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## Meaning of the term “Journalism”

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### Abstract

In this article an attempt of new classification of values of this form of journalistic, literary and scientific creativity, enduring on the importance, is made.

**Keywords:** Journalism, function, structure, process of creating publicistic composition, text, intertext, social institute

### Introduction

The journalism caused unrelenting interest of mass audience at all times. Therefore, quite naturally and regularly, it appeals researchers to its theory and practice. In the present article an attempt of new classification of values of the form of journalistic, literary and scientific creativity, enduring with the importance, is made.

More clearly to present a word meaning "journalism", it is necessary to address dictionaries and opinions of experts. "The short literary encyclopedia" provides the following interpretation of concept: "Journalism is a sort of literature and journalism; it considers topical, political, economic, literary, legal, philosophical and other problems of modern life in order to affect public opinion and the existing political institutes or to change them according to certain class interests (in class society) or a social and moral ideal ... Original journalism is the highest sort of journalism. Using almost all newspaper and journal genres (article, the feuilleton, a sketch, a review, the review, a lampoon), it is allocated to has always executed polemics, dispute, fight for new ideas ... In the middle of the XX century journalistic style masters new areas at cinema ..., theater ..., in painting and television"

Authors of the electronic Big encyclopedic dictionary write: "Journalism (from armor. publicus - public) - a sort of the works devoted to actual problems and the phenomena of the current life of society. It plays an important political and ideological role as means of expression of pluralism of public opinion, including formed round burning issues of life. The journalism exists in verbal (written and oral), graphically graphic (the poster, a caricature), photo and cinema (documentary cinema, television), theatrical and drama, verbal and musical forms. The journalism is quite often used in art and scientific works"

We will address experts. E.P. Prokhorov, working for a long time in this direction, didn't give direct definition of journalism. But the indirect treatment of concept is given by it: "The understanding of journalism as special creative form – specific type of creativity – receives accurate definiteness from its tasks of expression and formation of public opinion.

Unlike E.P. Prokhorov V. V. Uchenova considers journalism as texts of the corresponding sort: "It is necessary to understand the mass popular political texts influencing actual political processes by the expeditious documentary display based on their ideological and political judgment and emotionally expressed assessment" (1) as journalism. Both interpretation of journalism bring V. I. Zdrovega: "... Journalism both in wide, and in a narrow word meaning as a type of political activity and as a set of a certain sort of the works is extended mainly by the press, radio and television ...". Other authors follow approximately the same interpretation of the term "journalism".

The special attention is deserved by the opinion of V. N. Fominykh on journalism. In the article devoted to a term explanation, it marks out three of its values: 1) "example of journalistic skill"; 2) the journalism is works where the author's thought is distinctly revealed; 3) journalism as the special, possessing specific internal regularities sort of creativity.

Apparently, in the explanations provided above, it is possible to mark out two values of journalism. First, the journalism is understood as a sort of works, authors of dictionaries and the prevailing part of researchers hold such opinion. Other group of scientists, who investigated the problems, consider journalism a special type of creativity.

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V. N. Fominykh elucidates the understanding of journalism as an example of journalistic skill; it is difficult to estimate an opinion while it consists of uncertainty, since it is possible to understand a lot of things as a journalistic skill.

In general, it is necessary to add that interpretation of journalism in works of a number of authors, which contain some imposing, an illegibility in reasoning.

It is necessary to remember the frequent simplified understanding of this concept as the "facilitated" literature forms. E.I. Zhurbina writes about it: "... We still hear scornful "journalism!" when want to point to lack of artistry, while actually artistry and a journalism – not mutually exclusive elements". The story with two plots. In Uzbekistan and Karakalpakstan quite often it is necessary to meet cases when it is considered that occupations by journalism are some kind of rest in breaks between writing "more serious" poems, novels or stories. We believe that the journalism on the mobilizing potential plays in society not less important role, than literature.

In a word, journalism is a non-uniform concept. It is possible to refer to both a choice of a subject, and process of creation of work; furthermore, it refers to the written compositions (texts) and public force of the phenomenon to essence of journalism. Its preliminary premeditation and study searches the processing of the initial facts, so-called preliminary pilotage, which belongs to a choice of a subject. A serious question draws attention in terms of the text of qualities of the journalistic composition: appeal, dynamism, sharpness. Besides, journalistic finishing of work is important: inclusion of especially expressive thoughts, strengthening of the right places, election of more effective methods of a statement, selection of the most exact words, attentive work on language and style.

We suggest ordering systematization of values of journalism, bringing big clarity in interpretation of the term and approaching the matter from positions of function and structure of concept which are the most characteristic categories for its scientific judgment and which represent its essence more fully.

**"Function** (function Latin – commission, execution) – (1) activity, an object role within some system to which it belongs; (2) a type of communication between objects when change of one of them attracts change of another, thus the second object is also called the function of the first. In various branches of knowledge, both concepts of function are applied, as a rule. The concept "function" plays a special role within system approach where it acts in close connection with the concept of structure; the structurally functional analysis in sociology can serve as an example".

**"Structure** – the general, rather steady, changing in space and time way of communication of internal communications and relations of system. It defines functional activity of system, the line of its behavior, nature of interaction and its many other features. The concept of structure reflects a form of an arrangement of elements and nature of interaction of their parties and properties. The structure is no other than the result of the movement of elements of system, a result of their organization, streamlining, and in this respect, it acts as the law of communication of elements. Communication, integrity and the steady structure caused by them – are the distinctive signs of any system". It is necessary to add that out of these categories there are no representations – any concept consists of function and structure, that and another one together.

In our opinion, it is possible to allocate four major importance of the word "journalism:

- 1) a choice of the corresponding subject and process of creation of journalistic work, giving of pointedness to it (function with separate elements of structure, i.e. parts of work);
- 2) creativity type (the function passing into structure);
- 3) texts (the structure reflecting private functions);
- 4) Social institute (the structure containing global function of journalism – its influence on other public institutes: policy, right, economy, morals, health care, education, sport, etc.).

Are they equal in this plan of the word "action yields result" to the words "function leads to emergence of the structure possessing the corresponding function" since action for transformation of work into a journalistic one, for example, point or update its subject, yields result, i.e. the journalistic composition. In other words, function (action) gives structure (work). Ready work is, in turn, the structure possessing certain functions.

Functional emergence of journalism is a creation of work with simultaneous provision of journalistic character to it and the saturation of the composition journalistic qualities turning into a certain structure (words and offers). The creativity process (function) passing into its certain type (the settled structure) is also transformation of the functional contents into the structural one. As for the third and fourth values, they, undoubtedly, are structurally functional concepts.

Nothing appears at once, including such social institutes as journalism. Emergence of journalism required centuries: press, newspapers, magazines, editions, mail, etc. Therefore existence of the incubatory period, accumulation of elements and signs of the phenomenon, its maturing – quite natural process. For journalism, it is a process of transformation of an idea into the composition by means of specific means of awakening of public attention to the considered problem of mass audience, creation of system of works.

We consider that in interpretation of three values of journalism (creativity type, texts and social institute) among questions is not present. Doubts may be cast on concerning the fourth, more precisely, the first value where it is about process of creation of journalistic work by appropriate means, among which the point, dramatization are main. It should be noted that for creative activity of the publicist it is the most responsible period – from an idea before its realization, i.e. before emergence of the journalistic text.

In a word, this starting moment, the work emergence period is very important for journalism as socio-political phenomenon; its formation is also as important as that, fixation of how it consists of appropriate means and receptions. It is a process of use of necessary methods during creation of the corresponding composition. Therefore, origin and maturing of work are separate, independent value of journalism as a result of which, it also appears. This moment cannot be separated from other values of journalism; it is important that it precedes them; moreover, without it other three values are simply impossible.

E.P. Prokhorov who studied journalism (having devoted to this problem the doctoral dissertation and three books), considers journalism as creativity type. Analyzing journalism, the scientist focuses the attention that is specific process and type of creativity as a result of which, there are texts of a certain sort. Texts are words in which have embodied soul, fighting spirit of the publicist. The author made such conclusion because he considerably looked into the essence of

journalism. But its peculiar manner of a statement in the ideas and conducting discussion was not accepted by others (V. V. Uchenova, V. M. Gorokhov, A.G. Bocharov, etc.) therefore most of experts remained to stick to the former position according to which the journalism is texts. Without doubt, those are fruits of the corresponding type of activity, at the same time it is necessary not to forget about the creativity called journalism, a creative laboratory of the moment of creation of the composition of the corresponding type. Set of the certain actions directed on work preparation turns it into journalism, as it is very important.

We will consider the first value of the term "journalism" – process of creation of journalistic work. Proceeding from the essence of journalism, it is possible to come to a surprising conclusion. If to argue simply, it turns out that the essence of journalism as that does not exist. All the matter is that the journalism does not have the only inherent contents, more precisely, there is no such subject which would be only journalistic. There is a journalistic execution of the investigated question. Of course, one problem for this purpose approaches more, others do less; therefore naturally some subjects are called journalistic. In fact, such work can be written on the vast majority of socially significant questions. Therefore, the journalism is not only texts and a method of activity, but also, in an even bigger degree, a live, underlined form of a statement. When there is a question what is journalism, it is possible to answer that the journalism is a pointed, dynamic form of the material written on a hot topic and intended for mass distribution. In a word, the essence of journalism consists not only in the essence but also in shape – intentionally allocated, accented among others, shaded by special means.

Emergence of journalism is an author's biased process of transformation of a subject into the journalistic composition. It is the work creation moment. Moreover, during a statement, this form passes into the contents and thus effectively influences audience. The subject can be made journalistic work. Then it will be journalism.

It is simple to consider the matter on the example of the report. The newspaper report can occupy the whole strip, but, it cannot be journalism because there is the different way of creation of material, reporting, but not journalistic dominates. Means, object and a subject at journalism, literature and journalism same (life and a public problem), but a method of creation of concrete work different therefore as a result turn out various – literary, journalistic, scientific or publicist – compositions. Unlike others, the journalism is a method of drawing attention of masses to a public problem and their involvement in action by means of the actual, mobilizing word. The publicist method of a statement increases activity of masses, their interest in material, conducts to public mobility.

At the same time, it is necessary to remember that the journalism is the polysyllabic, multidimensional phenomenon, and not just process of creation of the composition. In this polysemy two understandings play especially effective role and allow to separate journalism from other spheres – process of creation of publicist work by specific means (emotions, pathos, style in general) and journalism as social institute of society.

As for audience, the journalistic conflict, not simply idea, and journalistic idea, not simply a look, an assessment, opinion, approach, and all this journalism, biased, loving people and hating evil, nasty thing, a self-interest are more interesting for it. Perhaps, time came to revise the existing formulations of

literature and journalism. In the interpretation of these concepts which are available nowadays, there is no process of creation of works of this sort which has a decisive condition of their emergence. Though E.P. Prokhorov also provided five values of journalism, all of them are result, in them; there is no the prime motion, the prime cause of emergence of journalism. On the second value – to journalism as to special type of creativity, it is written quite a lot. We will begin with the successful generalizing characteristic to creative process which G. V. Lazutina gives: "In principle creative process in any kind of activity is continuous. Its internal, proceeding at the level of mentality party – the laboratory of processing of information hidden from eyes which isn't knowing respites. But externally it is faltering, discrete: production to the surface is given in the portions – separate works. It also allows us to take work on separate work for a sampling unit of creative process, having given it the name the creative act. Features of creative process are reflected in it, as the sea in a drop of sea water".

As for directly journalism, many works were written. Only E.P. Prokhorov as it was told above, devoted the doctoral dissertation and three monographs to the matter. Therefore, he briefly expressed his opinion of the article on the matter.

It is known that in global sense there are two forms of knowledge – sensual and rational. All other types are a combination, in different degree, the first and second. According to it, there are different types of creativity from which it is possible to distinguish two main (literary and art and scientific) and a row additional (journalistic, graphic, decorative, literary critical, etc.).

E.P. Prokhorov's attempts to identify journalism as the third type of knowledge did not lead to success. It would mean detection – along with rational and sensual – the third form of knowledge – the person of reality that is impossible. This approach was fairly criticized by A.G. Bocharov in the article "Do Not Create to Yourself the Homunculus". Subsequently E.P. Prokhorov designated the assessment of journalism as special form of knowledge that was accepted scientific community as quite well-founded.

The journalism as type of creativity contains the powerful convincing force since comprehensively uses a feeling factor. The variety of such influence can be determined by work of the famous Canadian scientist Herbert Marshall Maklyuen "Understanding of media". The main idea of the book is situation that mass media are continuation of feelings of the person. Developing this thought, the author writes: "Use of any communication medium, or expansion of the person, changes not only proportions between our sense organs, but also interdependence forms between people".

From here it is visible that, first, the journalism changes not only the author and audience, but also relationship between readers, the audience and listeners. Secondly, journalistic type of creativity, uniting in itself logical and figurative knowledge, gets huge influence which can be assimilated to the following explanation of the scientist: "Crossings, or hybrid connections of means of communication, release the great new force and energy comparable to that what is released when splitting a kernel or thermonuclear synthesis". Thirdly, style of journalistic work in the course of a statement passes into the contents. G. M. Maklyuen's opinions about SMK, is quite applicable and to journalism: "Owners of means of communication always try to give to public what it wants because they feel that their power roots in the communication medium, but not in the message or the

program". The form of the stated material in journalism takes advantage, as does work attractive.

The journalistic view of the nature of society, events and the facts differ from scientific or art, political, economic or spiritual views in a number of specific features, reflecting life in a manner peculiar to it and style. Therefore, it is important to know and skillfully to use journalism as a special kind of activity. E.I. Zhurbina writes about it: "According to the purpose of the works the author has to choose and means of artistic realization of a plan, and then already it has to maintain these means, the chosen tone of work up to the end". The journalism as a method of impact on people and a control facility society carries out a number of actual tasks: explains to masses the current policy, helps them to realize events, focuses on them.

The journalistic image not only is shown as some idea of the author, but also itself is formed in the course of expansion. Tasks and motives of journalism consist of leaving people in trouble as well as helping them. The most different logical arguments and figurative means are for this purpose used.

**The third value of journalism are texts.** Nobody doubts that one of the most known interpretations of journalism is the printing or oral text with the specific contents and a form. The text – a link which connects the publicist and audience. Scheme here is the simple: reality – the publicist – work – audience – reality. Impact of reality on the publicist causes reflections over it; therefore, there is a journalistic work. It influences audience; therefore, her representatives start transforming reality. Though work is also alienated from his founder, looking in the form of the multiproduct ion text, nevertheless, this composition is the central link without which the mechanism of journalistic influence is impossible.

How are the text and consciousness of audience connected among themselves? The journalistic text generates journalistic consciousness of people who meet him. Such consciousness awakens them, promotes that the part of audience becomes the initiator of transformations, and in a broader sense – participants of the occurring historical events. Therefore, the appeal through the text to similar consciousness is the main target orientation of the author.

Concerning contents of the text, it is possible to note that the journalistic text possesses two-uniform accessory – to the integral sign and symbolical culture generated by the alphabet and to specific property of journalism as type of creativity with the corresponding style of a statement.

What represents the journalistic text? It is the complete set of elements of the contents and a form flavored with journalistic approach and idea. Why texts are more effective, than, for example, oratorical journalistic performance? Because with technically not mediated, direct journalistic performance, it is possible to address several tens and hundreds of people whereas with printing, radio and the television text tens and hundreds of thousands people can examine at the same time. The printing text is convenient to that, it can be finished, copied, ground, said, to finish to standard before publishing.

Any real journalistic text cannot be comprehended completely according to words of the French sociologist and literary critic Rolan Bart, "the text is infinitely open in infinity". It is important to deal with a question of recovery of former journalism in new texts, classics in the present. The new publicistic text, as a rule, appears the updated version of old texts and vice versa, former texts reinkarnirutsya in the new over time. Why it occurs?

In each new journalistic text, inevitably there are traces of the previous journalistic, art or scientific works. In new journalistic texts, there is always a contents, sense or intonation of former works. Any journalistic text is a reflection in the form of an echo of the previous texts and cultural codes, their transfer to the new plane and giving of topical sounding to them. The previous knowledge is necessary to apprehend new ideas. But melting is for this purpose necessary – the former, enduring truth reflected in the previous texts received new sounding, actual sense. Without such basic material new work will be apprehended insufficiently.

Absence in audience of experience of perception of journalistic texts to equally blank sheet. The shortcoming at the reader of the acquired information and cultural code, can prevent it to apprehend this concrete work fully. Classical journalistic works therefore, contain categories of imperishable character – humanity, kindness, justice, affection to the neighbor, human rights and other universal and national values. The journalism vigilantly guards these interests and reminds of them when they indulge in oblivion or are ignored. The question of relationship between journalism and an intertextual is interesting. For its research it is necessary to find out, first of all, – in what ratio are among themselves, how journalism, the text and intertext? How many intertexts are in one text? Probably, it depends on outlook and skill of the publicist. Than valuable filling of work, especially intertextually, its text is higher.

"Intertext – a ratio of one text with another, the Dialogical interaction of texts providing transformation of sense in set by the author. The main type and a way of creation of the art text in art of modernism and postmodernism consisting that the text is under construction of quotes and reminiscences to other texts" (1). (1. ru.wikipedia.org/wiki/).

In turn, authors of the anthology "Semiotics" write: "Each text is intertexts: other texts are present at it at various levels in more or less recognizable forms: texts of the previous culture and texts of surrounding culture. Each text represents the new fabric weaved from old quotes. Scraps of cultural codes, formulas, rhythmic structures, fragments of social idioms etc. — all of them are absorbed by the text and mixed in it as always to the text and round it there is a language. As the necessary preliminary condition for any text, an intertextual cannot be reduced to a problem of sources and influences; it represents the general field of anonymous formulas which origin can seldom be found, the unconscious or automatic quotes given without quotes.

Probably, intertext always more journalistically (on that it and intertext), than the usual text in case it is only the usual text is possible as not intertext. In this plan, perhaps, it would be necessary to distinguish intertext in relative and in absolute meanings.

Concerning the first value it is necessary to tell that the text exists as result of the interconceptual relations. The journalistic text is potentially more intertextual than not journalistic; for it the international images are more characteristic, ideas, pathos, etc. is more international intertext because subjects, ideas, style of texts pass from the people to the people. The famous political scientist Zbigniew Bzhezinski said that television images have international character therefore are easily clear and available to everyone. Today the word "internationalism" in Uzbekistan not in honor, however is expenses of the Soviet ideology, but not the term. Also psychological process of journalism as mass-visible phenomenon is infectious).

Why any value has taken place in intertextual journalismally? Because it potentially reflects not only that there live the people, but also the problems, general with other nations. Journalistic work orients one reader more, and the intertextual one reflects such orientation in comparison with the usual text more brightly. Journalistic compositions are more dynamic, similar, live texts become intertextual than not dynamic quicker.

It is impossible to forget that for a journalist intertext is important first of all its valuable filling, and here universal values take a certain advantage. You should not make big work casual work of fragments of the well-known compositions, but such work will become neither outstanding, nor journalistic, it will be rather senseless set of quotes. Therefore, from work transformation which author is guided by intertextual links, into the new considerable composition, still the general concept, an actual problem, humanistic approach and journalistic talent are necessary.

In what cases the contents of the journalistic composition can successfully wander from the text in the text, from the people to the people, from one time to another? When is it something significant and for other people. Therefore, journalistic work is expensive, first of all, the contents, public reference points, social execution and stylistic appeal. In national and international contexts text factors of an intertextual substantially are also stylistically closely bound among themselves.

We will pass to an intertextuality in absolute value. In this sense any journalistic text in a varying degree is intertextual because in it the words making international and international sense are inevitably used. As any journalism is impossible without intertextuality, the speech can go only about merging of author's skill to high quality of such intertextuality. Just as there is no journalism out of the text, in the same way there is no good journalism out of an intertextuality.

The highest type of the journalistic text – completely intertextual, i.e. the text proceeding from world experience, oriented on national and international community and on the future. Historical (that is chronology) and the international approbation of the journalistic text (actually journalistic work) – the most serious test what can only fall to its lot. Absolutely small number from all works created throughout centuries-old history could pass this test. But each text which passed it became classics of world journalism.

#### **The fourth value of journalism – social institute of society.**

The journalism finds the full-fledged embodiment in life of the people in the widest value of social institute. The social institute is a steady way of the organization of life of people. In the very first approach, society shares social institutes: politicians, defenses, educations, sport, health care, family, state, etc. Institutes happen structural (the ministries, committees) and valuable (traditions, customs). Many institutes contain both that, and another, the journalism and journalism belong to their number.

Functional and structural manifestation of institute of journalism finds itself in its interrelations and interactions with other institutes: rights, economics, ecology, government, etc. There is no such element of structure of society about which it would be impossible to write journalistic work except for the one provided by the law (the state and trade secret, private life of citizens).

Fruitful influence of publicists as representatives of social institute to illumination of life of society, social institutes, public groups and persons by them is provided with set of

legal and ethical standards, and also skill and others parameters of creative activity.

The social institute carries out the following main functions:

- 1) creates opportunity to members of this institute to satisfy the requirements and interests;
- 2) regulates actions of members of society within the social relations;
- 3) provides stability of public life;
- 4) provides integration of aspirations, actions and interests of individuals;
- 5) exercises social control". Specifics of journalism as social institute conduct to that among them for its function of public control is leading. In the mass text mainly function of the fourth estate is realized. Pressure of public opinion on the personality, on public figures and the leading circles is the leading manifestation of the fourth estate.

The main objective of journalism – broad and deep reflection of life by appropriate means for the purpose of the notice of mass audience on shortcomings and transformation of this reality by means of ideas of work by means of the same masses. The journalism – not disposable technology, it is the long-term, perspective vital program. Updating of the journalistic text is carried out according to a situation in which it is generated. There is an activation of activity of members of society by means of journalism as social institute, journalistic means as methods of the author, accessories and tools as parts of work.

The text origin, how much its mission, i.e. orientation to the future is important for sense and tasks of the composition not so much. The matter is that communicative function of journalism carries out not only tasks of means of expression of public opinion and impact on the corresponding persons and circles, but also an overall objective of moral education of society.

The history and culture which in a sign and symbolical form is reflected by the publicist, can't be perceived in literal, narrow sense – together with the concrete contents they are that wide background on which journalistic work is born and in which context it only can be correctly apprehended. Texts move through history, absorbing in themselves all its juice, all most outstanding events and reflecting an era in the images and ideas.

Journalistic works, thus, make the continuous belt of the exciting cloth of live life. Each considerable composition reflects known events, and many of them create such stages, for example, pamphlet wars during English revolution of the XVII century. Many centuries the journalism navigated in the universal world cultural environment as the powerful ice breaker overcoming layers of indifference, indifference, injustice, and even dictatorship, authoritarianism, lawlessness. The events which occurred also join good, perspective work after there was a journalistic text and which confirm the ideas containing in it.

People of the world identify themselves in the national journalism which in the highest value gains the international character, the international sounding. The world journalism is a screen, a uniform big information cloth of the general fight of good against the evil, for the best prospects of people. The world journalism is the extensive and fundamental encyclopedia of fight of the people for the rights.

Most brightly the journalism as social institute proves during grass-roots social movements. Creativity of the founder of the movement of the Reformation Martin Luther (Germany, the

beginning of the XVI century) made rather fast basic changes in religious consciousness of Europeans on which in other conditions decades would be required. The big role was played by journalism and in English revolution of the XVII century. "The pamphlet journalism was considered as the highest step of journalistic, journalistic skill at all times ... The role of pamphlet journalism sharply increased in the first months of English revolution (1642-1651 – T.M.) . In two revolutionary decades in England more than three thousand lampoons were created. They represented, as a rule, separate brochures. Lampoons wrote both monarchists, and supporters of parliament. But the most outstanding pamphleteers were the king's opponents. Among them John Milton, John Lilburn and Gerrard Uinstenli". It is known that the English king Charles I Stewart was executed in 1649 by the resolution of parliament for change to the homeland. In a certain degree the pamphlet journalism of that time also could influence this decision.

As authors of the book "History of World Journalism" write, "The French revolution of the XVIII century began a new stage not only national, but also all European history. The press of the country of that time made so big business for democracy that tied to Great French revolution all subsequent cultural development not only the nation, but also all mankind". Poetic lampoon of Danijel Defoe "The anthem to a pillory (1703) in which criminal clans of the country – the magnificent journalistic characteristic of moral image of England of that time are listed.

In 1775-1783 there was a war of 13 North American states for the freedom from England which became history as the American revolution. And on this continent the positive outcome of war in a considerable measure was affected by works of outstanding American publicists. Thomas Paine who "in January, 1776 wrote a 50-page lampoon "Common sense" in which eloquently I defended ideas of independence became one of such authors; more than 500 thousand copies of the brochure were sold out in a short space of time. This lampoon strengthened determination of colonists to fight for the rights. During War for independence I became the volunteer assistant of the general Nathanael Green, I wrote 16 leaflets under the general name "Crisis" (1776-1783), having signed everyone: "Common sense". The first leaflet beginning the words "There Are Times Testing Souls of People" was by order of George Washington (the commander of the American army – T.M.) it is read before troops in Velli-Fordzhe". We will address to history of the press of Russia. K. A. Kowalewski, characterizing works of the outstanding Russian publicist V. G. Korolenko, writes about his sketches "Cholera year" (1892), two-piece. "The first is written on materials of newspapers. Writer's notebooks and sketches say that V. G. Korolenko collected a set of materials and carefully studied from. The second part – the certificate of the eyewitness who fearlessly went to the centers of cholera diseases and studied situation on a place. We will note that such studying of an event gave V. G. Korolenko's chance to come to big social generalization: in epidemic guilty all system of medical care, all car of provincial and nation-wide management in imperial Russia". Though the publicist also suffered for the belief, nevertheless, he did not recede from them.

**Conclusions.** Good journalistic work, after its announcement, ceases to belong only to the author; it becomes property of the public: social group, institute, national society and international community. Such compositions transfer across (between social groups and the people) and on a vertical (on

historical chronology) not only images and ideas, but also in general cultural codes of the people which then merge in a uniform civilization code of mankind.

The mass audience joins in a journalistic tuning fork of work not only according to the ideas and images which are directly present at work, but also according to a great number of references, the resulting diverse straight lines and indirect associations: interfigurative, interideological, interparagraph and intertext communications, say, thanks to the direct journalistic text and an extensive public context and a background.

The journalism is a critical design of reality, allocation, with insignificant scenery (not to depart from facts of life), those problems, which elimination are demanded by the weight and on which decision efforts of the public have to be directed.

And, at last, if local authorities do not recognize national journalism and journalism as the fourth estate and do not give it the chance to become it, for them, it becomes inevitable: the international journalism and there is no such force which could overcome it because journalism is one of the leading and attractive forms of spiritual existence of mankind.

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