



# MODIFICATION OF GENRES IN MODERN JOURNALISM

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## ABSTRACT

*Despite the fact that the number of genres decreases from year to year in the practice of national journalism, it is not right to say that they do not exist at all. Because in journalism, genres are of great importance and it is necessary to use them constantly. This article analyzes the role of genres in journalism, the changes taking place in the system of genres.*

**KEYWORDS:** genre, journalism, modification, classification, changes in genres.

## INTRODUCTION

The author who creates a publicistic work expresses in bright colors the real landscape of reality, using a palette of genres, like an artist. In journalism, you can create an original journalistic work, enriching the desired genre with elements of another genre. Journalistic genres differ from literary genres in that they rely on their authenticity and factness. According to theorists, the emergence of genres is a natural need of society, and life itself requires certain ways of reflecting reality. Genre, as Tertichniy said, is a specific form of composing live material, which he considers as a specific combination of compositional and structural characteristics. In the genre, the author deals not with random collections, but with a system of form elements. Genre is also a kind of solution to the problem facing the creator. This allows us to consider the genre as a historical stagnant, that is, a constant typological phenomenon that is characteristic of different periods and directions. The factors that form the genre include: the content of the creative work (subject, problem), explanation of events, description of characters and images.

Today, modern genres of journalism are presented as a complete and developed system. A characteristic feature of this system is that it is characterized, on the one hand, by stability, on the other-mobility. However, the journalism of the information age is going through different stages of development. Strict distribution by genre exists only in theory. In principle, the transition to each other, an introductory feature is inherent in genres, and in practice, too, the boundaries between genres are completely erased, especially in "tabloid" publications. In recent years, the concept of genre diffusion has also been formed, which has

increased the use of visual techniques in the genre, in particular from the image, as well as other genres that play a supporting role in the text.

## MATERIALS AND METHODS

"Journalism cannot exist without a division into genres. Otherwise, it will not be journalism but eclecticism," said researcher A. Tertychny. Therefore, in the creative process, there is a need to create a system of genres, that is, a set of elements that interact with each other, form a certain integrity. Leading theorists of journalism A. Tertichniy, L. Kroychik, S. Gurevich has developed several classifications of genres. For example, A. Tertichniy understands stagnant types of publications that combine figurative and compositional features of journalistic genres. These attributes are described as factors that shape the genre. These include the following:

- **The subject description** (a phenomenon, situation, process, person)
- **Target visualization mechanism** (function), (characteristic, estimation, prediction, determination of cause-and-effect relationships.)
- **Methods of description:** empirical (experience, observation, evaluation, working with documents) and theoretical (induction, analysis, synthesis, historicity method)

The significance of these factors in the formation of the genre is not the same. Each of them plays an important role in shaping a particular genre. The method of classification of A. Tertichniy's genres is based on modern traditional journalism:

**Informative.** They make up the main part of media materials. Such texts are the main carriers of



instant information that allows listeners to constantly track the most important and interesting events in a particular area of reality. These are: a message, an informative report, an informative interview, a blitz request.

**Analytical.** More public attention will be focused on the analysis and research of news in focus, rather than on the interpretation of current events, processes, and situations. These are: analytical report, analytical correspondence, analytical interview, analytical survey, comment, review, article, review, journalistic inquiry.

**Artistic and publicisms genres.** Authorship, journalism. Such genres are more evident, first of all, in increasing the need for language, artistic image, emotional richness of texts and the author's desire to generalize reality. These are: essay, feuilleton, pamphlet, parody, story, anecdote.

This traditional method of classification, which was in the tradition of the 80-ies of the XX century, is now significantly outdated. In the 1990s, new approaches and concepts appeared in the genres system. Then various parameters were taken as a methodological basis, in particular, the genres were divided into groups according to the method of collecting and processing information: "reporter journalism", "investigative journalism", "comment journalism" and others.

## RESULT AND DISCUSSION

Lev Kroychik believes that in the 90's the poetics of the journalistic text changed radically: instead of the press, which was ideological, there was a free press in terms of thought and style. The changes that occurred in the genres system had a special impact on each genre. It was during this period that transformational processes took place in genres. This coincided with the period when new genres appeared in journalism, when traditional views on journalistic genres changed radically, the old ones were lost, and new approaches to transmitting information appeared. L.E.Kroychik argues that genre boundaries at that time were revised. In particular, some genres, such as reporting, interviewing, correspondence were categorically excluded from this - informational, and this - analytical genre. Even if some genres disappeared from the newspaper page (for example, an essay), they were replaced by a group of other genres; penetration of the Internet laid the foundation for a variety of genres; the concept of "genre" approached the concept of "text".

Modern journalism is becoming more and more animated, with its own characteristics. She started working with her audience in a dialogue mode (Live broadcast, direct communication with the Studio, the possibility of voting) . the use of elements of fiction in publicistic texts increased: the level of transmitting words to the audience with expressiveness and emotional coloring increased. as new information technologies

developed (in particular, the advent of the Internet), the way opened to a greater simplification of genres, to a wider use of mass media.

With the growing competition between media editors and periodicals, the speed of information transmission of journalists is estimated by the following characteristics: speed, exclusivity and responsiveness. Therefore, the genre of comments occupies a special place on the pages of the press. It is worth noting that traditional methods of classification in journalism are now significantly outdated. Today, in modern journalism, a journalist tries to cover three important components in the process of preparing a text: a) to inform readers about the event and the problem; b) full awareness of the situation with legibility C) distribution of the event in fragments (in the form of a fragment) or in detail as a whole; d) emotional impact on the audience. This means that currently journalists are trying not only to inform the audience about what is happening, but also to turn the reader into a loyal customer of the newspaper or a permanent observer of the TV channel. Thanks to such changes observed in the genres of the new era of journalism L. Kroychik divides texts that appeared in the press into 5 groups:

- 1) quick news – all types of messages;
- 2) operational research-interviews, reportage, report;
- 3) research news - correspondence, review;
- 4) research - article, letter, review;
- 5) genres in research form (artistic and journalistic) - essay, feuilleton, pamphlet.

Based on the above as the main trends in the formation of the genre it is appropriate to cite:

\* **transition from one genre to another genre.** In the system of genres of journalism, such large-scale genres as essays and essays are distinguished. Currently, the average position is held by a group of analytical genres;

\* **before new genres appear, journalists must develop new ways to learn about reality in other areas of human activity**, such as a sociological survey or forecast-articles;

\* **"erasing" the boundaries of the genre** leads not only to the development of hybrid genre forms (for example, a investigative essay), but also to the mutual enrichment of existing genres.

\* **as genres continue to expand and transform**, they retain basic typological features such as membership, consistency, individuality, and diversity.

The scientist Semyon Mois Gurevich supported this question from the other side. It recognizes the concept of "genre" as a stable characteristic of the type, composition, style, and content-thematic features of describing reality. Therefore, the typology of genre separation by scientists differs from that of other theorists. According to Gurevich, all genres of journalism are divided into:



- news genre (news, report, report)
- Dialogue genres (interview, dialogue, polylogue)
- Situational and analytical genres (review, correspondence, article, review, review);)
- Epistolary genres (letter)
- Artistic and journalistic genres (essay, plot)
- Satirical genres (feuilleton, pamphlet, epigram (short satirical poem))

Despite the richness of the classification method in journalism, journalists and researchers prefer the traditional classification method. We see that in one circuit, where high technologies are developing, some genres begin to prevail over others. As Internet journalism developed, **information genres** ranked first in terms of distribution. Artistic and journalistic genres have remained in history. It is now very rare to find a feuilleton or pamphlet in the press. According to researcher Vitaliy Tretyaka, only 4 independent classical genres have been preserved in modern journalism - **news, reports, interviews and articles**. All other genres became service genres.

## CONCLUSION

Unlike other art forms in this area, mixing genres is considered unacceptable. For example, in the visual arts, when the attachment of genres is historically identified and perceived as an inevitable phenomenon, in journalism, the "purity" of the genre is considered as a qualitatively characteristic feature. After all, the "washing" of existing boundaries in the genre can only be observed in low-quality TV shows, radio programs, and tabloids. This means that journalism loses its quality and dignity and leads to an increase in everyday topics in the life of society. Naturally, since the public consciousness is weakened by the formation, this can negatively affect the consciousness and outlook of people.

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