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## **BLOGGING AS A MARKETABLE SKILL FOR TODAY'S YOUTH**

*Аннотация:* В статье описаны понятия «профессия», «блогерство» и изучено видение современной молодежи на активность в различных социальных сетях.

*Ключевые слова:* Молодежь, блогерство, блог, профессия, социальные сети, развитие.

## **БЛОГЕРСТВО КАК ВОСТРЕБОВАННАЯ ПРОФЕССИЯ ДЛЯ СОВРЕМЕННОЙ МОЛОДЕЖИ**

*Annotation:* The article describes the concept of "profession", "blogging" and studied the vision of modern youth on activity in various social networks.

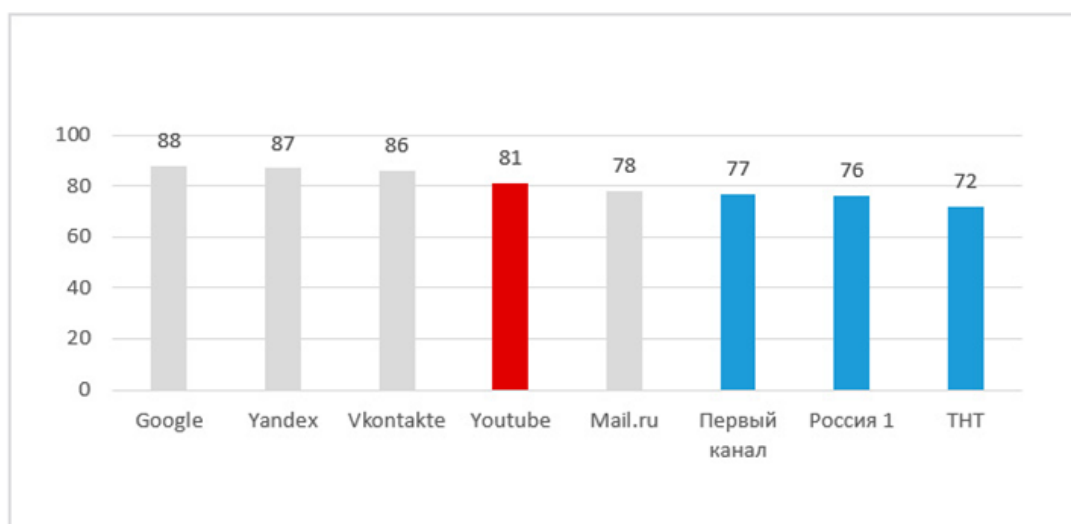
*Key word:* Youth, blogging, blogging, profession, social networks, development.

Currently, the blogosphere is developing and gaining prestige in more and more areas. Almost the entire advertising industry is gaining momentum and is promoted in social networks, and the people through which there is a promotion of goods is bloggers. These people "lead" a significant number of subscribers, on which the blogger to some extent has a great influence. From this blogger gets "fame, money, love, recognition", but many people looking at the beautiful life of such people are surprised at how easily bloggers "doing nothing" achieve such impressive results in their business. And few people are ready to recognize blogging as a profession.

A study conducted by the research Agency TNS in June 2016 showed that online video has overtaken Russian TV channels in terms of coverage and impact on the audience. [1]

**Table 1.**

Percentage coverage among the audience in the media environment (June 2016)



Who is blogger? A blogger is a person who creates certain content (photo, text, video) regularly, wants to share it and get feedback on their work.

Professor of the University of applied Sciences Offenburg (Germany) Matthias Bartle says that children born after the appearance of YouTube in 2005, grew up surrounded by content from popular video bloggers and therefore seriously consider blogging career. And every third British child aged 6 to 17 years, according to a survey in 2017, which Bloomberg reports, wants to work as a video blogger — this is 3 times the number of children who want to become doctors. [3]

Most people think that it is very easy to become a blogger, because it only needs Internet access and free time. You can choose from a variety of platforms: from Instagram to Twitter. With the help of a blog, you can promote your brand, sell products, share your photos or just write about your daily life. The choice is great, and it is limited only by your imagination. Finding an excuse to start your blog is very simple — it can be the birth of a child, and a device for a new job, and the

beginning of the study of any sphere of science or art. The reality turns out to be more severe, it often happens that the most popular bloggers — is all the more the whole media projects that are working quite professional producers, cameramen, sound engineers.

"Now it is difficult to start a channel from scratch, we need a team, production, investments. Sane earnings from advertising begins with 100 thousand subscribers. The format of the reviews has grown old..." Stas Davydov (This is Good), blogger.

Similarly, according to a study by the Offenburg University of applied Sciences, 96.5 percent of users who dream of becoming YouTube bloggers will not receive income comparable to even the subsistence minimum of Americans: now only 3 percent of popular YouTube channels bring their creators about 16,800 dollars a year, which is slightly higher than the subsistence minimum in the United States. But to blog began to make a profit, on average, the development of content takes from one to 3 years. At the same time, the content should be published regularly and often the first time any response will not be at all, except for the support of your friends and acquaintances. There is no such work, on which would people worked every day for "thank you." Therefore, it makes no sense to strive in this area only for the sake of getting money, and naive people who do not want to invest time and effort to develop and develop their content, but want to earn "big" money on blogging, will not be able to achieve anything in this area. [3]

There are quite a few requirements to blogging as a profession. A blogger should have a sense of style, a beautiful vision of the world, with the makings of a journalist to write beautiful posts that will interest people, a photographer to make high-quality and unusual pictures or be able to shoot and mount videos well if a person wants to upload videos on YouTube. Of course, you need to be sociable and responsible, because if you get your audience, you will already be responsible for the interests of these people and to some extent will meet their requirements.

And now the rosy idea of an easy business is disintegrating, because, first of all, it is necessary to understand one thing that any business for which a person

undertakes, if he wants to achieve a high level in this area, it always takes a lot of time and effort.

Blogging is a profession? At the moment, blogs appear distinct genres, stand out formats, all this blogs are increasingly commercialized. On the other hand, sincerity, similarity of interests with his subscribers remain a necessary condition for the blogger's popularity. But in most cases, they say that this is a profession, but only if the blog began to bring you profit. If the blogger

Elet anything, without material reward for your work, it is rather a hobby of his. [2]

Children and teenagers who watch the young people in your social networks, you should know that behind that "perfect" is often a hard job.

Blogging – is essentially a creative work, so many do not want to recognize it as a profession, as recently ceased to be valued in society creative profession, they are not considered prestigious and low-profit. But despite all the "discontent" of society on this activity, the blogosphere has captured almost all areas of our social life and even doctors, teachers, lawyers become bloggers and develop in this area. It allows you to reach your potential and this area is quite wide, to send creativity, or the information that a person wants to share with others.

Most likely, therefore, more and more young people are immersed in this sphere.

### **Literature**

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