demand. The media working in this regard can have a special place in the tourism industry as well as selling their products.

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