

PUBLICISTIC GENRES IN THE AGE OF MODERN TECHNOLOGY: EXPOSURE OR NECESSITY?

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ANNOTATION

This article talks about the classification of journalistic genres by various scientists, about the fact that from time immemorial the order of their division was almost the same, about the influence of the diarchical management process on journalistic genres as well.

Keywords: genre, communication revolution, interpretation, hybridization, publicistics.

By the end of the 20th century, the genres of journalism had become systematized. But as tools have always changed, evolved, the production method, quality and appearance have also undergone changes directly in the media industry.

There are different approaches of scientists in the classification of genres. They will be updated, classifications will change. Russian scientist L.E.Kroichik believes that journalistic texts should be approached from three different angles:

report a news or problem; or explain, analyze in detail;
the use of methods of emotional impact on the audience
step by step of the situation

The media will publish the following materials into five groups:

- operational innovation – note messages of all kinds;
- operational innovation – interviews, reports that reveal the novelty along with the speed effectiveness of information.
- Innovation Research – the news core of the transmitted information is stored, the facts, problems are stated in the review method;
- research – article, letter, review based on a logical-rational analysis of facts;
- research images– (artistic publicist) reflecting personality psychology

E.I.Pronin divided all genres of journalism:

- according to the theme: truths, absurdities, analyzes, ideals, solutions and results;
- according to the degree of understanding: informant, informant, symbolizer

In modern discussions about genres G.S. Melnik talks about modernist and conservative categories:

- those who fall into the modernist category deny that genres remain in their original form, and each author has the right to experiment, breaking molds and being considered inventors of new genres corresponding to the spirit of the Times
- those who fall into the conservative category are common, based on dialectical traditions (writing style – И.Н.) explains the essence of events, considers changes, but does not assimilate. They accept changes, but consider all innovations to be modifications of traditional genres.

And we believe that modern online journalism, added to the opinions of both categories of owners, appears on the basis of traditional journalism and is subject to all its Basic Rules. For example, such

characteristics as the subject of lighting, the model of transmission of the studied phenomenon as impressive, the scale of illumination of reality, efficiency, compactness cannot deny each other. But it should be noted separately that the participation of technological expressive means in Internet journalism has expanded both its capabilities and audience, creating genre hybridization, interpretation in the industry.

Interpretation English “interpretation” – “point of view” means the meaning of the word " quot;. In the Cambridge Dictionary “explanation and point of view, interpretation of something” it is said to mean that ¹. The term can be used for all types of media. Boisi today's audience favors the tendency to receive information from the network. Do experts want online genres to change dynamically and there is no way to stop it.

In newspapers and magazines, which in their time were a source of entertaining proverbs and news for all, the management system is hierarchical (hierarchy-monotheism, in the form of a pyramid, that is, the decision of the leader must be fulfilled by all subordinate employees or organizations – **И.И.**) was in shape.

In printed publications, the opinion of the audience is always taken into account, but does not play a decisive role in the formation of editorial policies. Sending letters to the press or calling the editorial office does not affect the content of the publication. The choice of materials is formed by the decision of the editorial or editor-in-chief. About this from Russian scientists M.M.Logina and I.D.Fomicheva expressed the opinion that on a mass scale, the consumer of traditional media remains a passive participant in the process of one-sided communication.

When radio stations and television appeared, there was no single center to control them. However, each channel now also operates in an internal hierarchical form through a pre-structured plan and broadcast schedule. The emergence of television ensured the transmission of journalistic materials in a completely different format. The TV presenter, who appeared in every home, taught that it is easier to receive information in video format. The events that took place in the audience's tassavour moved to reality.

The next important stage of the communication revolution is associated with the emergence of the Internet. And the popularization of the Internet media is deiericarization (loss of sole authority – **И.И.**) related to. Previously, the journalist said that if the show went through several stages only to make it External, then for a journalist and blogger operating on the Internet, such a system is not necessary. This in turn ensures the free development and emergence of genres, the emergence of new interpretations.

The Internet became a source of information and journalistic materials around the world from the 1990s to the 2000s. A significant change has occurred in the fundamental information space thanks to mobile gadgets that allow access to the network anywhere in the world. The viewer got rid of receiving information in proportion to programs on TV channels. He can now become more of an Internet user and choose content in a form that is convenient for him. An important point in the online space is that it allows you to become a developer from an ordinary user. Previously, journalists approached the material according to the " author-text-reader "scheme, today in the form of" reader-author-text.

At this point, it is worth noting separately about social networks. TODAY, Network users live in an information space that depends on a particular social network. They form their ideological positioning through social networks. That is why the quality of virtual space content is considered important. The

¹ <https://dictionary.cambridge.org/dictionary/english/interpretation>

interactivity, speed and dynamics of information in social networks make them more attractive in the eyes of the younger generation. In general, until the popularization of the Internet, journalistic genres have maintained their main characteristics for centuries. Today's unstable period has a serious impact on the specific style of publicism, directions of expression, classification of language. Publicistics-a type of speech that forms human thinking orally or in writing . It manifests itself in any speech (scientific, aesthetic, etc.) and even in nonverbal forms (fine arts, photography, cinema, etc.). At the same time, he seeks to create his own autonomous speech, in which he will do the maximum possible to express himself.

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