



Demand For Genres Of Journalistic Texts In Online Media

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The genre palettes of online and print media differ significantly. This applies to the list of genres and the frequency of their use. Using the example of the most popular sites of mass media, the article shows which genres are in demand in the practice of modern online publications. News items dominate media sites. There are more of them than texts in other genres combined. Reports and interviews are in low demand, essays and investigations have almost disappeared. But such genres as selection, incident/life story and recommendation are actively used. Almost all materials with a text component are monomedia. Multimedia longread, despite the technical capabilities of publishing such materials, remains a rarity.

Key words: genres of journalistic texts, online media, news article, multimedia longread.

I. Introduction

The genres of journalistic texts have been the subject of attention of many researchers for a long time. A number of works by domestic and foreign authors are devoted to genre systems of journalistic texts, as well as practicing journalists.

However, in most cases, genres were studied in connection with printed mass media. As for online publications, in works on Internet journalism; attention focuses mainly on new technological possibilities for presenting information (multimedia, hypertextuality, interactivity) in addition to the monomedia genres of the printed press used in the online environment. At the same time, if genre systems were presented in these works, they essentially repeated the genre systems of the printed press.

II. Literature review

It is necessary to recognize that the Internet has already led and, in the future, will lead to an even more pronounced transformation of the entire genre system of journalistic texts.

This is a modification of old genres, and the emergence of new ones, and a different demand for genres in journalistic practice. So far, these issues have been understood extremely fragmentarily. Thus, it is noted that, first of all, promptly written news and multimedia reports are in demand on the Internet. Attention is paid to rewriting as the main way of filling news sites with content.

The question is also raised about the need to redefine the concept of “genre” applicable to texts for the online environment, where a significant part of the materials is “transforming hypertexts”, changing over time due to the addition of new information and combining verbal and non-verbal elements (creolized text). A new format for presenting journalistic information, called “multimedia history” or “multimedia longread”; is being widely studied, as well as interactive formats that involve interaction with reader.

The demand for genres in the online environment, both from the perspective of content producers (which genres are used more often) and from the perspective of consumers (publications in which genres are viewed and read more often) has been studied much less. From a production perspective, recommendations for journalists to focus on certain genres as most suitable for the online environment are based more on the assumptions of the authors than on an empirical basis.

For example, there is an opinion that online news items and long materials of an educational or entertaining nature (English Feature) will be in demand, and such traditional print press genres as reportage and interviews should be used only in exceptional cases when the journalist observed a super-interesting event or talked with a super-interesting interlocutor. We are talking about waves of audience interest and the need to adapt not only topics, but also publication genres to these waves. A separate object of research is non-news Internet journalism, features of the preparation of large text materials for mass media websites.

III. Analysis

Empirical studies of the demand for genres of journalistic texts in the online environment either come down to identifying and recording various genre forms on mass media websites without taking into account the frequency of representation of each form, or are based on an extremely limited and poorly systematized sample. Understanding which genre forms are actually in demand in the practice of modern journalists, and which ones are moving to the periphery or disappearing, is extremely necessary. This is what this study is devoted to. It will allow researchers to focus, first of all, on the most popular, rather than marginal, genres. Practicing journalists and media managers will be able to optimize the content strategy of their publication, taking into account examples of successful media sites.

Genres are used differently online than in print. Some genres traditional for the paper press may not be in demand online. At the same time, the online environment leads to the emergence of new genre forms, the most popular of which also remain to be determined. In addition, it is necessary to identify the extent to which journalists really demand such genres that are suitable from the point of view of theorists for the online environment, such as news stories and multimedia longreads.

Two key issues related to the research were identified: the selection of media sites for monitoring and the selection of a list of genres that we will identify on these sites.

Short news - a message written according to the “inverted pyramid” principle, with a link to one source and a volume of up to 1 thousand characters.

Extended news - a message written on the principle of an “inverted pyramid”, with mention of several different types of sources (parties to the conflict, experts, etc.) in a volume of over 1 thousand characters.

Report - a text constructed as a story from an eyewitness or participant in an event in order to show the event as a process and with the opportunity for the reader to see and experience what happened (“presence effect”).

Interview - a text constructed in the form of questions from a journalist and answers from the interlocutor.

Column - the author’s expression of his opinion.

Analytical article - an explanation of a problem or phenomenon based on facts and expert explanations.

A portrait is a story about a person, his biography or lifestyle.

Essay - comprehension of a socially significant problem through a personal story with access to the typification of characters and a description of the picture of morals.

Review - evaluation of a work of art.

Investigation - exposure by a journalist of violators of the law and/or moral standards.

The list also needs to be supplemented with a multimedia longread format. This is material that is a combination of text and audiovisual elements, when audiovisual elements become an integral part of the material, and not an addition to the monomedia text, which is independent material and can be fully perceived without multimedia. On the one hand, this format has become the hallmark of modern multimedia journalism. On the other hand, the real demand for this format is unknown.

In case of mixing genres, the text should be assigned to the genre that better reflects the form of the material. For example, a report with analytical elements or containing an interview is still a report if the priority goal of

the text is to clearly describe what is happening with the opportunity for the reader to see and experience what happened. An extended news item with analytical elements is still an extended news item, but on the condition that the message about the event dominates its comprehension. If the opposite is observed, the text should be classified as an analytical article.

The position "Other" was also reserved for genre forms that do not fall within the above definitions. In this case, it was necessary to indicate what the material was and how this genre could be designated. Then it was planned to group the genres from the "Other" list and see what and how often is in demand in the media.

First, we will indicate which genre forms were added to the "Other" column. The following are definitions of these genres with brief descriptions:

1. Cards - a story about an event or phenomenon, divided into blocks for ease of perception.
2. Case - a story about the creation and development of a business.
3. Test drive - a story about the car, its characteristics and impressions of driving it.
4. Announcement of books - a list of new book releases with their brief content.
5. Match review - a story about the most striking moments of the match.
6. Online broadcast - a chronicle of the event, published during the event.
7. Survey (of celebrities, the public) - answers from different people to the same question from a journalist.
8. Answer to a question - publication of a specialist's answer to a reader's question.
9. Selection - several examples of events or characters united by a common theme. For example, celebrity couples who divorced this year, the richest living monarchs, or selfies that became funny because pets got into the frame.
10. Recommendation - useful tips regarding health, home care, etc.
11. Reconstruction - a detailed description of how a significant historical event took place.
12. Incident/life story - a story about an unusual (usually tragic or curious) event in the life of ordinary people.
13. Test - testing the reader's knowledge in any area by selecting the correct answer from a list of options.

IV. Discussion

The hypothesis that genres are used differently in the online environment than in print, that some traditional print genres are moving to the periphery online, and that the online environment contributes to the emergence of new genre forms of journalistic texts can be considered confirmed. The assumption about the popularity of news articles on mass media websites was also confirmed. But the assumption about the demand for multimedia longreads, most likely, was not confirmed. There are such publications on websites, but they are rare and are perceived as exotic, and not as one of the leading genres (formats) of online journalism.

The results of the study confirm the argument that traditional genre systems of journalistic texts developed for the printed press are not suitable for the online environment and need to be updated. It is necessary to identify new genres and find new grounds for classifying genres. Moreover, it is advisable to do this taking into account the real demand for genres, and not just theoretical assumptions about the possibilities of Internet journalism and isolated examples confirming that the corresponding genre forms exist in principle.

Another direction of research should be to identify the demand for various genre forms at the consumption pole. Moreover, editorial metrics allow you to count not only clicks on text titles, but also viewing time, the proportion of scrolls to the end of the material (if the material occupies more than one computer screen). It is necessary to try to connect genre forms with these indicators and try to identify exactly the genre component of the influence on the popularity of the material (along with the influence of the topic, the attractiveness of the title and the quality of the material). Ideally, it is desirable to associate the above indicators with audience segments to identify the genre preferences of various target groups. This information can be extremely useful for both researchers and practitioners.

The purpose of the genre is clear from the name itself: to convey information about current events through the material.

News (chronicle)

News is a short message about any significant event or phenomenon. The purpose of a news publication: to convey information to the reader in such a way that he understands, remembers and is able to retell it.

Example of a news article The generally accepted structure of a news story:

Heading

Abstract (lead paragraph)

Main part:

first paragraph

fact

details

expert quote

Conclusion

reference

This structure is called the “inverted pyramid principle.” The higher up in the text important information is placed, the more likely the reader is to remember it. Even if you don’t read the article to the end.

News reports are written for a wide audience. The news usually answers 5 basic questions: What happened? Where? When? With whom? Under what circumstances?

For news to become popular, it must be: extraordinary, not ordinary - a dog bit a man - boring, a man bit a dog – unusual.

significant - interesting to a wide range of people close to the reader - an event in the next entrance will excite more than an event in the country or in the world with famous participants with a degree of conflict - when the basis is a contradiction, a conflict situation, an ambiguous event

The peculiarity of the format is its novelty and freshness of information. News attracts interest and arouses curiosity. People love to read about what happened today or better yet, 5 minutes ago.

The difficulty in working with news is that usually after a day they become outdated. A regular infusion of fresh pieces of information is required. Authors often have a problem: what to write about. When working with the news format, you will have to master the skill of searching for the so-called “news feed” - an event that will arouse interest among the public. Or learn to present an ordinary fact in an interesting way.

The optimal length of news is 1500-2000 characters. Another fairly short type of information genre is a note. This is a message that asks a specific question or states a fact. May also include a brief summary of the background or history of the issue in 2-3 sentences.

Example note

The note does not pretend to cover the completeness of information. Unlike news, it contains fewer details and additional information. From the note the reader receives answers to the questions: What? Who? Where? When? The extended note includes the question: Why? For example, an interview may be added to it.

The note consists of:

- header
- introduction (summary of the main part)
- main text

The text of the note is usually written in a strict style, without artistic metaphors and epithets. It does not contain conclusions or assessments of the author. Only the cause-and-effect relationship is indicated - why this event occurred. Assessments are given by experts or real participants - for example, in interviews.

A note becomes popular if it: affects a large-scale event affects a lot of people describes a problem, a conflict (they don’t read good news) offers an idea or solution to a problem The peculiarity of this genre is its brevity. After reading a note, a person grasps the necessary information within a few seconds, literally on the run.

However, brevity hides its own complexity. Sometimes the author needs to contain the essence of an event, a fact, in a text of 4-5 sentences. A news article is a good “testing ground” for practicing authorship skills. Journalists from large and medium-sized publications begin to try their hand at writing notes, and only then write interviews and reports.

The standard volume of material is no more than 2000 characters.

In online journalism, the line between news and a note has become blurred; they are practically the same thing. Informational Interview, Types and Styles An interview is a dialogue between a journalist and an expert, eyewitness (respondent) who is of interest to a certain audience. Essentially, this is a question-and-answer conversation.

The purpose of such a conversation is to briefly highlight a fact, event or phenomenon (Who? What? Where? When?). A quick interview provides answers to pressing questions without in-depth analysis. The respondent usually answers in writing (questioning) or orally, for example, through a conversation in the messenger. In the case of an oral interview, the conversation is recorded, then before publication the speech is translated into text - transcribed.

Interview example

Interviews as a genre include several subtypes: interview-dialogue - full text with transcript of the conversation message - answers are published not verbatim, but in abbreviation, in the form of squeezing the essence from the conversation a sketch, when the content of a conversation is conveyed, its nature, setting, details and nuances are added opinion - when different points of view need to be shown from different sides mass interviews from briefings, press conferences (the most labor-intensive type of interview, similar to reporting) In general, readers love this genre. If an interview is conducted with a famous person, it goes viral. It diverges especially widely and receives maximum response. This type of content is quite common among bloggers.

Its main feature is the ease of reading the finished publication. While reading the material, you can jump to any place in it without losing the essence of what is being presented.

Interviews are not just a genre, but also a method of collecting information. With its help, it is easy to obtain valuable material that will form the basis for other formats. For example, you can record expert speeches at specialized conferences, transcribe them and post them on your website. A report from visiting the event will arouse the interest of the audience. In this case, you don't have to write the content yourself.

However, before conducting an interview, the journalist will have to solve several rather complex problems. A professional interview is not just a transcript of a conversation. You need to research the topic in such a way as to communicate with the respondent in his language. Determine the focus of the conversation so that the material does not turn out to be too vague or voluminous. Based on the research, prepare a list of interesting questions and topics.

In addition to informational, there is an analytical interview. The information format only reports the fact, answering the questions: Who? What? Where? When? During an analytical interview, facts are analyzed using the questions Why? How? The journalist always sets the direction of the analysis.

The optimal length is up to 6000 characters.

V. Conclusion

For the last 15 years, there has been an opinion that traditional newspaper genres will be supplanted by online journalism. In this regard, we recall the hero of V. Menshov's cult film of 1979 and his confidence that in twenty years "there will be one continuous television." His "prophecy," as we see, did not come true - the TV funnel could not absorb radio and the press. The same probably applies to the "full Internet".

The classic newspaper ceases to be a source of news. It cannot compete with websites in terms of speed of access to information. But the newspaper becomes more analytical and journalistic, attracting a more serious and thoughtful audience. Journalism of the future is online media, the blogosphere, newspapers, radio, TV. This means that the field of activity of a journalist in the 21st century is only expanding and deepening.

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