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TRAVEL-JOURNALISM AS OBJECT OF SCIENTIFIC UNDERSTANDING
SPHERES OF INTEREST AND DISCUSSION PROBLEMS
(ON THE MATERIALS OF FOREIGN EXPERIENCE)

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**Research methodology.** In order to determine the framework of scientific understanding of heterogeneous phenomenon of travel-journalism in western media-studies the methods of comparison, synthesis and analysis are implied. The ideological, economical, cultural, political and social peculiarities of western media environment are taken into consideration during the investigation process. The methodological basis of the article are principles of complexity, reliability and scientific objectivity. The topic is developed and grounded on English primary sources, which have never been translated into Slavonic languages.

**Results.** In contemporary western media-studies, it is possible to segregate three main approaches in studying travel-journalism. The first approach is the theoretical one, which includes the aspects of methods and approaches. The second approach deals with the relationship between travel-writing and ideological, advertising, gender and other discourses. The third approach that is represented in the analyzed works is devoted to the investigation of national traditions of travel-journalism worldwide, works of practical journalists and peculiarities of articles content, which are related to the conceptual field of travel.

**Novelty.** The scientific novelty of the article lies in methods of foreign scientific materials investigation in the framework of Ukrainian academic paradigm. According to the results, three main research approaches in the scientific understanding of heterogeneous phenomenon of travel journalism in western academic tradition are defined: theoretical, cross-discursive and precedential.

**The practical significance.** The analyzed experience of foreign researchers opens new horizons for investigation search in the field of Ukrainian travel-journalism on the one hand, on the other hand, the methods used and issues highlighted by the western researchers can be implemented in the research of Ukrainian media landscape in general.