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## LONGREAD

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**ABSTRACT:** This article talks about, one of the most common multimedia genres of longrid. The article describes the types of longrids, their creation, history and technological basics. The main focus is on the principles and technological foundations of longrid creation.

**Keywords:** *popularity, radical, press, storytelling, multimedia, assignment, etymology, various..*

In today's information-filled age, it is important to improve, reduce and gain the attention of the audience. It has become a tradition to combine both text and audio-visual sources in one article, to write the information presented in more precise, concise, concise forms, in different genres. Among them, the longrid genre is distinguished by its popularity and radical similarity to other genres. It differs from other Internet genres by its richness of long text, as well as the concentration of videos, graphics, pictures in one piece of information. In the longrid genre, all elements of reality and process are reflected, fully covered.

The longrid format (i.e., journalistic, literary creation types that fall into the long text type) also existed in the press before the advent of the internet. The first examples of it can be found in magazines such as The Financial Times and Geo. The longrids published in the press are enriched with long text and various district illustrations, as well as graphic drawings and photo reports. With the globalization of the Internet, which was invented for military purposes, and became the basis of mass communication, thousands of directions and genres in the press, radio, television have moved to the online network. Now the reader is presented with articles in the form of "text + multimedia" in a slightly more enriched format of these long texts.

The term is derived from the English word "digital long - form", "long read" - long text, long reading, and was first published in 2012 in The New York Times by John Brench's



"Snowfall: The Avalanche at Tunnel Creek". The 16,000-word article, "Rainbow: Rain in the Gulf Tunnel," was popular. In this article, the tragic demise of a group of American alpine skiers is narrated in a series of multimedia storytelling, enriched with mastery in text, video, and graphic elements. After this article, the number of visitors to the site increased from 2 million to 3.5 million.

In the process of reading a long text, the reader should imagine himself to be at the center of the event. In this case, the author's language style and skillful use of various software are important. Created over nine months in collaboration with programmers and journalists, this multimedia longrid has garnered recognition from more than 3.5 million readers. Storytelling in this way still exists in the press system. However, the fact that information from other media outlets is used in its network format in a consistent manner creates the basis for a unique trend of popularity.

Longrid embraced a unique direction in web publishing, traditional journalism skills, as a new way of presenting information using multimedia in full elements. A multimedia longrid requires an author's creative approach, video and graphic sequence, and an in-depth reflection of the research topic. This type of genre has its own complex device and consists of a set of several small internal sections. Once the plot development is built on a chronological sequence, it ends with a conclusion or conclusion. The drama of reality must reflect the place, the names of the people, the elements of the situation. But there are also cases where some journalists mix the story with different times or place names in order to increase consistency in the text.

Typically, researchers consider all texts consisting of more than 1,000 word sets to be longrids. But the longrids offered on the internet are not just text. A common feature is to provide complete and detailed information about a situation. It is a mistake to say that Longrids belong only to the pen of a journalist. Because the longrids, which have gained popularity on the internet and caused thousands of confessions, also have a large amount of comments. For example, Facebook - a multi-author story of Indonesian immigrants that has garnered recognition from 80 million readers on the social network - longrid is a clear proof of our opinion. In this case, the reality of a problem is reminiscent of a huge mosaic of thousands of place names from different angles, consisting of several elements.



But longrids should not be viewed as large-scale articles composed of simple long texts. A number of internal order patterns of this genre are a feature that distinguishes it from other genres. To this:

- Integrity - each text is linked to each other using special graphics or multimedia elements;
- Size - The text size can be at least 6,000 to 10,000. (It is possible to read 1200, 1400 words in 10 minutes);
- Internal mode - infographics placed on longrids, video links are its logical continuation;
- Unity of Essence and Logic - The main focus in longrids is to clearly articulate this essence and maintain the author's position.

The etymology of this genre consists of examples of works such as essays, journalistic inquiries, essays, reports. The main purpose of the work is the methodology of studying the material, the breadth of the problem presentation, the author's attitude. According to Sofya Ivanovna, Editor-in-Chief of Lenta.ru, "In the practice of modern journalism, the large volume of text is one of the features of the genre and reflects the high quality. The story should not exceed 1.5-3 thousand words.

The creators of this genre are explained by the desire to separate from the existing flow of information in the global network. The reason is that fast-spreading news, after being published several times on various sites, loses its uniqueness and fails to gain public attention. In this case, the copyright is irrelevant to the novelty. But it is clear that a longrid reader with a variety of content, evidence of the situation, and a composite internal device will not go unnoticed. According to the genre's recommendation, its internal device consists of four different elements. These are:

- explanation - (as a prelude to the story as the first element of reality, in which the novelty of the "pyramid" or "inverted pyramid" may be characteristic);
- description - (depending on the situation, the author is enriched with various recommendations);
- Witnesses of the situation - a conversation of characters who are real witnesses of reality;



- conclusion - (end point of the data).

Most longrids consist of a set of words from two thousand to four thousand words, enriched with videos, photos, infographics, maps. Long stories of any kind combine several programs, photo, video genres. Witnesses can range from 5 to 30 people, including a journalist. Each witness can tell an average of 500-600 words of information. According to theoretical scholars, the longrid is entering a phase of renewal in the field of media. This genre may not lose its place in the media space, but may lead to the popularization of new format longrids enriched with applications and digital technologies.

According to the analysis of examples of the most popular longrid genres of Russia, USA and European countries published on websites in 2011-2019, it focuses more on the overall size of words, topic description, source of information, reality in the story, examples, plot norms. The use of a variety of multimedia data is predominant in the most widely recognized large projects.

#### **Longrid creation technology**

Today, a number of online publications (e.g. The Times) are enriching the content of social network journalists Twitter and Pinterest with longrids in various directions. What is the reason for this? Most types and directions on the Internet are popular for their brevity as well as their richness of clear, multimedia elements. Among such genres, the online format of a real article, essay, reportage, which gives the opinion of a real author in terms of its structure, is a longrid. As the need for short messages grows, so does the interest in detailed creative examples among students. Take, for example, the British Daily Telegraph's joint project with Kenco. The project focuses on attracting young people to small businesses in the coffee industry in Honduras. This longrid called "Coffee Industry" has been published several times on other sites as well. What are the stages in the creation of this genre? Each journalistic resource covers several processes before it is created and published. There are some peculiarities in the creation of longrids that belong to this genre. They are carried out in the following order:

1. Finding an idea; it is usually observed that an artist who intends to touch on a subject relies on a definite idea or chooses a particular genre and then seeks a source;



2. Project development; 80 percent of most longrids published online are designed for various projects and organized media structures. Examples include projects to create longrids that are published in publications such as The New York Times, Garden;

3. Team assembly and assignment of tasks; in projects organized by various media corporations, a special team is assembled and tasks are distributed from their professional point of view. For example, a journalist, design specialists, photographer, editor to write and collect data. The number and composition of specialists may vary depending on the project idea. For example, if multimedia elements are also included in a longrid, it is advisable to have an editor or web expert on the team;

4. Make a plan. The organization of the project involves the development of a plan at the next stage of team work. The next phase of the activity involves preparing the next practice in advance and preparing in advance for any problems or deficiencies that may arise. For example, you can use special flipcharts or notes on simple counters to create an internal template for any project;

5. Data collection. It involves collecting, classifying, sorting, and studying data from a variety of content for a project. If different photo and video elements are used in this longrid, it is required to prepare these multimedia elements in advance;

6. Software. There are about a thousand different online tools and platforms on the Internet that offer a set of different online tools for creating longrids. Each operates differently depending on its nature and function. For example, infographic on longrid infogra.am, photos on thinglink.com, photo editing tasks (dermandar.com), mp3.ru or fv-mp3.ru for music, radioplayer.ru and video editing on clideo.com, aviplayer.ru possible.

7. While some sites provide startup services for free, funds are required when using another group of content;

8. Design and pagination. It is advisable to use the services of sites that allow you to rely on the opinion of experts in the implementation of the design or use special templates. Today, internet observers are very strict and demanding on information. Therefore, the uniqueness of the design ensures the success of the project;



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9. Advertisement. Typically, each created media project is designed for some type of media. Or vice versa is created according to a media order. It is possible to use the service of social networks (Facebook) or popularize in paid content.

Most of the processes listed above involve the technology of creating longrids. At the end of the correct activity, which is done step by step, it is possible to create an authorial work of the popular longrid genre.

According to the purpose, direction, function and internal structure, longrids are divided into the following types:

✓ Portrait longrid - a story about a certain celebrity or phenomenon; the purpose of the author is to testify about a famous person. Anyone who reads a portrait longrid should get the impression that he is talking to her. Interview with Ronaldo, published in People magazine.

✓ Reporting - giving detailed information about an event. This type is common among journalists and the article is enriched with graphics, photos and video content. An example of this is the famous report "The Homeless Girl" in The New York Times.

✓ Analytical longrid - a new approach to the topic, analytical commentary and critical spirit prevail. Created to order by Kommersant, the longrid "Chernobyl-cursed space" clearly includes all the details (minutes, hours, addresses, place names). In the process of getting acquainted with the article, it is this space that dedicates the spirit.

✓ Multimedia longrid - very popular as the most common type. Its main feature is the effective use of various multimedia elements.

✓ Reconstructor longrid- focuses on the expression of historical events, construction, architecture, achievements in the exact sciences. For example, the Kommersant longrid dedicated to the Second World War is a vivid example of this.

✓ Commercial longrid - focuses on demonstrating and detailing a specific type of service or product. The main thing is to promote and increase the popularity of the product. Magazines such as Burda, Marie Le Claire, and Vogue frequently refer to commercial longrids.

✓ The type of directions listed are the most frequently asked topics in online publications. In practice, longrid threads can also belong to multiple threads in a single or



mixed state. The historical, social, cultural aspects of this genre, as well as new types such as post-longrid, tim longrid are expanding.

### **Basic rules for creating a longrid**

An artist who wants to create a longrid should pay attention to the recommendations given by the authors of the longrid, which have caused the most applause in world practice. These recommendations stem from the practice of online publishing practices and project creation conditions. Behind any activity is the author's great goals. The main stages in the creation of the Longrid genre are divided into 2 purposes;

#### 1-Purpose

- Identify the audience that Longrid is creating. Each creative design is designed for information consumers. The author must anticipate the consumers of the article and determine their desire requirements;

- Find the resource base you need for your project or article. The author creating Longrid should study additional sources on the subject by analyzing the plots needed for his work;

- Explore additional resources and basics on the topic. Do not ignore the characters, media sources or other elements that may enrich the content of the work created by the author. A documentary on the topic, a search engine service (google books), an online network consultation service (consult plus), and a sample of the work created to date (Wayback Machine) should be considered.

#### 2-Purpose

- The most important goal of the work is to create a template (sketch) of this longrid. No matter how long the longrids are written in detail, the author must first think about how easy and fast it is to read. A properly structured template will help make basic ideas happen quickly and easily;

- Title, introductory part, lid formation. Before reading the text, the reader first pays attention to its title. The title is a tool that reflects the content of the whole text. Abbreviations in headings, slang should not be used. It is recommended to make a tag or



small introductory section under the title. It is advisable for the author to find title words that can express about 1,000 to 5,000 texts;

Add multimedia elements. The main page in multimedia articles is displayed due to the quality multimedia format and files used in it. In increasing the effectiveness of the content, the main emphasis is placed on the audio, visual elements that reflect the content of the text. For example, it is advisable to take pixels into account when using images, not to use vertical photos. It is also important not to use blurry, low-quality images.