

Characteristics of General Media Genres

Nigora Shukurova

Senior Teacher, Bukhara State University

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ABSTRACT

This scientific paper examines the characteristics of general media genres. It focuses on studying various popular media genres and identifying the traits that make them unique. The article explores the theoretical foundations of media genres in addition to providing a thorough analysis of specific genres such as print and electronic media. The findings contribute to our understanding of media genres and how they affect people's consumption of culture and entertainment. The goal of this research is to increase the comprehension of both audiences and media creators so they can engage with the broad range of genres that are currently available with greater proficiency.

Introduction

How people find entertainment and consume culture is greatly influenced by the genres of media. Different media, such as music, movies, television, literature, and film, offer a vast range of genres that captivate viewers. Both media creators and audiences need to understand the characteristics that many genres share. This article will examine and assess the features of broad media genres to better understand their distinctive properties.

Theoretical basis

Media genres are defined and categorized using several theoretical concepts. One of these concepts is the generic convention, which indicates the traits that work in a certain genre have in common. For example, supernatural issues are often associated with the horror genre. Another word for the aesthetic or thematic elements that are frequently associated with a particular genre is generic iconography. One example of generic iconography is the use of a love triangle in romantic fiction.

Genre theories such as the structural approach and the semiotic approach help us comprehend media genres better. The semiotic approach emphasizes the use of signs and symbols within genres, whereas the structural method focuses on the placement and patterns of story elements within genres.

According to Patti M. Valkenburg "Over the past decades, dozens of media effects theories have been developed. These theories differ substantially in how they conceptualize the media effects process. Some theories, particularly the early ones, focus primarily on unidirectional linear relationships between media use and certain outcomes. Other, more comprehensive theories pay

more attention to the interactive effects of media use and nonmedia factors (e.g., dispositions, social contexts) on certain outcomes.”¹

Analysis

Technologies described in the narrow sense as media are ones suitable for the mass replication and distribution of messages to a large number of recipients. In this context, the terms "media of mass communication" and "public media" are also used. Media can be classified according to the symbols (primarily) used for encoding (word/image and digital/iconic symbols), the channels of perception addressed (one-channel/two-channel, optical/acoustic/audiovisual), the technology (print/radio) and availability (stored/unstored).²

Media can be defined as distinct modes of communication, while genres are distinct forms of expression within media. However this distinction does not offer a fool-proof criterion of distinction, and it is often difficult to distinguish media from genres, especially in digital textuality. Truth, or more precisely the ability to claim truth, is not a property common to all members of a certain medium, but rather one that creates distinctions within media, as well as between them. Language-based media, film, photography and audio recording have the greatest power to claim truth: language-based ones, because they can articulate propositions; recordings because they are based on mechanical capture of auditive or visual data that exist in the world. But most media can be used to tell either factual or fictional stories (with some exceptions discussed in the paper). This variability does not occur on the level of genre: all texts of the same genre share the same status concerning truth and functionality.³

To analyze the characteristics of general media genres, we will look into specific genres and their defining characteristics. Several criteria are used to categorize print media, such as audience type, subject matter and content, purpose or function, format and presenting style, and periodical versus non-periodical status.

Print media is any kind of communication that is distributed to a wide audience through the printing of material. This includes books, pamphlets, brochures, magazines, newspapers, and newsletters. It has long been a popular form of communication and has been crucial in informing the public about concepts, ideas, and news.

A more deliberate and focused action is usually associated with the consumption of print media. Readers are more likely to concentrate and fully understand the material because there are fewer distractions. Additionally, readers' connections with the text are strengthened and reading becomes a more immersive experience due to the physicality of print media. Print media encourages active reading and critical thinking. Long-form content allows readers to engage with it, which makes it easier to understand and analyze in-depth. Because there are no notifications or hyperlinks, reading is uninterrupted and less distracting.

E-books, audio and video streaming services, social networking sites, and websites are just a handful of the many forms of electronic media. This platform provides quick access to a vast amount of information while facilitating targeted and engaging interactions. Additional advantages of electronic media include quick content sharing and global connectivity. Nonetheless, there are problems with electronic media in terms of content accuracy, information overload, and privacy risks.

In the modern world of electronic media, accessibility, speed, and convenience are characteristics of content consumption. Instantaneous access to a wide variety of multimedia content across multiple

¹ Patti M. Valkenburg .Theoretical Foundations of Social Media Uses and Effects. Cambridge University Press: 30 June 2022

² Wilke, Jürgen: Media Genres, in European History Online (EGO), published by the Institute of European History (IEG), Mainz 2010-12-03.

³ Ryan, ML. Media, genres, facts and truth: revisiting basic categories of narrative diversification, *Neohelicon* 49, 75–88 (2022).

platforms is convenient for consumers. Conversely, an extensive number of choices may lead to a superficial degree of engagement and reduced attention durations. The emphasis on "clickbait" and pervasive content may be lowering the standard of information consumed.

Electronic media provides a variety of engagement features, such as sharing, commenting, and liking, which enable user interactions and social connectivity. Users can contribute to discussions, express their opinions, and create original content. Echo chambers, where people are exclusively exposed to identical perspectives, might arise from this involvement and have an impact on intellectual diversity.

Because of its technological limitations and organizational structure, radio was unable to explore subgenres in the same way that the newspaper did. Nevertheless, it promoted several programming styles. Programs for music and text must be radically distinct from one another. Both consist of a large number of subtypes: Spoken word programs include news and news reports aimed at specific groups (such as women, children, or churches), as well as literary presentations like radio plays, educational lectures, sports broadcasts, and volunteer activities. Music programs are usually classified into two categories: serious music, which includes concerts of classical music and opera, and light music, which includes pop and folk music, among other genres. TV also adapted several show genres and situations from radio, film, and theatre.

Print and electronic media will probably survive as long as technology continues to advance, both with their own goals and preferences. Eventually, print and electronic media might combine, bringing the benefits of each together. Meeting the needs of a diverse user base requires striking the correct balance between deep commitment and ease of usage.

CONCLUSION

The purpose of the article was to investigate and evaluate the characteristics of general media genres. We have determined the distinctive characteristics of popular genres like print and electronic media. Comprehending these attributes improves the understanding and admiration of media genres for both producers and consumers. This analysis is based on the theoretical underpinnings of media genres, such as generic conventions, generic iconography, and genre theories. Subsequent investigations in this field may concentrate on the cultural and societal influence of media genres and how they change in response to altering social dynamics.

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