

## Information genres of TV journalism

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One of the key concepts in journalism is the concept of genre (fr. "genre" view). Genre is stable features of content-thematic characteristics, such as the displayed reality, composition, style. Television is the most universal and widespread source of information, as it contains audiovisual perception. Genre structure has for television is so significant practical importance, numerous attempts of its standardization, and the challenge gained theoretical color.

However, the classification of television programs to a particular genre has, first of all, a specific practical meaning. Still, the most common and popular, even the usual, to some extent, are television and television interviews. These are the main genres of any information program. Correspondents mainly use the following genres: information message (video), report, speech (monologue in the frame), interview, special reporting, sports reporting. An informational message (note) Note the most common information genre, the main element of news releases. This journalistic genre does not answer the questions: how? and why? This is a summary statement of a fact. It obsazenosti genre that is used in print, and on radio, and on television. The note also referred to the narrative message (from the Greek. chronos time) [1]. Chronicle in journalism is a brief report of the fact. On television in this genre are the oral presentation and videocamera. Note in verbal form or oral message is transmitted without video. This genre is often used because when the news is of universal interest, and shooting for one reason or another impossible or video footage have not yet been received, it is possible to promptly prepare a verbal note. Often these notes are presented in short blocks, where individual messages are grouped by subject.

When writing the text of an informational video message, one should also take into account the differences between oral and written speech. In all cases, the text should be brief, but give answers to questions that may arise from the viewer. Before airing the information message it is necessary to consider its public importance, importance. It is especially important that what the reporter or presenter said is not shown in the video. Text and video should complement each other, not repeat. Voice-over text of the plot reads the host of the information program (or announcer). Telereporting TV report is one of the main information genres, which displays the event in real time. The genre of television can be divided into three types: event television; staged; illustrated television. It is necessary to characterize each type of broadcasting in more detail. Event coverage reflects events that are of interest at the moment [2].

These are events of international and national importance, national festivals, competitions, meetings of state leaders, government delegations, signing of agreements and so on. The purpose of event reporting is the coverage of the events. Event report fulfills the function of information. A TV reporter in an event report is responsible for how many people are informed, he influences public opinion, interfering in the process of thinking of a person.

Among the event reports are one of the important places belongs to the sport. In it, the teleporter is not a third-party observer, but a person who is interested in what is happening. Staged television coverage. This kind of television reporting can still be defined as "provoked", i.e. filmed by a hidden camera. His goal is a reflection of real events, real participants of the actions that are behaving naturally, unaware that they filmed. The event, which is dedicated to the report, is planned and prepared in advance. The purpose of the staging is to show episodes from life, to draw people's attention to a particular problem. Staged reports have a great emotional impact, they can perform not only entertaining, but also educational functions. Good and the fact that today's TV viewers, protesting against imposing the views of the journalist, can do to assess the situation, so as to be spared from anyone's comments. Illustrated TV report. This report is created at the editing table in the Studio. The TV reporter records with the help of a movie camera bright, impressive stories, individual performances and episodes of the event. After the shooting, the journalist writes a scenario plan, which is mounted on the video reportage. Commenting on the journalist adapts to the video. Such material is close to illustrated information or even to comment. The journalist uses this type of television when it is not possible to broadcast a live report. In the illustrated TV portage, the main thing is the spectacle, the action. Television interview Television at the moment can not do without such an information genre as television interviews. A television interview is a genre that involves a certain form of communication between two or more people in the frame, during which a public event is reported [3].

After analyzing the information genres on television, comparing them with information and analytical, you can come to the following conclusions: - Materials that relate to information genres make up the bulk of the mass information flows; - In mass media information genres act as the main carriers of operational information which allow audience to carry out continuous monitoring of the most significant, interesting events in this or that sphere of reality. But comprehensiveness and completeness of this monitoring contributes to a variety of genres informational messages. - A person needs comprehensive information that would help him to establish the relationship of the existence of any phenomena, significance, value, determine the appropriate framework for their use and possible options for their own actions.

After all, this kind of information and provide these genres; - Information genres are aimed at fixing the external, obvious phenomena, to obtain brief information about the subject. The speed of obtaining such information allows modern journalism to promptly inform the audience about many relevant events,

which is considered very important; -The main purpose of information genres is operative, summary of the essence of actual facts, events and phenomena [4].

But at the same time it is necessary to take into account the fact that information, analytical, artistic and journalistic genres are not separated by rigid boundaries: in publications, radio and television materials prepared in various genres, the author attracts elements of other genres. It should be borne in mind that information programmes maintain their main objectives and tasks, as well as information genres perform their functions.<sup>1</sup>

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