

HYBRIDIZATION OF GENRES

L. O. Kravchenko, *JTm-21*,

I. A. Bashlak – *EL Adviser*

Genres have objectively been formed in the process of historical development. However, the classification of journalistic works according to genres is fairly relative, because creativity can't be fully enclosed into specific scheme. Moreover, genres are intended for communication, which is a process, not a result. Therefore, reporting may include elements of report, and article – elements of sketch or essay. This phenomenon was defined with a term “hybrid genre”, but it means a general tendency, rather than any specific classification. Information tasks are getting complemented and complicated. Some functions of genres die, and others appear. Other ways of solution to cognitive tasks are complementing the old ones. These movements of genre-creating factors change the genre, but do not cancel it. Then we are talking about the occurrence of a special type of genre or mixing it with other genres. The process of "hybridization" can be traced on the example of reporting. There was an appreciable movement of this genre to analytics in the early 80's. Of course, the classic reporting remains. Intergenre form – reporting, which is similar to both sketch and article, was added to it in the 30's. Special kind of reporting – analytical, allocated half a century later. The term did not get accustomed, but the reporter's forces moved from contemplation to understanding of what is happening. Important phenomena, problems became an object of attention for newspaper reporters, but these are the subjects of other genres. The accelerated pace of life made it impossible to consider events deeply. Items that had not been noticed before opened and reporters rushed into the dark corners of life – to arrange excursions for the readers to the nests of addicts and slaves markets. And it became more interesting to the reader to watch from the sidelines, rather than take part in the hunt for ideas. This phenomenon was accompanied by revival of old hybrid “reporting-sketch”, when journalistic investigations went deeper not into social analysis, but into supervision of human types and fates. Thus, the genre does not stiffen in any of the kind, does not stick to any of methods forever.

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