



REVIEW GENRE IN CONTEMPORARY INTERNET DISCOURSE

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ABSTRACT

The Internet currently covers all spheres of human life: in addition to direct communication, you can buy almost any goods online (with the exception of those whose sale is limited by law), receive government services, attend educational courses, spend leisure time watching films and broadcasts, take part in a virtual tour of a museum, city or country, consult a doctor, and perform many other actions.

Such a breadth of spheres of life presented online implies participation in a variety of communicative situations involving the use of different speech genres.

KEYWORDS AND EXPRESSIONS: *internet genre, review genre, internet communication, Russian language.*

INTRODUCTION

The objective of this article is to distinguish online user reviews in a separate speech genre, implemented in the space of modern Internet discourse.

Internet communication is an integral part of the life of modern socially active people. It is believed that Internet communication is exclusively a progressive young generation, this situation has changed radically: Internet communication is available for all ages.

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DISCUSSION

The number of new speech practices and the behavioral strategies, discourses, linguistic phenomena and units generated by them is constantly increasing. The task of linguists studying the current state of Internet communication and the phenomena existing within its framework may be to fix and analyze their features in comparison with offline situations, as well as to predict the paths and dynamics of the evolution of such linguistic and speech phenomena.



The Internet environment influences the nature of linguistic processes presented at all levels of the language: both lexico-grammatical and deeper, associated with semantic, semantic and cognitive programs for the implementation of speech intentions [3].

Internet texts reflect modern trends in verbal behavior, the attitude of their authors to various social, political and social issues and, in general, help to reconstruct the general picture of the world, characteristic of a certain community that communicates online.

This approach allows not only to study and describe user content in a purely linguistic aspect, but also to consider its semiotic potential, identifying the information that such a text conveys as a cultural sign.

Features of the Internet discourse as a form of communication existence are a consequence of the use of the Internet and modern means of communication: smartphones, computers, laptops, tablets, as well as programs and applications for accessing the Internet and access to various information resources.

Separating Internet reviews into a separate speech genre, we rely on the definition of the genre by M.M. Bakhtin: a genre is a relatively stable type of utterance developed by a certain sphere of language use [1].

Choosing a genre of communication, the participant of the discourse chooses, in accordance with the situational and value-normative parameters of interaction, the types of statements he needs to carry out certain actions towards his goal in the given conditions of the communicative situation [2, p. 48].

Modern linguistic researchers classify Internet review as a virtual genre, along with the genres of forums, e-mail, chat rooms, conferences, blogs, sites, electronic libraries, online encyclopedias, Internet commentaries, etc. [3]. It is noted that "the genre of online reviews today is a combination of key features of traditional reviews and features of Internet communication" [4, p. 232].

To describe the genres of computer-mediated communication, L.Yu. Shchipitsin distinguishes, based on the work of other researchers, the following parameters:

- Pragmatic (why? who? to whom? where?);
- Media (with what? with the help of which computer program?);
- Structural and semantic (what? in what order?);
- Stylistic and linguistic (how? by what language means?) [5, p. 172].

Consideration of the studied genre according to the selected parameters makes it clear that the Internet review is an independent Internet genre. However, the genres of comment and blog posts are very similar to the reviews genre. However, while a comment and a post are practically not limited by

subject matter, a review is always the author's reaction to something, feedback, a personal impression of the experience gained: an event, product, service, place, etc.

Internet reviews are a popular and widespread genre of modern Internet discourse. On the one hand, they realize the author's need for communication, information transfer, on the other, the audience's desire to know the opinion of other people about something that is relevant for her, already familiar with a product, service, event, artwork, etc. Acquaintance with the opinion of others helps to make the right choice among a wide range, save time or money. From the point of view of the author, a review is an act of expressing one's attitude to something from the surrounding reality. From the point of view of the reader, this is valuable information that contributes to making the right decision.

Of course, the genre of reviews can manifest itself in a variety of ways and requires internal systematization. The following criteria can be distinguished:

Subject of review

- Reviews of goods (clothes, shoes, household appliances, cosmetics, food, etc.), services, events, organizations, attractions;
- Feedback on the work of narrow specialists (teachers, doctors, hairdressers, etc.);
- Feedback on the activities of public institutions: hospitals, clinics, kindergartens, schools, etc.;
- Reviews of works of art: books, films, plays, performances, etc.;
- Reviews of tourist trips, tours, hotels, etc.;
- Reviews of restaurants and cafes; location;
- Reviews in online stores (and aggregators such as "Yandex Market");
- Reviews on specialized review sites (thematic and general);
- Reviews on Yandex and Google maps;
- Reviews on the websites of commercial firms;
- Reviews in personal blogs and profiles;
- Reviews on specialized sites and applications (Avito, Yuda, Profi, Yandex Taxi, etc.);

Key

- Negative;
- Positive;
- Neutral;

Degree of author's commitment:

- Sincere author reviews written or recorded as video or audio files without interaction with the customer;
- Copyright reviews initiated by an interested party (paid for in money or barter);
- Reviews written intentionally with the aim of promoting someone or something to the target audience, etc.;

Text Volume

- Reviews up to one sentence;



- Reviews up to one paragraph;
- Expanded texts.

It should be especially noted the importance of the study of Internet reviews not only as a speech Internet genre, but also as an important part of the marketing Internet discourse: for example, Internet reviews are becoming an important tool for forming public opinion about goods, services, events, etc. promotional texts from "traditional" promotional genres is that the addressee (initiator of promotional activity) can only indirectly influence the content of reviews, which, in turn, play an increasingly significant role in the formation of a positive information field around the promoted product (services, etc.).

CONCLUSION

Internet reviews are a relatively new, widespread, but still practically unexplored genre of Internet communication. The genre of such a response can be considered as an example of a dynamically developing form of speech behavior that combines the features of interpersonal and professional communication. The study of the characteristics and features of this genre will help to get an idea of the state and development trends of modern online communication. Of interest is also the belonging of the genre of Internet reviews to samples of natural written speech and its relationship with the traditional genres of oral and written forms of language implementation.

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