



THE CONTENT OF RECREATIONAL FUNCTION IN JOURNALISM

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ABSTRACT

For the past years, the transformation of functions has been evident in the media system, in which the dominant role is occupied by the recreational function. The main demand of today's media is lightness, speed and easiness of reading. Concise material, comment-sized information, small announcements, sensational photos, and attention-grabbing headlines are leading the way in media production. The article is about the content, manifestation and specific features of this genre.

KEYWORDS: *journalism, function, recreation, entertainment, variety, goraku*

The mass media, within its multifaceted activity, is characterized by the need to deliver information to all layers of society using various means. It should serve to inform, educate, promote ideas that serve social development, form constructive ideas for the development of society, and expand the human worldview.

There are a number of functions of journalism, which appear as a set of actions aimed at achieving the goal set before it. Function comes from the Latin *functio*, which means "obligation", "fulfilment of obligations" and "character of activity". [10, 57].

So far the concept of *recreation* has not been very popular, and it is used only in the literature related to fields such as physiology, medicine, socio-economic, architecture-construction, tourism as well as in the planning of measures such as improving the mental state of a person, relaxing in recreation centers, renewing the physiological and emotional strength of people. [1, 10].

This term was first used in scientific literature in the 90s of the 19th century in the USA, and in the 60s of the 20th century in Russian and Western scientific literature, it became the object of scientific research as a form of sociology. [13, 8].

The word "*recreation*" (*recreatio*) means "renewal", "restoration" in Latin language. In Polish language, *rekreacja* means having rest.

In English, the word *recreation* has several meanings: 1) renewal, restoration; 2) entertainment, relaxation; 3) break; 4) *recreation* is a compound word, meaning *re* - "again, again, once again", *creation* - to create, to build up something new.

The English word "*creative*" means "*artistic*". The founder of social psychology A.G. Maslow used the term "creativity" as a synonym for the combination of mental health. [8, 91].

Recreation, as a process of restoring the psychophysiological strength of a person, eliminates the internal unpleasant tones of the human body. This process ends with a recreational effect, and it can be evaluated as a positive effect of the recreation process.

Recreation is called "*goraku*" 娯楽 in Japanese sources, which means entertainment, that is, in the "Big Dictionary of the Japanese Language", it means "to relieve the human soul, to comfort it, to make it happy."

However, in Japanese media, entertainment programs are called "entertainment" or "variety" (バラエティ). Famous TV presenter Ohashi Kyosen says in his article for Economy Magazine, "Entertainment programs in the world are so widely developed only in Japan". [14].

The word "*variety*" in section 6 of the English-Japanese dictionary is translated as "variety show" – a type of entertainment by viewing art examples such as singing, comedy, stage performance, dancing." Also, in "Randomhouse Large English-Japanese Dictionary", Volume 2, Section 9, "variety show" is the highest form of art that combines a number of art forms, and in the explanatory dictionary of the Japanese language, the word "variety" is taken from English, in the order of song, dance, theater, a type of show that includes a game.

In the "Big Dictionary of the Japanese Language" this word is also defined as "a performance that combines art types such as song, dance, theater".

By "*Variety*", most people understand comedy programs. In fact, the comedy shows are called Shyouten and they appear as a form of entertainment.

Since the word "*variety*" is derived from English, it is not defined in the Japanese dictionary. However, in the dictionary of "Foreign words and abbreviations" this term is defined as "a show in the form of a performance that includes a sequence of activities such as song, conversation, theater, game within one show."

Existing sociological, psychological and philosophical theories require studying the concept of recreation in five groups. This approach was founded by a researcher J. Shivers. In this process, he emphasizes that the following factors should be taken into account:

1. When does recreation occur (time factor)?
2. Why (certain motivation)?
3. How (existence of arbitrariness)?



4. In what way (types of performance)?
5. In which context (defining the nature of the action of kindness)?

The first group concept is based on time. In this case, recreation is understood as the productive use of free time independent of work. The main purpose of recreation is "meaningful spending of time". An existing process can be scheduled at work or outside of work. The main thing is that it has a positive effect on a person, such as lightness, high mood and restoration of strength. For example, as a result of seminars or trainings organized during working hours, a person will have opportunities for self-expression, distraction from work and self-satisfaction.

The concept of the second group is based on non-utilitarian and self-stimulating factors. This refers to the activity that a person performs for himself in order to create cultural entertainment.

The third group is free activity recreation. At the center of all recreational activities is a person who chooses one or another recreational activity according to his will. In this group, personal desire prevails. The beneficial, meaningful, mood-enhancing effect of leisure activities depends on human character and social existence.

In the fourth group, recreation appears as an active type of activity. Supporters of this group consider vigorous recreational activity to be the main tool for regenerating the strength of the human body. When a person is tired, he wants to spend time in silence. Supporters of this group do not deny the permissibility of passive recreation for the human organism, but believe that passive recreation creates the basis for a person's habit of idleness.

The concept of the fifth group consists of good deeds and good virtue. In this case, recreation is perceived as a useful and virtuous behavior and is carried out based on the ethical principles of the individual.

It is emphasized in the scientific literature that the recreation process is closely related to such activities as "*relaxation*", "*entertainment*", "*game*". The mass media should determine how recreation is used, what is its essence, and what are its limits.

In the theory of journalism and mass communication, Russian and Western scientists defined the essence of this function in different ways. Western researchers associate the recreational function of mass media with the formation of the libertarian theory, which combines the functions of providing information and knowledge, entertainment.

In 1950-1960, entertaining and educational factors were recognized by U. Stevenson as the main function of the mass media, which aroused great interest from the majority of the audience. And K. Wright emphasized that recreation is the main purpose of mass media. Media allows you to forget about everyday problems. According to the researchers, the recreational function allows people to enjoy the imaginary life created by the media, limiting themselves from intense fatigue and psychological pressure in real life. [3, 148-149].

Writers such as L. Reisner, D. Furmanov, M. Bulgakov, M. Zoshchenko, M. Koltsov, Y. Olesha, V. Kataev, I. Iif, E. Petrov, who worked in genres such as feuilletons and essays in the journalism of this era, can be obvious examples. Through

their work, they managed to fulfill not only ideological, but also recreational tasks set for the mass media.

The development of journalism in the following years have stimulated the emergence of other functions. In 1960, G.I. Ghmara proposed 5 main functions of mass communication. Among them, the hedonistic function is of particular importance, and it means emotional satisfaction from the received information [13, 188]. Y.A. Sherkovin distinguished mainly social and socio-psychological functions of mass media.

The functions of journalism proposed by Y.P. Prokhorov were developed on the basis of the principle of mutual relations between the consumer of mass communication, social institutions and the mass audience.

The researches and studies conducted on the recreational function show that hedonistic, entertainment, and relaxation functions, interpreted in different ways by different researchers, actually constitute the recreational function. The recreational function is an integral part of the mass media system of functions. However, it is shown as a secondary function.

The recreational functions of social-psychological impact can be seen in the following:

- 1) the impact of restoration and development. In this case, a human feels liveliness and achieves idyllic mental state;
- 2) aesthetic — the feeling joy, cultural joy;
- 3) distraction, directing one's mind to some other thing;
- 4) narcotization which means formation of a permanent addiction;
- 5) escapism [6, 1246 -1596], keeping away from the life, finding oneself in an imaginative or virtual world;
- 6) hedonism [7, 220], having pleasure against one's social behavior;
- 7) catharsis [7, 608], the feeling of awakening a person's feelings and illuminating his inner world through emotional impact [12, 51].

It should be noted that the recreational function is closely related to other journalistic functions. Y.P. Prokhorov emphasized that it is necessary to distinguish the ideological, cultural-educational, advertising, recreational and organizational functions of journalism, but in practice they are manifested in common. [9]. Moreover, according to him, the recreational function and the ideological function are not only inextricably linked, but they complement each other.

Information is expressed in various genres in journalistic products aimed at satisfying the recreational needs of the audience. The form of manifestation of recreation in them is as follows:

- 1) reviews of film and theater premieres, cultural information, reportage from the venue of a festival or exhibition, interviews with artists, new literature, music or music video announcements;
- 2) "*human life path*" stories, essays on travel
- 3) articles in the spirit of advertising, providing information about tourism and recreation, cultural recreation places;



4) show business news (gossips, quarrels, news from the lives of celebrities);

5) materials dedicated to various types of human interests (such as collection, automobile, home animals, handicraft, gardening);

6) about people's lifestyles, new fashions, traditional news (useful tips such as fashion, sports, health, beauty, cooking secrets);

7) humoristic publications (funny stories, issues);

8) pages in form of games (crosswords, scanwords, rebuses, puzzles, contests, tests);

9) stories about mysterious and unusual events, feng shui, astrology, horoscopes, etc.;

10) information television programs.

According to sociologists, even intellectuals and highly educated people today have lost interest in analyzing the outside world, and the desire for recreation has increased. [4, 61-77].

Recreation, as an integral unit of mass media function system, arouses aesthetic pleasure in a person, and the social-psychological influence on a person's recovery and mental calmness is greater than other functions of journalism. According to a famous producer A.E. Rodnyansky, the entire media market is dominated by entertainment television, and all TV channels are becoming similar in terms of entertainment [2]. According to sociologists, television is watched today mainly for entertainment. The existing stereotypes of mass media are changing and television is being accepted as an entertainment institution in society [11].

In the context of the development of mass culture, the widespread use of the recreational function of mass media in practice and its positive and negative consequences are analyzed, and there are a number of scientific views that the focus of mass culture in the media on sensationalism and the philosophy of consumerism will lead to a decrease in the cultural level and an increase in the direction of recreation.

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