

## DEVELOPMENT OF TATAR PUBLICISM IN THE BLOGOSPHERE

<sup>a</sup>AIGUL AGALAROVNA GUSEINOVA, <sup>b</sup>REZEDA LOKMANOVNA ZAYNI, <sup>c</sup>RASIMA MULLAYANOVNA GALIEVA, <sup>d</sup>ADELYA RINATOVNA SAYFULLINA

<sup>a,b,c,d</sup> *Kazan Federal University, Kremlyovskaya St, 18, Kazan, Republic of Tatarstan, Russia, 420008, Russia*  
 email: <sup>a</sup>*aigel24@mail.ru*, <sup>b</sup>*rezedaza@gmail.com*,  
<sup>c</sup>*grasima@yandex.ru*, <sup>d</sup>*adelya\_ismagilova27@mail.ru*

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**Abstract:** This article is devoted to the development of Tatar journalism on the Internet, namely in the blogosphere. In addition to traditional media, publicists maintain their own blogs, which are increasing day by day. The authors note that the texts in the Tatar-language blogs are distinguished by their journalistic style, linguistic identity, and semantic content and ideological novelties. Therefore, the preparation of texts for Tatar blogs requires both authors' skills and experience. Unfortunately, recently journalistic speeches are shifting into the format of short posts, which for their part harmfully influence on the level of texts' structure.

**Keywords:** journalism, blogging, social networks, media text.

### 1 Introduction

In the century of information technologies, it is particularly important to study the journalistic speeches of individual authors of certain blogs. In the modern world, the Internet is the most efficient tool that meets the requirements of time and society. Publications on the Internet have complete freedom of placement and distribution, they are practically free from any censorship, so the audience should be able to choose and perceive this information correctly. Journalistic speeches are currently posted by many authors on their personal blogs and social networking posts. Blogging is considered to be a well-developed area on the Internet. The blogosphere is a space of special information and culture. Currently, the creation of a blog has become available for almost every Internet user. The modern synthesis of journalism and blogging, in our opinion, has two aspects: blogs are a source of information for professional journalists; active bloggers, on the other hand, acquire journalism skills and thereby enrich traditional journalism. According to the results of our surveys conducted between journalists writing in the Tatar language, 6 out of 10 journalists in their daily professional activities use various blogs and social networks to obtain information. This fact indicates a fairly high level of confidence of journalists in such sources of information.

### 2 Methods

Descriptive, comparative methods, logical analysis, systematic approach and others are used in this paper. The investigations of Russian and foreign scientists in media science became the scientific and methodological basis of the study [Boyd D. and Ellison, N. 2007; Dahlgren Peter. 2013; David Domingo, 2008; Guseinova A.A, Zayni R.L., 2019; Hewitt, Hugh. Blog: 2005; Kalmykov A.A. 2012; Sarah Van Leuven and Peter Berglez. 2016]. The publications on the Internet in the Tatar language were used as the empirical basis of the study.

### 3 Results and Discussion

Currently, most Tatar readers have switched to the Internet from the traditional print media. The blogosphere in the national language is also actively used to obtain information. Is informational blogging a new type of journalism, a new distributive channel for the printed word?

Blogs in the Tatar language function in different forms and types. Their first function is to expand the scope of the use of the Tatar language, pointing out the possibility to use the national language in a new space.

In the Tatar Internet space there are many informative authoring blogs. They clearly express the author's attitude, opinion on various events, phenomena, situations and problems in society.

Therefore, we can note this phenomenon as a capacious concept of "personal journalism", although these authors are not always, or rather, very rarely professional journalists.

Defining the concept, it is necessary to add that it is traditionally believed that personal journalism is, firstly, a phenomenon of the Enlightenment period, when authors published only magazines, and secondly, the phenomenon of the industrial era, which was expressed by the fact that the media owners dictated the information agenda. In the given article we use the concept "personal journalism" to explain the sociocultural phenomenon that exists on the Internet in the form of personal sites and blogs. Modern personal journalism in the Tatar language also has an educational character. While outside Russia blogging platforms were often organized as a form for easy reading, in Russia they became a platform for expressing political views and publishing the results of creative activity. It is generally accepted that the fundamental difference between texts posted on blogs and texts of traditional media is the lack of professional editing. But in terms of linguistic and stylistic features and grammatical accuracy, publications in Tatar blogs do not lag behind professional media.

As examples of personal blogs we can point out blogs of a journalist, poet, writer, author of popular lyric songs Rustam Zaripov, a publicist, teacher Rashit Fathrahmanov (writes under the pseudonym Bulat Khakov), a teacher Farit Vafin, and simply a beautiful intelligent woman Sumbel Gaffarova. On the personal website of the writer Marat Kabirov, there is a section "Notepad" that resembles a blog format. Regular and freelance journalists of the "Seyembike" magazine publish personal blogs on the journal's website.

It should be noted that some blogs in the Tatar language have gone far from the very idea of the blog and gave to their offsprings the format of an independent site. For example, a teacher Farit Vafin abundantly names his brainchild-blog concisely and designates its position as a site - "Notes of the teacher. Personal website of Farit Vafin: pedagogy, journalism, creativity." The speeches of Farit Vafin are devoted to the problems of education, enlightenment and relate to school life, so they are always relevant. He knows how to present information easily, using satirical techniques in speech, but at the same time how to do it interesting and convincing. He shares his experience, gives a piece of advice to young teachers. He shares his opinion in relation to the modern Russian education system, compares it with the Soviet one. Unfortunately, in recent years, Farit Vafin writes less. Perhaps the reason is that he has his own blogs on several platforms (including the Belem Ru portal, well-known in the Republic of Tatarstan).

His journalism consists of works devoted to current problems and phenomena of the current life of society, which once again proves that journalistic articles can be not only articles in newspapers and magazines or materials of electronic print forms, but also other ways of presenting information. The journalism of Farit Vafin is necessarily based on real facts. His journalism may be inherent in author's speculation, but only within the framework of well-known real facts.

In his blogging articles, Farit Vafin talks about the work and life of a school teacher, about problems in the field of education. He bases on personal experience, his own observations, his speeches are rich in examples, analysis, comparisons, which further brings readers closer to journalism. When analyzing contemporary problems concerning schools, he does not always criticize and dwells only on negative examples; at the same time, positive cases are also analyzed.

Bulat Khakov constantly publishes in the "Akcharlak" (Swan) newspaper, at the same time he posts observations on current topics in his blog on a weekly basis. He writes about society and politics; He argues his thoughts and visions with examples; through comparisons, he tries to convey the reader to the essence

of the issue; emphasizes where the described event can lead to and comes up to a hypothesis. The language and speech features of this author are quite complex, in each publication the focus of the item is his own opinion. Bulat Khakov is not just an ordinary school teacher, he is PhD and writes both in Russian and Tatar languages.

The journalism of modern bloggers is not only distinguished by the fact that the authors use new speech patterns, claiming their existence in society, but they themselves actively create them, enriching the national language. And this can lead to the fact that new meanings and a new grammar will change the age-old traditions of the language. In any case, the modern language in Tatar journalism reflects the mentality of the nation and traditions, the cultural customs of the people that have developed over the centuries. Tatar journalism, taking into account the national characteristics of language and mentality, seeks to figuratively describe events in human life and their problems through the disclosure of facts of greater social significance.

Rustam Zaripov also has a strong position as a publicist. Comparisons, irony, expressive means of language are used in his speeches. Also he likes to draw parallels between history and modernity, past and future. He writes on the topics of literature, culture, history, music and art. He has a lot of readers. This author collaborates with the newspaper "Tatarstan Yashlare" (The Youth of Tatarstan).

The publications in the blogs of "Seyembika" magazine also make the readers to think. In a word, journalistic materials on blogs are distinguished by the fact that they are voluminous, they express the opinion of the author, and different language tools are successfully used.

There are several reasons why the number of blog readers in the world is increasing every day. Firstly, it is connected with the dissatisfaction with the set of publications that is offered in traditional media. Secondly, due to the fact that bloggers are independent authors and do not receive financial support from any structures, they are more trusted. Thirdly, blogging provides the opportunity for creative participation in discussions on a particular issue or news fact. And fourthly, it should be noted that the blogosphere appeared thanks to computers and affordable software. Until the twenty-first century, the creation of journalistic material required three stages of the preparation and dissemination of information such as collection, processing and creation of a media product, but with the development of various digital technologies and Internet communications, the extremely necessary fourth stage - interactive communication with the audience was added.

At the same time, many blogs are updating very quickly and provide readers the opportunity to participate in discussions, which are conducted on-line. "The comment function allows tracking the feedback from readers quickly and accurately. In fact, the message itself is not a complete text, since it receives its dynamic development in the comments of readers and the answers of the author of the blog that allows presenting a journalistic blog text as a semiotic unity with a more complex structure than the "traditional" journalistic publication in the press." [Sarah Van Leuven and Peter Berglez. 2016, p.150]

Regardless of whether blogs have the opportunity to leave comments, there are few comments under journalistic speeches in the Tatar language on the Internet which contain readers' own opinion, attitude to the issue under consideration, the audience does not try to argue, dispute, share their impressions. This does not mean that the topic is irrelevant or the quality of the presentation is bad, but it is explained by the passivity of the audience in relation to blogs. Only undisguised provocative personal texts can collect a considerable number of responses and comments.

At the same time, social networks are very active, they write posts daily, make videos, record podcasts, like and post comments. The virtual world is active. Various social networks are one of the effective channels of interactive communication

with the audience. And it should be noted that social networks have a high level of influence on the formation of the Tatar-speaking media audience.

Unfortunately, in modern virtual reality, the pages of authors in social networks writing in the Tatar language gradually are supplanting their own blogs, so the Internet journalism is making its own adjustments to the development of the Tatar Internet space. It seems to us that this can lead to disappear of blogs that we previously studied in the framework of author journalism and they would remain only in history.

#### 4 Summary

Despite a common vision and understanding of the functions and directions of Tatar blogging, Tatar blogs in the modern media system are more perceived as ordinary diaries, although until that time they contained publications combining a journalistic concept, a perfect language and a complete text.

It should be noted that most of the speeches on Tatar blogs are dedicated to resolving the national issue, which includes educational and cultural topics. [Sarah Van Leuven and Peter Berglez. 2016] The themes of politics, economics, social life remain beyond the scope of bloggers. Only a national-cultural topic may seem uninteresting and irrelevant to a certain audience of Tatar bloggers, perhaps one of the reasons for leaving the blogosphere to social networks is the narrowness of topics. For this reason, arises the question of expanding the themes of the Tatar blogosphere.

Unfortunately, nowadays, Tatar-language blogs with copyright journalism are losing positions in comparison with social networks. Blogs began to lose their functions, gradually turning into the semblance of the same social networks. At the same time, it shall be observed the gradual passivity in blogging and activity on the social networks of the same authors. This phenomenon began to harm the language standards, the purity of the language. All this leads to the disappearance of copyright journalism in the Tatar language on the Internet.

#### 5 Conclusions

The Internet allows delivering any information to an audience instantly. Technologies developed in the field of journalism, allowed the creation of a convergence phenomenon. Any traditional means of disseminating media has its own website on the Internet; new types of media have emerged. As part of the information network, blogs also play a role in disseminating information and even compete with traditional media. Therefore, it is important to investigate the essence of blog development. Are bloggers journalists and are they always objective? These questions cannot always be answered positively. Nevertheless, any blogger or author dealing with serious public problems should have the skill of analysis, own opinion and the ability to write or speak in a simple language.

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