



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ



СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

МАТЕРІАЛИ ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ ВИКЛАДАЧІВ,
АСПІРАНТІВ, СПІВРОБІТНИКІВ ТА СТУДЕНТІВ

(Суми, 23-24 квітня 2015 року)



NEWSPAPER GENRES

T. V. Pochatko,
A. Soshko, (JT-21)

Practicing journalists actively use a lot of different genres in their work. Open any newspaper and you will find notes, reports, interviews, articles, reviews and essays. Any material can be called an article or news items. But professionals must clearly recognize a particular genre in the publication and in any case don't call a sketch, for example, an article. If you are not sure how to classify the given text correctly, it is better to use a neutral word "material".

There is a strict division into the genres only in the theory of journalism and, to some extent, in the information material. In general, there is the interpenetration of genres, but in practice the boundaries between them are often blurred (especially in the so-called "pulp" glossary magazines). It is clear that there can be no exact standard for journalistic material. Still journalists, especially beginners, need to know what are the journalistic genres, what are the characteristics of each of them and how they differ.

Newspaper genres differ from each other by literary submission, style, composition, or even just the number of lines. Conventionally, they can be divided into three groups: informational, analytical and artistic.

Information is given great attention in the newspapers. The main purpose of information material, be it a newspaper, a radio broadcast or television is to inform about the fact. Fact in journalism is like a cornerstone, without facts journalism is unthinkable. Different ways of covering the facts lead to the creation of different genres. Let's see how facts are supplied by particular **information genres**. *Chronicle* is news items without details. It is a small message sometimes in 1-2 sentences without a title. *Information* provides the fact and some details and consists of ten to thirty lines with its own title. It is frequently published in press. *Extended information* suggests a broader and more detailed characteristic of the event with possible historical background, comparison, characteristics of heroes, etc. There is an introduction and ending, 40-50 lines with a title and sometimes a subtitle. *Interview* is a statement of the fact by a person with whom a conversation is conducted. A journalist anticipates readers questions, carefully prepares to the interview and controls the situation. He must specify with whom the conversation is conducted (first name, middle name, rank or social position), the way how

to get an interview (in person, by phone, fax etc.). *Report*: a journalist informs what he had seen and heard. The size of material depends on the significance of the event. Overall the report contains an account of the facts in chronological order. A theme covers the most important issue. A report with commentary is a narration (key developments) with author's point of view. Report combines elements of informational genres (narrative, direct speech, historical background, etc.) and artistic ones (colorful retreat, description of characters and so on). It is better to illustrate a report with pictures. *Review* gives the most important events in the life of the city, factory, school, etc. for a certain period in the form of summary.

Analytical genres are board canvas of the facts which are interpreted and summarized. They serve as a basic for setting a specific problem and its comprehensive review. They are: correspondence, article, survey, review. *Correspondence* analyzes a group of facts. This is done by describing the facts, analysis and conclusion. *Article* is a generalization and analysis of facts and events, often with scientific conclusions. In the correspondence the events are considered from private to general, but in the article – from general to specific.

Artistic genres are used when the facts and the documentary are not so important. The main is the author's impression. Events and problems have their own figurative interpretation. In an *essay* the author's identity is the main. It is not important the fact by itself but its perception and interpretation by the characters or by the author. The fact refined in the image is similar to the small forms of fiction. *Sketch* is a plot (portrait, problem) and descriptive (eventual track). It is also a synthesis of facts with a description of the situation. *Spotlight* is a visual representation of a particular event through a direct perception of the journalist as a witness or a participator.

EUPHEMISMS IN OUR LIFE

V. S. Kurochkina, SSU

A euphemism is a gentle, kind, or polite way of saying something potentially harsh or offensive. It is an indirect, mild or politer alternative expression for a normal expression, especially which is considered too blunt (or too accurate) when describing something unpleasant or embarrassing in some way. The word euphemism has a classical Greek