

УДК 378.147:070(477)

JOURNALISTIC GENRES ACCORDING TO THE INTERNATIONAL PRESS TELECOMMUNICATIONS COUNCIL STANDARDS

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Abstract. *The article deals with the problem of typology of genres of modern news journalism. The purpose of paper is to analyze theoretical and practical approaches to building a system of journalistic genres, to describe the genres of modern news journalism according to the standards of the International Press Telecommunications Council. In particular, various approaches to the typology of genres in Ukrainian and western journalistic schools are considered. It was determined that Ukrainian theorists of journalism follow scheme for dividing genres into informative, analytical, artistic and publicistic; the criteria of division are object of reflection, way of reflecting life stuff, purpose, scope of coverage of reality, specifics of literary and stylistic devices. In the western communication theory, it is common to distinguish such genres as informative, interpretive, opinionative, diversional and utilitarian one, but the main criteria are social function, method and object. In purely practical terms, genres should be considered as a form of journalistic works used in the media industry for the production, coordination and distribution of quality content. General characteristics of news journalism genres recommended by the International Council on Press and Telecommunications are given in the paper.*

Keywords: *genre, journalism, standard, the International Press Telecommunications Council*

Introduction. Strengthening the position of Ukraine as an independent state in the world community requires its broad information presence in different regions of the world. Under conditions of Ukraine's integration into the world community a society needs for highly qualified journalists who have a high humanitarian culture and special knowledge, are motivated to sustainable professional development, able to correctly and objectively analyze, interpret and disseminate information about current events in Ukraine and abroad [5]. Journalists of new generation have to work with new journalistic technical

standards, such as standards of International Press Telecommunications Council. Thus, the transition to new standards of professional activity is very actual problem for modern Ukrainian journalism. As V. Rizun notes, «while we will not teach the criteria for selection of topics, facts, depending on the genre, publication, format of filing, until then we will not have to talk about the training of journalists» [4, p. 16].

Analysis of recent researches and publications. An important contribution to the development of the theory of genres was made by Ukrainian journalists O. Gritsenko, G. Kryvosheya, A. Moskalenko, V. Shklyar [6], G. Vartanov [6], V. Zdroveha [7] and others. The issues of the implementation of European professional standards in the practice of journalistic activities were highlighted in the works of B. Potatynyk, T. Pristupenko, S. Quit, V. Rizun, V. Shynkaruk [5] and many other researchers. However, attention in these works was focused, mainly not on the technical, but ethical and social aspects of the problem [1].

The purpose of article to analyze theoretical and practical approaches to building a system of journalistic genres, to describe the genres of modern news journalism according to the standards of the International Press Telecommunications Council.

The following **methods** were used in the research: analysis of scientific and normative sources, generalization, systematization.

Results. As J.M de Melo & F. de Assis note, «classification of news events has been the subject of exciting debate among theorists, since Journalism has become an academic reflection object. There are those who advocate criteria based on empirical observation, in other words, anchored in the daily practices of companies. Others build schemes based on exogenous variables, dependent on the nature of current linguistic expressions in society. And there are even those who endorse postmodern categories, characterized by hybrid forms and the contamination of the contents» [3, p. 47].

This variety of approaches is due to many factors, including the diversity of interpretation of the concept of «genre» by different scientists.

In Ukrainian journalism under the genre is commonly understood as «a stable type of work, which has historically developed and is marked by a special way of reflecting the life stuff, is characterized by clear features of the structure» [7, p. 143], a content and formal unity, a combination of logical and compositional features. Ukrainian theorists of journalism distinguish informative, analytical, artistic and publicistic genres by such criteria as object of reflection, way of reflecting life stuff, purpose, scope of coverage of reality, specifics of literary and stylistic devices.

In the western communication theory journalistic genre is understood as «a periodic mass communication class of units which brings together different forms and their respective transmission species and timely recovery of time-sensitive information through mechanical or electronic supports (here referred as media), potentially eligible to achieve anonymous, vast and scattered audience» [3, p. 47].

Scientists describe two basic genre characteristics: its ability to group different formats – all with common characters, though different from each other – and their social function. Journalistic format, as a result, is the shape of the information transmitted by the media construction, whereby the present message fulfills social functions legitimized by historical juncture in each national society. This construction takes place in agreement with the regulations that establish structural parameters for each form, which includes textual aspects and also procedures and circumstances related to the modus operandi of each unit.

Modern Western researchers distinguish such genres:

1) informative (notice, news, report, interview);

2) opinionative (editorial, comment, article, review, column, caricature, letter, chronicle);

3) interpretive (analysis, profile, survey, chronology, dossier);

4) diversional (human interest history, color history);

5) utilitarian (indicator, quotation, script, service) [ibid, p. 49].

In purely practical terms, genres should be considered as a form of journalistic works that helps the media industry to produce and distribute content. Let's consider the interpretation of the genre used in the daily practices of news companies.

According to the standard of International Press Telecommunications Council (an organization that brings together the world's leading news agencies, publishers and industry vendors, including Associated Press, BBC, Thomson Reuters and The New York Times etc.) genre «indicates a nature, journalistic or intellectual characteristic of an item» [2].

There are 47 genres of news journalism (all definitions of genres are given according to the IPTC standards):

actuality – the object contains the recording of the event;

advice – the object contains advice, typically letters and answers about personal problems, that are publishable;

advisory – advisory on editorial or technical matters by a provider to its customers;

almanac – list of data, including birthdays of famous people and items of historical significance, for a given day;

analysis – the object contains data and conclusions drawn by a journalist who has researched the story in depth;

anniversary – stories about the anniversary of some important event that took place in recent history, usually bringing a short review of the event itself;

archive material – the object contains material distributed previously that has been selected from the originator's archives;

background – the object provides some scene setting and explanation for the event being reported;

biography – facts and views about a person;

current – the object content is about events taking place at the time of the report;

curtain raiser – the object contains information about the staging and outcome of an immediately upcoming event;

daybook – items filed on a regular basis that are lists of upcoming events with time and place, designed to inform others of events for planning purposes;

exclusive – information content, in any form, that is unique to a specific information provider;

feature – the object content is about a particular event or individual that may not be significant to the current breaking news;

fixture – the object contains data that occurs often and predictably;

forecast – the object contains opinion as to the outcome of a future event;

from the scene – the object contains a report from the scene of an event;

history – the object content is based on previous rather than current events

horoscope – astrological forecasts;

interview – the object contains a report of a dialogue with a news source that gives it significant voice (includes questions and answers);

listing of facts – detailed listing of facts related to a topic or a story;

music – the object contains music alone;

obituary – the object contains a narrative about an individual's life and achievements for publication after his or her death;

opinion – the object contains an editorial comment that reflects the views of the author;

polls and surveys – the object contains numeric or other information produced as a result of questionnaires or interviews;

press release – the object contains promotional material or information provided to a news organization;

press-digest – the object contains an editorial comment by another medium completely or in parts without significant journalistic changes;

profile – the object contains a description of the life or activity of a news subject (often a living individual);

program – a news item giving lists of intended events and time to be covered by the news provider;

question and answer session – the object contains the interviewer and subject questions and answers;

quote – the object contains a one or two sentence verbatim in direct quote;

raw sound – the object contains unedited sounds;

response to a question – the object contains a reply to a question;

results listings and statistics – the object contains alphanumeric data suitable for presentation in tabular form;

retrospective – the object contains material that looks back on a specific (generally long) period of time such as a season, quarter, year or decade;

review – the object contains a critique of a creative activity or service (for example a book, a film or a restaurant);

scener – the object contains a description of the event circumstances;

side bar and supporting information – the object contains a related story that provides additional insight into the news event being reported;

special report – in-depth examination of a single subject requiring extensive research and usually presented at great length, either as a single item or as a series of items;

summary – the object contains a single item synopsis of a number of news stories (generally unrelated);

synopsis – the object contains a condensed version of a single news item;

text only – the object contains a transcription of text;

transcript and verbatim – the object contains a word for word report of a discussion or briefing without significant journalistic intervention;

update – the object contains an intraday snapshot (as for electronic services) of a single news subject;

voicer – the object contains only voice;

wrap – the object contains a complete summary of the event;

wrapup – the object contains a recap of a running story (such as the end of the day).

Conclusions and research prospects. Thus, there is no single approach to understanding the concept of «genre» and typology of genres in the modern theory and practice of journalism. Ukrainian theorists of journalism follow scheme for dividing genres into informative, analytical, artistic and publicistic. In the western communication theory, it is common to distinguish such genres as informative, interpretive, opinionative, diversional and utilitarian one. In purely practical terms, genres should be considered as a form of journalistic works used in the media industry for the production, coordination and distribution of quality content. Studying the theoretical and empirical experience of foreign colleagues is a perspective direction for further research with a view to application in domestic journalistic practice.

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ЖУРНАЛІСТСЬКІ ЖАНРИ ЗА СТАНДАРТАМИ МІЖНАРОДНОЇ РАДИ З ПИТАНЬ ПРЕСИ ТА ТЕЛЕКОМУНІКАЦІЙ

О. Ю. Балалаєва

Анотація. У статті розглядається проблема типології жанрів сучасної новинної журналістики. Мета статті – проаналізувати теоретичні та практичні підходи до побудови системи жанрів, описати жанри новинної журналістики за стандартами, розробленими Міжнародною радою з питань преси та телекомунікацій. Зокрема, розглянуто різні підходи до типології жанрів у вітчизняній та західній журналістських школах. Визначено, що українські журналістикознавці дотримуються схеми поділу жанрів на інформаційні, аналітичні та художньо-публіцистичні, критеріями якого є об'єкт відображення, спосіб освоєння життєвого матеріалу, призначення, масштаб охоплення дійсності та узагальнення, специфіка літературно-стилістичних засобів. У західній теорії журналістики (комунікації) розрізняють інформаційні, інтерпретаційні, опініонативні (які виражають певну думку, точку зору), розважальні та утилітарні жанри, а головними критеріями розподілу є соціальна функція, метод та предмет. З практичної точки зору, жанри можна розглядати як тип або форму журналістського твору, прийняті в медіа-індустрії для вироблення, узгодження та поширення якісного контенту. У статті наведено загальні характеристики жанрів новинної журналістики, рекомендованих Міжнародною радою з питань преси та телекомунікацій.

Ключові слова: жанр, журналістика, стандарт, Міжнародна рада з питань преси та телекомунікацій

ЖУРНАЛИСТСКИЕ ЖАНРЫ СОГЛАСНО СТАНДАРТАМ МЕЖДУНАРОДНОГО СОВЕТА ПО ВОПРОСАМ ПРЕССЫ И ТЕЛЕКОММУНИКАЦИЙ

Е. Ю. Балалаева

Аннотация. В статье рассматривается проблема типологии жанров современной новостной журналистики. Цель статьи – проанализировать теоретические и практические подходы к построению системы жанров, описать

жанры новостной журналистики согласно стандартам, разработанным Международным советом по вопросам прессы и телекоммуникаций. В частности, рассмотрены различные подходы к типологии жанров в отечественной и западной журналистских школах. Установлено, что украинские журналистсковеды придерживаются схемы разделения жанров на информационные, аналитические и художественно-публицистические, критериями которого являются объект отображения, способ освоения жизненного материала, назначение, масштаб охвата действительности и обобщение, специфика литературно-стилистических средств. В западной теории журналистики (коммуникации) различают информационные, интерпретационные, опинионативные (выражающие определенную точку зрения), развлекательные и утилитарные жанры, а главными критериями разграничения являются социальная функция, метод и предмет. С практической точки зрения, жанры могут рассматриваться как тип или форма журналистского произведения, принятые в медиа-индустрии для производства, согласования и распространения качественного контента. В статье приведены общие характеристики жанров новостной журналистики, рекомендованных Международным советом по вопросам прессы и телекоммуникаций.

Ключевые слова: жанр, журналистика, стандарт, Международный совет по вопросам прессы и телекоммуникаций