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INTERNET COMMUNICATION GENRES

In the disciplines that study communication on the Internet, usually Internet communication is understood as a special communicative information environment or communicative space mediated by an electronic communicative channel [7, p. 34-52].

When classifying Internet communication genres, one should distinguish between genres of virtual discourse proper and genres of other discourses that use computer communication as one of the forms of presentation. L.Yu. Ivanov gives a fairly extensive classification of such genres, highlighting them by analogy with the genres of other areas of communication and combining in the appropriate groups:

When classifying the genres of Internet communication, one should distinguish between the genres of virtual discourse proper and the genres of other discourses that use computer communication as one of the forms of presentation. L.Yu. Ivanov gives a fairly extensive classification of such genres, highlighting them by analogy with the genres of other areas of communication and combining them in the appropriate groups:

- general information genres, or news genres (electronic media, including reviews and news digests, thematic collections from various publications with and without comments, opinion polls and comments on politicians' popularity ratings, sports news and commentary on them, weather forecasts, etc.);

- scientific, educational and special informational genres (electronic scientific and educational publications – monographs, collections, selected scientific articles, manuals, reference books, interactive training courses, requests for special electronic databases and answers to them, abstracts, online seminars, online conferences, psychological tests, electronic dictionaries, etc.);

- artistic and literary genres (electronic libraries, sets of literature, reviews, annotations, etc.);

- business and commercial genres (bulletin boards, analytical reviews of markets and industries, ads in employment services, electronic advertising banner system, etc.) [5, p. 131–147].

In the last decade, a lot of work has been devoted to the study of various genres of Internet communication, both in Ukraine and abroad. The communicative space of the Internet has also become a peculiar genre-generating environment, which contributes both to more intensive development of genre studies in general, and the emergence of new genres peculiar only to this information environment, and the emergence of the digital genre studies theory, whose tasks include the description and structuring of the whole variety of Internet genres and ways to classify them [2, p. 11-127].

The term “genre” as applied to the field of Internet communication is interpreted in different ways in linguistic studies, and, consequently, the Internet communication genres are understood to be phenomena that are diverse in nature and function. A.A.Selyutin views the genre as a form of communicative expression of an online personality. That is, the Internet genre seems to be a kind of unity of form and content, possessing certain specific features of a communicative nature and serving to implement the individual intentions of the user. In his opinion, the Internet genre should be formulated rather narrowly and in detail to avoid an extremely extensive coverage of the textual variations inherent in the Internet environment. On the other hand, it should be a fairly voluminous phenomenon, uniting a number of texts according to a common feature.

Among the factors affecting Internet genres, E. I. Goroshko highlights the following:

- hypertextuality and interactivity of the environment;

- the intensity of multimedia use;

- the ability to maintain communication between the author of the text and his audience [4, p.370-389];

- synchronism / asynchronism of communication. According to this feature, S. Herring, for example, orders all Internet genres according to a certain scale, where one genre gradually replaces another according to the degree of its “synchronism”. On this scale, the web page is in the position of the most asynchronous genre, and on the other hand of synchronicity (the most synchronous genre), obviously, there should be a chat [9];

- the frequency of updating information. This leads to the fact that the weblog genre is updated more often than the personal page, the information in the chat is updated almost instantly, and the characteristic of “information update” is not related to the e-mail genre;

- text addressee, i.e. audience for which this or that text is intended, served by a certain genre. In the chat, there is a polyaddress communication, e-mail can be designed both for one addressee, and for a certain circle of people (mailing list), in the format “one author communicates with everyone” or “with a select circle of people willing” personal pages are created and live diaries are written [4, p. 370-389];

- figure of the author of the text: features of his/her linguistic personality (for example, status position, biosocial characteristics (age, gender, mother tongue)), plurality and uniqueness of authorship of electronic text, communicative goals that the author intends to realize in an electronic environment, and so on. So, for the personal page genre, it is extremely important who owns it — an individual, a politician, a scientist, or a personal page is the corporate site of a large commercial bank. This parameter has a strong influence on the personal page genre, helping their subsequent differentiation into personal, academic or corporate web pages [8, p.179-181];

- the geography of the Internet. Where digital technologies are most advanced, and the use of the Internet is not only for the middle class and higher (for example, in the USA), the multimedia of the text increases.

On the pages there are more slides, animation elements, more varied color palette. In countries with less developed Internet technologies, the structure of the personal page is simpler and the influence of multimedia technologies is not so

noticeable. All this can not but affect the design of the site and the ways of presenting information on it, and ultimately on the degree of changes in the structure of the Internet genre [3, p. 165-175].

As we see, technological factors play an important role here. M. L. Makarov, who examined five Internet genres (guest books, forums, ICQ, chat rooms and e-mail), came to similar conclusions: “In the process of new genres formation, against the background of other factors, an increasingly prominent and sometimes decisive role plays previously not taken seriously “technical”, or rather – “technological” criterion” [6, p. 336-351].

When analyzing the patterns and forms of communicative interactions on the Internet, Web researchers often pay attention to the nature of communicative connections, which can be strong or weak. These relationships can be described in terms of the frequency of coming into contact, the content saturation, the duration of the communicative process and network relationships in time, and so on [1, p. 64-79], which can also be used as a basis for classification.

Let's consider the most common Internet genres in detail.

E-mail – receiving / sending messages to a person or a group of persons over the network. The message transmitted by e-mail may contain texts, tables, graphics, as well as files of any format.

Chat (from the English to chat) – a polylog with an average degree of communicators, occurring in real time (online). Chats can have a thematic or entertaining orientation, which, in turn, is reflected in the sociolinguistic characteristics of communicants and the structure of the discourse itself. This term describes many systems designed for interactive conferences. As soon as one user types a phrase on his computer, it immediately becomes available to other conference participants. Examples of such systems: IRC, ICQ, WebChat, Prodigy.

ICQ is a genre of virtual discourse, which presupposes a dialogic, most often informal, communication simultaneously with several interlocutors in real time (online). This genre is closest to modeling the common situation of live

communication, in which two interlocutors participate – the addresser and the addressee.

Social network is another genre of virtual discourse, which is basically an extensive database. This is a complex network formation that combines the features of forums, network communities and ICQ. The primary purpose of creating these networks is to search for friends, classmates, acquaintances, work colleagues, etc.

The popular resources of facebook.com, myspace.com, and others are primarily aimed at restoring and maintaining communicative social connections between people, including job searches, posting ads, dating, etc. In general, a large number of communicators make social networks a popular and actively developing genre of virtual discourse.

One can make a conclusion that an Internet blog is a specific monologue discourse of a virtual communicator, consisting of chronologically located texts, most often focused on expressing one's own opinion about any events of a personal or public nature.

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