В своей "Республике" Платон рассказывает историю о заключенных в пещере, связанных так, что они не могут повернуть голову. Они не видят ничего, что происходит вокруг них, только тени тех вещей, которые огонь отбрасывает на стену пещеры. Когда они разговаривают, они дают имена и говорят о тенях вещей, думая, что называют реальные вещи, а не тени. Вдруг один из пленников освобождается. Предметы, от которых исходили тени, становятся реальными и предстают перед ним. Однако он чувствует дискомфорт и неуверенность. Он считает, что тени, которые он раньше видел, истиннее, чем предметы, которые находятся прямо перед его глазами. Заключенный решает отвернуться от предметов к изображениям на стене, так как тени он считает более приближенными к реальности. После освобождения заключенный привыкает видеть предметы такими, какие они есть. Однако, когда его загоняют обратно в пещеру, ослепленный внезапной темнотой, он видит еще меньше, чем его пещерные собратья. Остальные заключенные приходят к выводу, что лучше не подниматься к свету, и клянутся убить любого, кто заставит их это сделать.

В современную эпоху к задней стене пещеры прикреплен телевизионный экран (аналог теням, отражающиеся от реальных объектов вне пещеры), на которых крутятся ясные, красочные и удивительно правдоподобные картинки. Но это не делает их точным отражением "реальности" за пределами пещеры. Они также проблематичны, как и тени в пещере Платона. Вполне вероятно, что даже более проблематичны, потому что теперь выглядят максимально реалистичными. Телевизионные картинки предстают перед нами более увлекательными, интригующими, чем предметы, факты и явления на самом деле. За режиссурой этих картинок и стоят современные ньюсмейкеры - в большей частности, спиндокторы, которые намеренно создают «шоу» и перекрывают внимание с более важных и полезных для общества вещей в угоду каких-либо интересов.

В этом докладе была рассмотрена деятельность спиндокторинга и закулисная игра СМИ, анализ которых активно проводится на западе с начала 21 века. Аналитики считают, что зрители не должны всецело доверять современным медиа и некритично смотреть на изображение в экранах своих телевизоров и телефонов. В первую очередь, мы должны думать не только о представляемом нам репортаже - но и о камере, снимающей происходящее, операторе, захватывающем картинку под определенным углом, предвзятости журналиста, боссе журналиста, который ограничивает его в свободе слова и спиндокторах, функция которых и лежит в манипулировании нашего мнения.

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USER GENERATED TRAVEL JOURNALISM

Ozenbayeva Nazym Tukibayevna
ozenbayeva@mail.ru
L.N.Gumilyov Eurasian National University

Master's student at the Faculty of Journalism and Political Science
Astana, Kazakhstan
Scientific adviser – Ishanova A.K.

Abstract: User Generated Travel Journalism (UGTJ) has emerged as a significant phenomenon in the digital era, reshaping traditional notions of travel reporting and consumption. This article provides a comprehensive review of UGTJ, exploring its origins, characteristics, and impact on the travel industry. Drawing from a diverse range of academic literature and empirical studies, the article examines the motivations driving individuals to contribute user-generated content (UGC) related to travel experiences, the credibility and authenticity of UGC, and the implications of UGTJ for destination marketing and tourism management. Furthermore, it discusses the challenges and opportunities associated with UGTJ, including issues of trust, privacy, and the management of online communities. Finally, the article proposes future research directions to deepen our understanding of UGTJ and its implications for travel journalism, destination branding, and tourist behavior in the digital age.

Keywords: travel journalism; blogging; digital nomads; travel hacking.

The impact of new media technology on travel journalism, and more specifically the rise of user generated content, has received limited attention. The intention here is to examine the representational modalities of travel blog content and consider the ways in which it is changing the nature of traditional, professional travel journalism. This article explores how the authority and expertise of the professional travel journalist now competes with the more organic, perhaps less commercially driven displays of 'symbolic mastery' in travel blogs [1].

Travel journalism is the example of excellence of media construction through language, as well as photographs: travel features produce images, representations, dreams, and fantasies of distant locations most readers have not (yet) visited or know little about. It is important not to overlook the interconnected nature of travel blogs. Blogs are a centralizing force within the distributed network: a central identity hub'. The promotion of content and, ultimately, the capacity to influence consumer choices and cultural practices, is dependent on cross-promotion across other social media platforms such as Twitter, Facebook and Instagram, as well as the co-promotion of fellow bloggers and links to legacy media and advertising content.

There appears to be two main types of content – the 'digital nomad' and 'travel hacking'. It is also important to note that some of the blogs use terminology that pertains to both the 'digital nomad' and the 'travel hacking' categories [2].

"Nomadic Matt" is a blog created by the New York Times best-selling author of "How to travel the world on $50 a day" Matthew Kepnes in 2008. In 2005 Matthew leaves the borders of the United States for the first time in his life and travels to Thailand. The trip made him realize his life purpose and he quit his job to travel and blog about his experiences.

The website primarily focuses on budget travel tips, destination guides, travel hacks, and personal travel stories. It aims to inspire and educate readers about how to travel affordably and effectively. The site's design is typically user-friendly, with easy navigation and a clean layout. Content includes detailed articles, reviews, and recommendations based on the author's experiences and insights. Additionally, the site often features guest posts from other travelers and experts in the travel industry. Overall, Nomadic Matt serves as a valuable resource for travelers seeking advice and inspiration for their adventures [4].

Nomadic Matt primarily aims to appeal to 'digital nomads', Matt portrays himself as making a living through travelling and blogging. However, his site also contains advice on 'travel hacks'. Clearly, aspirant 'digital nomads may wish to take advantage of credit card reward schemes just as they may wish to enroll on one of the courses on travel blogging also on offer. The distinction is that the central premise and appeal of 'Nomadic Matt's' blog is its representation of digital nomadism. Similarly, whilst 'travel hack' blogs tend to focus on luxury

breaks rather than 'off the grid' escapism, some blogs in this category also refer to both subcultural activities. Further, both types of blogs use forms of traditional travel journalism narratives to recount experiences to their readers. Whilst there is clearly some cross-over between the categories of 'digital nomad' and 'travel hacking' and similarity in terms of the modes of representation which underpin them, typically, the blogs identify themselves explicitly through these terms and can therefore be categorized as such.

These terms are themselves redolent with subcultural capital and this is a further indication as to the demographic of travel blog readers. Evolving out of the possibilities afforded by internet technologies and infrastructure, 'digital nomadism' characterizes a widespread shift in working and employment patterns, particularly in the creative industries where 'the idea of a location-independent style of working and living' is increasingly widely desired and commonly practiced. In the specific context of travel, 'digital nomad' indicates a boundlessness, in terms of both location and communication, it is a reference to travel as nomadic or in other words, timeless and not bound to destinations of a tourist itinerary…Yet, the same term also implies that this self is also nomadic in a "digital" sense—not limited to the travel blog, but extended or "networked" across various digital platforms. He travels "indefinitely" not just in the offline world, but online as well.

In the setting of travel blogs, the 'digital nomad' form of content is premised on a narrative of removing oneself from the confines of everyday life, of having a fixed address, ownership of property and goods, of having a regular form of employment. Again, such rhetoric is very much in keeping with the demographic—one which in many Western democracies feels politically disengaged and unable to access many of the benefits and attributes their parent's generation achieved—home ownership, career longevity, savings and pensions. The 'digital nomad' blogs in this sample overwhelmingly portray themselves as the lifestyle solution to these problems and issues. Their blogs are presented as the sole means through which they derive an income, with little, or most frequently, no information given as to other sources of income [4].

"Two Monkeys Travel Group" was created by Jonathan Howe and Kach Medina, a couple who shared a passion for travel and adventure. They started their journey in 2013 when they left their corporate jobs to embark on a long-term trip around the world. As they traveled, they documented their experiences, insights, and tips on their personal blog. Their blog gained popularity as they shared their adventures and practical advice for other travelers. Recognizing the potential to turn their passion into a sustainable business, Jonathan and Kach officially founded Two Monkeys Travel Group. The name "Two Monkeys" represents their shared journey and adventurous spirit as a couple. Since its inception, Two Monkeys Travel Group has grown into a successful online platform, offering a wealth of travel resources, guides, and services to a global audience. Jonathan and Kach continue to lead the platform, sharing their experiences and expertise while also collaborating with other travelers and experts in the travel industry. The focus of Two Monkeys Travel Group is on long-term and sustainable travel, as well as luxury travel experiences. The site also provides resources for digital nomads and those interested in remote work opportunities while traveling. With a visually appealing design and engaging content, Two Monkeys Travel Group aims to inspire and assist travelers in planning their adventures around the world [5].

'Digital nomad' style blogs tend to very explicitly promote the notion that their blogs contain all the information and guidance needed for their readers on how they too can become 'digital nomads'. Rarely, if ever, does this advice come for free—invariably the reader has to 'pay' for it somehow. This can be directly in the form of a subscription or purchase of book, for example, or it could be indirectly through reading content on a blog that also contains advertising or affiliate links through which the blogger derives commission. Though the modes of representation are very similar, in comparison with newspaper travel journalism, the emphasis differs. Rather than professional travel journalism identifying with how their readership might engage with a particular location, the 'digital nomad' functions as a lens through which the

reader imagines themselves in a particular location. In effect, 'digital nomad' blogs sell travel experiences much like traditional forms of travel journalism, but the reader is sold the 'digital nomad' identity, the locations featured in such blogs are gateways to putting this identity into practice. In this format, symbolic mastery is established through enabling the reader to imagine themselves as a 'digital nomad' in a specific location. Perhaps as a consequence of this the language is typically more conversational and informal than traditional travel journalism narratives.

The 'travel hacking' blogs do not appear to offer a form of lifestyle solution in the way that the 'digital nomad' blogs do. Rather, they, in drawing on popular cultural parlance, offer 'hacks' to improve our everyday experience. Specifically, in the context of travel these blogs offer advice and guidance on how to 'understand the system' and travel more 'efficiently'—in simple terms more cheaply. Clearly, the demographic of readers who could benefit from such advice is much broader than the 'digital nomad' focused content.

Whilst the 'digital nomad' references backpacking, adventure and low-cost 'Travel hacking' blogs make use of essentially the same modes of representation as professional newspaper travel journalism. They are very upbeat, lacking in criticality and share the latter's direct promotion of specific locations and tourism experiences. By contrast, though, they tend to make use of more personalized, conversational tone. In this way, symbolic mastery is established through a form of expertise, but it is presented as coming not the paid professional, but causally in a less formal and more intimate way. A small but noticeable number of 'travel hacking' blogs in the sample are produced by older individual, in the 45 years plus range. They explicitly market their sites as being based on their long-accrued experience of the travel industry, making it clear that they are not college kids on a gap year. This is further indication of the demographic the readership and their desires and aspirations. They are perhaps older, more firmly entrenched in acquiring all the trappings of 'success' in modern living, property ownership, career and wealth and so on. Consequently, the motivation for using these sites is not as a springboard to a lifestyle change, rather it is to outsmart the system and secure a commodity others have paid considerably more for. forms of travel, the 'travel hacking' style tends to be focused on higher end, luxury experiences [7].

Travel journalism can certainly be 'a vehicle for the commodification of a destination'. However, it is evident from the typology derived from the content sampled here that travel journalism can also be about vicarious pleasure, in aspirational and entertaining ways. Such content does not necessarily promote specific destinations, it simply serves the purpose of keeping the reader's interest and helping to cement their relationship their chosen newspaper. It can also take the form of reports that seek to safeguard the interests of readers. The financial logic of travel journalism is certainly premised on its association with the tourist industry but it is also dependent on its function as an integral part of the 'package' newspapers offer up for consumption. Entertaining readers, informing them of consumer choices and/or defending their consumer rights are all important elements of this 'package'. By contrast, user generated travel content is more about encouraging readers to adopt forms of consumption that will help facilitate their travel experiences, than it is about promoting specific travel destinations. The 'digital nomad' and the 'travel hacking' styles of content are founded on essentially the same financial model and involve encouraging readers to consume products and services that enable them to realize their travel experiences [8].

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МЕТАФОРИЧЕСКАЯ РЕПРЕЗЕНТАЦИЯ МЕДИАОБРАЗА РОССИЙСКОГО АРКТИЧЕСКОГО РЕГИОНА (НА ПРИМЕРЕ ЯМАЛО-НЕНЕЦКОГО АВТНОМНОГО ОКРУГА) В ФЕДЕРАЛЬНЫХ ПЕЧАТНЫХ СМИ

Пяк Елизавета Николаевна
tarkosale89@gmail.com
Аспирант первого года обучения федерального государственного автономного образовательного учреждения высшего образования «Омский государственный университет им. Ф.М. Достоевского».
Научный руководитель – М. В. Терских

Ямало-Ненецкий автономный округ один из циркумполярных регионов мира, составляет важную часть Российского Севера и входит в мировую Арктическую зону. Ямал – это территория, медиаобраз которой составляет её географическое положение, самобытная культура коренных малочисленных народов Севера, объекты нефтегазодобывающей промышленности и условия для развития различных видов туризма. Средства массовой информации являются «конструктором» медиаобраза, так как они решают какое количество публикаций (времени) будет уделено тем или иным событиям, какие факты, персоны, герои станут главными темами публикаций [Горбаль 2020: 75].

Сегодня вопросы изучения медиаобраза циркумполярных регионов чаще попадают в фокус внимания ученых. Это связанно с новой волной освоения арктических территорий и санкционной политикой западных стран. Подтверждает этот факт фундаментальный труд А.Ю. Жигунова. Исследователь указывает основные причины возросшего интереса к изучению арктических территорий: «прежде всего, это заинтересованность человечества в исследовании северных малоизвестных территорий, многочисленные природные богатства арктических районов, эффективное использование региона как кратчайшей транспортной магистрали по пути с запада на восток, а также общая выгода от владения большей частью Арктики, включая уходящий в глубины Северного Ледовитого океана шельф» [Жигунов 2020: 98].

Метафорические конструкции, стереотипы, прецедентные феномены, клеше и штампы – это «ядро» для построения и моделирования медиаобраза арктического региона. «Метафору нередко образно представляют как зеркало, в котором вне зависимости от