THE STRUCTURE OF THE GENRE OF INTERACTIVE TV DISCUSSION IN MEDIA DISCOURSE (ON THE MATERIAL OF TV DISCUSSIONS IN THE ENGLISH AND BELARUSIAN LANGUAGES)

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СТРУКТУРА ЖАНРА ИНТЕРАКТИВНОЙ ТЕЛЕБЕСЕДЫ В МЕДИЙНОМ ДИСКУРСЕ (НА МАТЕРИАЛЕ АНГЛОЯЗЫЧНЫХ И БЕЛОРУССКОЯЗЫЧНЫХ ТЕЛЕПРОГРАММ)

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Аннонс. В статье рассматриваются теоретические подходы к определению такого явления, как жанр, а также лингвистические основания, которые его формируют. Кратко характеризуются такие понятия, как дискурс, медийный дискурс, диффузия жанров в медийном дискурсе. Целью исследования является попытка установить схожие и отличительные особенности построения диффузного жанра интерактивной телебеседы на материале англоязычных и белорусскоязычных телепрограмм и интернет-блогов, связанных с ними. Проанализированы структурные характеристики диффузного жанра интерактивной телебеседы в медийном дискурсе, выявлены причины возникновения данного диффузного жанра. Установлены взаимосвязи основных элементов жанра интерактивной телебеседы, а именно этапы подготовки к выпуску программы, каналы передачи информации – телевидение и блог, участники – ведущий (блогер), гость, читатель-зритель и гипотетический зритель. Выявлены и проанализированы четыре основных этапа подготовки интерактивной телебеседы: стартовый, подготовительный, основной и реакционный. Проведен сравнительный анализ структурной организации жанра интерактивной телебеседы белорусском и английском языковом варианте телепрограмм и блогов. Данное исследование может способствовать созданию комплексного видения диффузного жанра интерактивной телебеседы в медийном дискурсе с учетом всех формирующих его факторов. Полученные результаты могут быть использованы в дальнейших лингвистических исследованиях, посвященных выявлению способов реализации жанров в публицистических текстах медийного дискурса, установлению жанровых границ, роли композиционной структуры жанров СМИ на белорусском и английском языках.

Ключевые слова: жанр, дискурс, медийный дискурс, беседа, интернет-блог, интерактивная телебеседа, композиционная структура.

Abstract. The article considers theoretical approaches to the definition of such a phenomenon as a genre, as well as the linguistic foundations that form it. Such concepts as discourse, media discourse, diffusion of genres in media discourse are briefly characterized. The aim of the study is to make an attempt to establish similar and distinctive features of constructing a diffuse genre of interactive TV discussion genre based on the material of English-language and Belarusian-language TV programs and Internet blogs related to them. Structural characteristics of the diffuse genre of interactive TV discussion genre in media discourse are analyzed, and the reasons for the emergence of this diffuse genre are identified. The interrelationships of the main elements of the genre of interactive TV discussion genre are established, namely the stages of preparation for the release of the

program, information transmission channels – television and blog, participants – presenter (blogger), guest, reader-viewer and hypothetical viewer. Four main stages of preparing an interactive TV discussion are identified and analyzed: starting, preparatory, main and reactionary. A comparative analysis of the structural organization of the interactive TV discussion in the Belarusian and English versions of TV programs and blogs was carried out.

This study can contribute to the creation of a comprehensive vision of the diffuse genre of interactive TV discussion in the media discourse, taking into account all the factors that form it. The results obtained can be used in further linguistic research aimed at identifying ways to implement genres in journalistic texts of media discourse, establishing genre boundaries, and the role of the compositional structure of media genres in the English and Belarusian languages.

Key words: genre, discourse, media-discourse, discussion, Internet-blog, interactive TV discussion, compositional structure.

For a long time, the genre has been the object of study by many researchers. Such linguists as Bakhtin M.M., Kozhina M.N., Gaida St., Arutyunova N.D., Levintova V.I., Naer V.L., Solganik G.Ya., Shmeleva T.V. and many others were engaged in the study of the genre and its place in the linguistic system, which formed a fairly wide range of views and approaches to the study of this phenomenon. The term "genre" is generally accepted and universal, serving to define the work of an established compositional form with the help of verbal signs. However, there is still no single definition of what should be considered a genre from a linguistic point of view [Тырыгина, 2010, p. 34].

The purpose of this study is to analyze the structure and compare the features of building a diffuse genre of interactive TV discussion (teleblog) based on the material of English-language and Belarusian-language TV programs in media discourse, which will help to establish the repertoire of schemes for building this diffuse genre. In this work we pay special attention to the communicative component of genres, as they are associated with the stereotyping of many communicative situations. Since various combinations of circumstances bring to life one or another genre, it is reasonable to assume that genres are realized in discourse, since discourse is the central link of human life in the language [Тырыгина, 2010, p. 82].

In linguistics the idea of delimiting text genres was first expressed by M. M. Bakhtin, understanding them as "relatively stable thematic, compositional and stylistic types of statements" [Бахтин, 1979, p.255], the defining features of which are units of verbal communication, such as dialogicity, from which all other features arise: goal-setting, completeness, realization of the author-addressee opposition, typical form, connection with a certain sphere of communication, characteristic linguistic means. In addition to the genre-forming features, one should also take into account the foundations that form the genre. Following V. A. Tyrygina, we believe that a number of foundations that form it can be distinguished in the genre, namely: cultural, sociological, communicative-pragmatic and cognitive, each of which contributes to the formation of it as a whole [Тырыгина, 2010, p. 77]. Arutyunova N.D. defines discourse as "a language immersed in life" [Арутюнова, 1990, p. 136-137], which means the use of language for special purposes, under certain conditions, corresponding to these goals and specific factors of the act of communication in the current moment. The interest of our study is the sphere of mass communication in the linguistic field of research, namely media discourse. Due to the fact that in the modern world of global development of innovative technologies, open access to information, high-speed messaging, the traditional framework for presenting materials related to certain types of media discourse genres (in our study, this is television) is being erased, and hence the language, as the main means of communication, is subject to certain changes. Linguists note such a phenomenon as the diffusion of genres, as a result of which the texts of two different genres are combined into one and can form new genre models.

This study examines the Belarusian-language and English-language diffuse genre model "interactive TV conversation" in the media discourse. The process of intensive search for more ad-
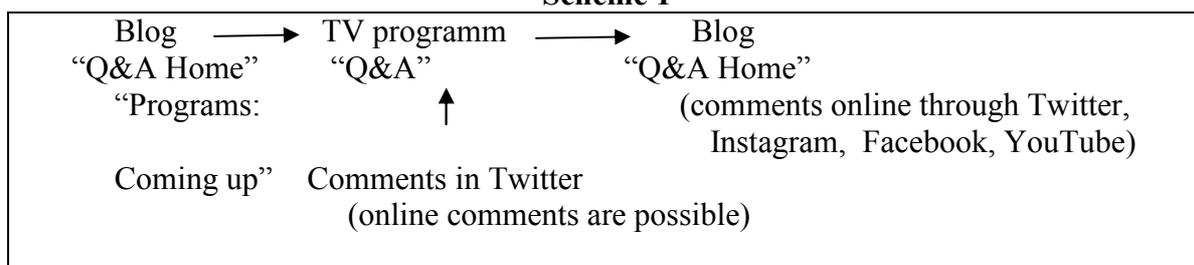
vanced ways of transmitting information is closely related to the development of innovative technologies in the life of modern society. Innovations penetrate almost all spheres of human life, modeling and simplifying many of its aspects. Thanks to new technologies, language, as a tool for people to communicate in such social areas as politics, economics, culture, medicine and many others, is also undergoing changes. Therefore, in linguistics, it is always relevant to study different types of discourse (medical, polemical, political, media, Internet discourse, etc.), as well as linguistic means and structures, with the help of which information is exchanged between speakers of a particular language in accordance with their goals. and tasks within a particular discourse.

The media system is quite clearly differentiated by the channel of communication: print, radio and television and Internet media. Each of these channels has its own set of media features that have a significant impact on the content of the media text and on the form of its reproduction [Кузьмина, 2011, p. 8]. According to Kuzmina N.A., media texts on the Internet and on television have complex specifics. The main feature of texts of Internet discourse is their interactivity, that means the possibility of feedback and direct participation in the communication process. The peculiarity of television is determined by the fact that it represents such a model of communication, which, on the one hand, is similar to the ordinary model of interpersonal communication, and on the other hand, is a specific form of communicative interaction [Кузьмина,2011, p. 8]. We believe that television and the Internet, as the two most developed communication systems, can interact with each other, giving rise to new genres of discourse. Modern journalists and TV journalists must take into account all the specifics of media texts and anticipate all possible modifications of genres. For this reason, the study of the interaction of the genres of these two discourses seems to us the most relevant. Genres of media discourse (radio, press, television), interacting with the main genres of Internet discourse - emails, chats, social networks, blogs and microblogs, Internet forums - allow media discourse to expand its information space, while increasing the number of participants. The result of the interaction of genres of different types of discourse is the hybridization or diffusion of genres.

In our study the diffusion of genres is determined as a process of interaction of genres related to different types of discourse - "television discussion" and "Internet blog", leading to the emergence of a special genre model, which we refer to as "interactive television conversation", which has its own linguistic and pragmatic organization within the media discourse. The purpose of the genre of interactive TV discussion is to engage the addressee in an active communication activity in order to interest, enlighten and stimulate the desire to participate in communication within the framework of the topic under discussion through channels such as an Internet blog and a TV program. The analysis is carried out on the material of the English-language TV program "Q&A" and the Belarusian-language TV program "Dyya@blog" («Дыя@блог»). Both programs represent a conversation on current topics between the presenter and invited experts or guests. In the English-language broadcast, there are spectators in the studio. One of the channels of communication with the audience is blogs, in which the presenters announce the topics of programs, discuss important social issues and answer questions from viewers. As a result of dialogue with the viewer through comments on blogs, the themes of new episodes of programs are suggested. According to one of the TV presenters of the Belarusian TV program "Dyya@blog" («Дыя@блог») and the author of the blog "Dyya@blog P.S." («Дыя@блог P/S») Naum Galperovich, - "TV viewers can take part in the organization of the TV-program. The core of the program is an interactive web blog. All the comments and questions sending to the blog will be commented in the online program" [Блог «Дыя@блог P.S.», Электронный ресурс].

Thus, it is clear that this genre is diffuse on such a basis as a channel for transmitting information. Consider scheme 1 (English model). We see that the new information is reflected in the "Q&A Home" blog under the heading "Programs: Coming up", then discussed in the TV show "Q&A", after which the recording of the TV show is posted on the blog so that the reader/viewer can leave their comments through mini -Twitter blog. It looks like this:

Scheme 1

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Blog  ────────▶  TV programm  ────────▶  Blog
"Q&A Home"        "Q&A"                "Q&A Home"
   "Programs:              ↑            (comments online through Twitter,
                                           Instagram,  Facebook, YouTube)

Coming up"    Comments in Twitter
              (online comments are possible)
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In the Belarusian-language model, new information is reflected in a blog on one of the topics (for example, «Дыяблог пра мову» ("the diablog about the language"), then discussed in a TV program under the same name, after which the recording of the program is posted on the blog so that the reader/viewer can leave their comments. It looks like this:

Scheme 2

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Blog  ────────▶       TV programm     ────────▶   Blog
«Дыяблог пра мову»     «Дыяблог пра мову»         «Дыяблог пра мову»
("DiaBlog about language")  ("DiaBlog about language") ("DiaBlog about lan-
guage")
(comments and questions)        ↑                     (comments)

                         phone-messages,
                         Online comments and messages
                         are possible  through the blog
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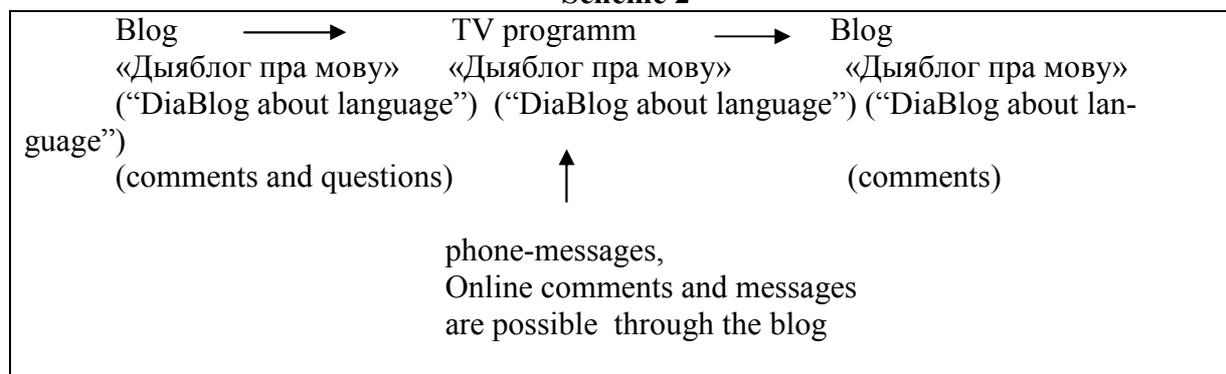
We can see that the schemes of two interactive TV discussions are similar, with the only difference being that the Twitter mini-blog is used for online messages in the English-language model, and SMS messages are used in the Belarusian-language model.

As a rule, 5 participants are invited to the TV program "Q@A" within the framework of one of the many topics. The topics are being discussed and program titles vary, for example: "Bad Feminism: Contradictions and Careers", "Economics, Regulations & One Word" , "Public Life and Public Progress", "Time Travel", "Teaching and The Meaning of Life" and others . It can be seen from the example that topics can affect both the economy, politics, social laws, as well as the field of education and culture. These topics showed the interests of the public and were more relevant at that moment. In Belarusian-language programs, one, maximum two guests are invited – an expert within the framework of the topic that the blog is dedicated to. It should be noted that in the Belarusian version, the TV presenter of the program is also the organizer of his blog associated with the program.

The main page of the "Q&A Home" blog contains information about invited guests. This page also has a section where blog readers can leave their questions to the expected guest. The "Programs" section offers TV announcements ("Coming Up"), an archive ("All Programs") and a compilation of the best shows of the year. The "Ask a question" section provides an opportunity to ask a web question ("Web question") – that is for leaving questions in a blog or sending a question in a video format ("Video question"). The "Join the discussion" section is intended for those addressees who wish to participate in the conversation directly in the studio, or live via questions sent to Twitter. The "About" and "Contact" sections are informational and organizational in nature: the "About" section contains information about the "Q&A" project as a whole, and the "Contact" section provides information for contacts. Thus, the TV show is created taking into account the needs and wishes of the audience - readers and viewers.

The Belarusian-language blog "Dia@blog" ("Дыя@блог") consists of several headings – "About language", "About literature", "About beauty", "About the Eternity", Dia@blog P.S. («Пра

мову», «Пра літаратуру», «Пра прыгожае», «Пра вечнае», «Дыя@блог P.S.».). The blogs themselves have the following sections – the main page, which highlights information about the invited guests, where blog readers can write their questions to the scheduled guest; a section containing information about the author of the blog - "About Myself", "Program issues", "Program topics", "Interesting things about the native language", "Photogallery", "SMS" («Пра мяне», «Выпускі праграм», «Тэмы праграм», «Займальнае пра мову», «Фотагалерэя», «СМС»). Some authors of the project "Dia@blog" may have slightly different sections, for example, the heading "About the project" was added. Thus, the interest of blog readers and TV viewers is at the heart of the TV show.

Let's take a closer look at the following table, which traces the relationship between the main elements of the interactive TV conversation genre: the stages of program preparation and its relationship with the blog, information transmission channels (blog and television) and participants (host / blogger, guest, reader-viewer and hypothetical viewer who does not read blog):

Table 1

Stage	Chanel	Participants
1. Starting point	Blog (new topic of discussions)	The presenter/blogger $\longrightarrow$ guests
2. Preparation	Blog	1. The presenter/blogger $\longrightarrow$readers 2. A reader $\longrightarrow$ a guest $\longrightarrow$the presenter/blogger
3.The main stage	Television (TV Program)	The presenter $\longrightarrow$a guest $\longrightarrow$a TV viewer
4. Reaction/reflection	Blog	All participants are able to leave comments

At the initial stage, responsible blogger journalists select questions from viewers and invite expert guests to the studio to participate in the conversation. For example, the announcement of the topics is reflected in the "Q&A Home" blog, where the blog reader sees which experts will participate in the next episode of the program. For example: *The Race for the Nation (Friday, 8 Apr 2022, 11:59am). Panel: Osher Günsberg, TV and podcast host; Megan Davis, Pro Vice Chancellor Indigenous, UNSW; Kate McBride, Farmer and researcher; Andrew Bragg, Liberal Senator for NSW; and Chris Bowen, Shadow Minister for Climate Change and Energy.*

In the Belarusian-language blog "Diablog about the language" ("Дыя@блог пра мову") the topics are also written: *Сустрэча з Людмілай Хейдаравай; Паэт з Вілейкі, бард Уладзімір Цанунін; Эпіграмы і пародыі Януся Мальца; «Дыяблог пра мову» сустракае Ірыну Глушэц и так далее. Чакаем вашых пытанняў да нашага госця!*

The number of questions often determines the relevance of the topic and the increased interest of readers-viewers of the blog. Thus, at the starting (1) and preparatory stages (2), the reader-viewer, through his questions, influences the formation of the future transmission. The question was voiced by the host in the program "Q&A" – Cheating, Climate, War & Democracy and discussed with experts: *Let's get straight to our first question, which comes from Bridget Dominic <…>.*

The Belarusian-language blog also notes a certain number of questions for each guest of the new TV program. For example *Добры дзень! У перадачы ад 15.09.2014 з вуснаў удзельнікаў прагучалі дзьве фразы, якія трохі збянтэжылі. Пры размове аб маладых паэтах адзін з удзельнікаў сказаў, что тыя выдаюць свае творы "за свой лік". Другі пазьней запытаў, як той "адносіцца" да іх. Мне заўсёды здавалася, что па-беларуску выдаваць творы можна "за свой, уласны КОШТ", і да гэтага можна станоўча ці адмоўна СТАВІЦЦА. Пытанне мае датычыцца дакладнага ўжывання беларускіх словаў. Пра маё стаўлянне да гэтага казаць ня буду* [Блог «Дыя@блог P.S.», Электронный ресурс].

We assume that stage 4 – the TV program, is the main one, since at this stage the maximum number of participants take part – the host who conducts the TV discussion (can ask questions to the guests, while being a direct participant in the discourse), and at the same time is an intermediary, voicing the questions of the audience and blog readers; audience – viewers who read (and do not necessarily read) the blog; the guests themselves, answering the questions of all participants in the TV discussion.

As a rule, in the English-language and Belarusian-language programs, the host first greets everyone, introduces himself and the guests. In the English-speaking program there may be from 4 to 6 guests: *Hello, and welcome to the program. I'm David Speers. And we're coming to you live from Melbourne tonight. And joining me on the panel: comedian Arj Barker; singer-songwriter Missy Higgins, who, I'm delighted to say, will be performing for us later as well; the executive director of the Institute of Public Affairs, John Roskam; presenter of 10 News First and Studio 10, Narelda Jacobs; and founder of The Resilience Project, Hugh van Cuylenburg. It's wonderful to have you all here in the room tonight. Now, remember, you can stream us live on iview and all the socials. #QandA is the hashtag. Please join the debate. We can publish your comments on screen from Facebook, Instagram, YouTube and Twitter.*

In the Belarusian-language program, one or two guests are usually invited. The host also welcomes the audience, introduces the guest, his program and blog: I swear you, dear sabers, at the program: *Вітаю вас, паважаныя сябры, у праграме «Дыяблог. Пра мову». Мяне завуць Алена Трацэнка, і я запрашаю вас да гутаркі пра роднае слова. У ёй кожны можа браць удзел, дастаткова толькі звярнуць увагу на адрас нашага блога ў Інтэрнэце, і пакінуць там свае запісы, або падчас перадачы даслаць смс-паведамленні з пытаннем, якое вас зацікавіла. Нашы госці – гэта людзі, якія любяць мову, якія размаўляюць па-беларуску <...>. І сёння мой суразмоўца, кіраўнік фолк-гурта «Ліцвіны» Уладзімір Бербер's.*

In stage 5 (Reaction/reflection), based on Table 1, readers of the blog, regular or hypothetically possible, can watch the TV show whenever they like, read the guest information, review all the questions asked, view the transcript of the program, read the comments.

Thus, the study showed that the diffuse genre of interactive TV conversation arose as a result of the need for English-language media discourse to expand its boundaries. The process of interaction of the genre of media discourse "TV discussion" with the genre of Internet discourse – "Internet blog" gives rise to a diffuse genre of interactive TV discussion. This diffuse genre is characterized by a complex multi-stage structure, which has such compositional elements as the stages of preparing the release of the program, information transmission channels and relevant participants.

As a result of the interaction of information channels – television and the Internet – information that previously could only be read in the press or heard only on the radio is becoming publicly available. Viewers can participate in the conversation through questions prepared in advance in the blog to guests, participate online via Twitter, Facebook, Instagram, leave comments in the blog. The English-language model of the diffuse genre in its organizational structure differs little from the structure of the Belarusian-language model. Differences are noted in the design of the sections of the blogs themselves, which is natural, since the creation of a blog is a creative process, as well as in the ability to use different channels of communication with the audience. In the English version, viewers who leave questions in the blog can come to the studio and ask a question live. Also in the English-language interactive discussion, the Twitter mini-blog is used (as well as Instagram and Facebook) to communicate with the viewer directly online. In the Belarusian-language model, communication is carried out using SMS messages, viewers are not invited to the studio. In our opinion, this diffuse genre has advantages over other genres of media discourse, as it has a unique structure and purpose aimed at attracting more participants in order to interest, develop and enlighten them.

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