BLOGS IN TATAR MASS MEDIA

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Abstract: The authors analyze the specifics of blog functioning in Tatar language. Their place and role in the information space of the region is revealed. The authors come to the conclusion that the Tatar-speaking blogosphere is one of the most actively developing segments of the national Internet space nowadays. This is facilitated by the existence of a special law in the Republic of Tatarstan declaring the need of information resource equal development written in the state languages of the republic. The article studies the problem-thematic trend of blogs. It is noted that blogs have a specific theme in the Tatar language, aimed primarily at the discussion of education problems, the development of national culture, literature and language. As the analysis shows, Tatar-language blogs often replace specialized publications and websites due to their active work. This concerns, above all, specialized scientific and educational blogs. The creation and the development of websites and blogs in Tatar language, their promotion in the global information space is an urgent task nowadays that needs state support, as they become an integral part of modern national culture.

Keywords: blogosphere, themes, culture, Tatar language.

1 Introduction

Currently, the blogosphere is one of the most dynamically developing segments of the Internet space, which explains the increasing attention of researchers to the problems of its functioning. Researchers note the fact that the possibility of interlocutor communication in the network from anywhere in the world causes the disappearance of national, economic, political and cultural borders in the old sense. At the same time, one must also take into account this peculiarity of the blogosphere, which allows one to unite the representatives of one culture scattered all over the world. This is important for those peoples who are not located compactly in one territory, but are dispersed throughout the world (including Tatars). In this sense, it can be argued that the blogosphere has the opportunity to contribute to the creation of a unified national information space. It is this feature that requires special scientific research and understanding concerning the problems of the national blogosphere development.

2 Materials And Methods

The authors used such empirical and general scientific methods as observation, comparison, analysis, as well as a specific method of mass media text study - content analysis. The research is based on the scientific works of the modern media sphere theorists. Many of the theoretical aspects of the blogosphere study are presented in the works by N.S. Andrianova [2008], E.I. Bazhenova [2005], Ya.A. Bardashevich [2011], S.S. Bolotnaya [2006], V.L. Volokhonsky [2006], Yu.E. Zaitseva [2006], L.Yu. Ivanov [2000], L.F. Kompantseva [2007], P.E. Kondrashov [2004], M.V. Melnik [2012], E.V. Novikova [2005], M.Yu. Pavlyutenkova [2005], A.A. Sibgatullina [2013], A.A. Selyutina [2017], M.Yu. Sidorova [2017], I.V. Stechkin [2011], L.Yu. Shchipitsina [2003], Beata Klimkiewicz [2011], Mohamed Zayani [2009], Nitin Agarwal, Huan Liu [2010], Nora Ganim Barnes [2008] et al.

3 Results

In the Republic of Tatarstan, the creation and the development of mass communication means the use of the languages of peoples living in the region is maintained at an official level. The republic has the Law "On information resources and informatization of the Republic of Tatarstan", which declares the need for an equal development of information resources using the state languages of the republic. The State Program on the preservation, study and the development of state languages and other languages is implemented in the Republic of Tatarstan

actively, which also officially declares state support for the Tatar information space. The program provides for the introduction and the improvement of computer standards for Tatar language use in information technologies, the development of publicly accessible information resources in Tatar language within the international Internet computer network and a number of other important events.

During the years of this program implementation, a lot has been done to develop the Internet using state languages. For example, the official portal of the republic has been launched in Tatarstan since 2011, which has become a unified platform that unites information on the activities of government agencies and other organizations in the region. Among the number of sites represented in this information system more than 100 are conducted in Tatar language. As a rule, this is news and all sorts of statistical information.

All Tatnet resources (Tatnet is the aggregate of all resources on the Internet, the main content of which is the materials about the Tatar people or Tatarstan, regardless of a language on which these resources are created) are accessed through the portal "Tatar Ile" ("Tatar country"), which hosts the catalog of these resources in the amount of about a thousand titles (http://tatarile.org/catalog/ru/taxonomy/term/15). Unfortunately, the demand for Tatar-speaking sites is currently low as compared to Russian-speaking ones. The reason for their low attendance is the lack of relevant and operational materials, as only a small part of the content is translated into the Tatar language.

It is this gap that is replenished by the developing Tatar-language blogs quite actively. The most frequently visited of them are the projects posted on the pages of the portal "Belem.ru" ("Belem" means "enlightenment" in translation from Tatar), created in 2007 on the initiative of active youth and supported by the state today. According to the creators of "Belem.ru", the content of Tatar Internet resources should be unique, and not translated from Russian. For this purpose, the experts of this resource are engaged in the development of Tatar-language Internet projects of various levels (websites, portals, blogs, local web projects), redesign, search optimization, the promotion of national websites, their software and technical support, and the development of computer programs for their localization in Tatar language. They provide consultations, conduct master classes in the field of information technology for novice bloggers.

The blogs in the Tatar language, posted on the pages of the abovementioned portal, are devoted mainly to the problems of education. The very name of the portal regulates that pedagogical workers become its active visitors. Mainly the teachers of schools act as the bloggers of this portal. At the same time, these blogs are characterized by a variety of directions within the framework of education topic. Conventionally, they can be combined into the following groups:

- Educational and methodological. These blogs pursue purely educational and methodological goals, when the authors, for the purpose of experience sharing, post there their new methodological achievements, plans and scenarios, the presentations for lessons, etc. in them. This is a very important area of activity for the teachers of national schools, as they suffer from the lack of educational, methodological, didactic and presentation materials. The teacher's blog from Zelenodolsky district of Tatarstan Rustem Sayfutdinov is a rather vivid example of such projects (http://myblogsajfutdinouv.blogspot.ru/).
- Problem-analytical. Teachers discuss the current problems of society, express their attitude to important events in the country and in the world, share their impressions about innovations in the field of education, exchange their experience to solve the emerging problems in their field. There is a lot of blogs that discuss the issues related to the teaching of a particular school subject. A great interest in

this group is explained by the blog of rural teacher Farit Vafin from the Arsk District of the Republic of Tatarstan (http://belem.ru/user/7100). The blog is constantly updated with the author's analytical materials on the most pressing problems of national education. In order to attract a wider audience to these problems, the same author created the site "Mogallim yazmalary" ("Notes of the Teacher") (http://faritvafin.ru/) with a fairly extensive rubrication. There is even an online store with the services for the development of school event scenarios, open lessons, etc.

▪ Self-development blogs. These blogs are highly personalized. Many of them have a diary form.

The result of the successful operation of Belem.ru portal is a sharp increase in the number of qualitative educational resources in Tatar language, including the activation of bloggers. The blogs, functioning on this portal, are not deprived of the general public attention. Often the most interesting materials posted in these blogs are reprinted in the portal "Matbugat.ru" ("matbugat" means "press" in translation from Tatar), which is the leading digest portal in the Republic of Tatarstan.

Despite the fact that personal blogs are personal in the Tatar-speaking blogosphere, our analysis shows, that specialized blogs dedicated to specific spheres of life, with a fairly large circle of regular visitors, prevail. The result of their active work is an often replacement of specialized publications and websites and the filling of empty niches in the field of specialized journalism.

In addition to education, thematic blogs dedicated to the problems of national culture are the most active ones in the Tatar national blogosphere. Let's list some of the most influential groups of Tatar-speaking blogs in this area:

▪ The blogs of writers. The most visited are the blogs of beginning writers, posted on the website of the creative association "Caleb" ("Soul") (http://kalebtatar.ru). The aim of this project is to present the creativity of young Tatar writers, composers, musicians, directors, actors, artists, to help them to find their audience. In order to achieve this goal, the society actively works in the Internet space, including the blogosphere.

As compared to young writers, their older colleagues work in the blogosphere less successfully. Only a few of them make posts on their official websites. Such famous writers and poets as Rabit Batulla (http://batulla.com), Foat Sadriev (http://f-sadriev.hostenko.com/) and Elmira Jalilova (http: // zhelilova.rf/) are among them. The site of the writer Syumbel Gaffarova http://sombel.ru/category/diary is partially presented as a blog-diary. But the claimants for the attention of the general public judging by their name "Blog of writers" (http://adiplar.narod.ru), "Portal of writers" (http://tatarinru.narod.ru/), turn out in fact the pages with obsolete records.

In this group of blogs, Gabdulla Tukay's blog, the classic of Tatar literature, is of interest. A certain author places his materials in the Instagram to @ gabdulla_tukay account, while setting forth his reflections on behalf of the long-dead poet.

▪ The blogs of show business stars. They are becoming more popular among a wide range of young people. For example, the blog of the singer Ilsiya Badretdinova http://ilsya. livejournal.com/ outstrips the sites of some media in the Tatar language by attendance. On this subject, the project # YaratkanZhyrym (Favorite song) functions successfully in Instagram.
▪ The blogs of journalists and publicists, for example, the blog of veteran journalist Rimzilya Valeyev on the portal "Business online" (https://www.business-gazeta.ru/author/ 128) and a well-known publicist Rustem Zaripov (http://ru stemzaripov.blogspot.ru/). It should be noted that Tatar-speaking professional journalists who have labor relations with one or another editorial board do not have personal blogs, whereas in the blogosphere, either non-working

writers (for example, pensioners) or "civil journalists" (including the freelance writers of various media) work successfully.

▪ The blogs of national media. For example, a big audience is in the blog of the TV channel "Tatarstan - New Century" (http://vefire.ru/channel/TNV/blog/page/122/).
▪ Parent blogs. Parents share experience in family life, fix the stages of their children lives, post illustrative and video material for children. The blogs by Aigul Ayupova "Uchtecy" ("Rastishka") (https://vk.com/uchteki), Leysan Siraeva "Sabie" ("My Baby") (https://vk.com/sabyem), posted on "In contact" are the most popular ones.
▪ Cognitive blogs. The most striking among such blogs is the blog of a small programmer (http://ansar1.ru/ru/), the video blog of the student Azat Kashapov (https://www.youtube.com/user/TatarlarBez) studying in Japan. Interesting videos about the unusual aspects of life and extraordinary events are presented in the blog "Tatar malaye" ("Tatar boy") by Rinat Galiakhmetov from the city of Nizhnekamsk (@tatar__malay in Instagram).
▪ Blogs of video films. The blog of feature films in Tatar language http://tatar-films.ucoz.ru/blog/ has a rich collection and a large attendance. In addition, many video resources are placed as a blog inside known resources and portals. For example, the "Fairy-tale channel" site in Youtube has the Tatar-language version of "Ekiyati channel" with the same name, which contains video lessons, master classes and translated animated films for children.

There is a number of other blogs concerning either the interests of a narrow circle of the Internet community, or purely personal ones.

In order to increase the number of qualitative Internet projects and blogs in Tatarstan over the past 13 years an international contest of Internet projects "Stars of Tatnet" is organized annually. The World Contest of Tatar Internet projects "Jewels of knowledge", which has been held since 2009 to popularize Tatar-speaking Internet projects in the field of education and culture, has become traditional one.

4 Conclusions

Thus, in the context of globalization, the role of Internet resources, focused on the creation of a single national information space and the preservation of national identity, is growing. In these conditions, they observe the role increase of those segments of the Internet space, which are developed, first of all, by the efforts of enthusiasts. The blogosphere is the most convenient format for the implementation of their capabilities.

Currently, Tatar-language blogs function most successfully in the following platforms:

▪ world-famous resources and portals (such as Instagram and Youtube);
▪ leading Internet portals of the Republic of Tatarstan;
▪ the sites of national mass media.

The blogs in the Tatar language make a significant contribution to the enrichment of the Tatar-speaking information field, in the process of technologically advanced youth education and the development of a modern scientific and intellectual national elite.

5 Summary

Network communication channels, including the blogosphere, have unlimited possibilities in the enrichment and qualitative improvement of information resource content in Tatar language. Therefore, the creation and the development of websites and blogs in Tatar language, the translation of socially significant Russian-language Internet projects into Tatar language, the

promotion of Tatnet sites in the global information space is an urgent task now that needs state support.

Acknowledgement

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