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CULTURAL STUDIES AND JOURNALISM

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KEY FEATURES OF A NEWSPAPER REPORT

Introduction. A newspaper report is considered a journalistic genre that necessarily includes relevance, efficiency, and accuracy of the documentary. Though not everyone approves this genre, nowadays it is one of the most favourite genres of the modern journalists. As efficiency and reliability become the main qualities of today's journalism, informational genres are gaining more popularity. The variety of reporting capabilities makes it possible to put the reality description into words as deeply as possible.

The objective of the paper is to determine and describe the key features of a present-day newspaper report.

The media actively uses around twenty genres, and the most popular among them is the *reporting*. It is explained by the peculiarities of the genre, which open opportunities both to the author of the text and the reader. The reporting genre is actively developing today. All classic newspaper genres are considered the foundation of the professional journalism, because the latter was originally based on the newspapers. They marked the beginning of the systematization of all journalistic methods of the reality reproduction.

The report attracts readers and potential audience, as well as journalists. The main advantage of this genre is that the journalist, describing the event, becomes a participant and an eyewitness of it. As a result, it makes the report an alive and operative genre in journalism, which tells about the event, witnessed by a journalist

himself. The report is also considered a literary genre in journalism. Definitely, it can be called an interesting, bright and lively genre in journalism. Moreover, this genre has an absolutely free writing form. It contains accuracy, brightly expressed description details, deep understanding of the event atmosphere itself. As this genre can never be boring, it is popular among readers. Phased recording of the events and the exact time of a specific event description are important features of the newspaper report [1: 112].

In general, the report began to develop in Germany and Russia. It acquired particular resonance in the beginning of the 20th century. At that time, the report gained its main features: the reporter tried to convey the events as their witness, to create a so-called "presence effect". The Soviet Union journalists often used reports. As I. Svyntarenko mentioned in his lecture "Shine and Poverty of Journalism", "The journalist is a soldier of the party! He has to explain the party policy correctly and tell the people how to live and what to do" [2: 84].

The report refers to information genres. The main task of the reporter is to tell about the event, to give the detailed description of the course and create a "presence effect" for the reader. It is possible only if the journalist is a real witness of the event and can reflect it through the prism of his/her own consciousness, as a mirror. The report allows to express thoughts and ideas of the journalist, as he/she is the member of the action. However, not any event can be highlighted in the report: it must have some social significance, relevance, and perspective. This kind of report must reveal and show some new aspects of the reality. This feature makes this genre dynamic. This can be noticed in frame changes, transfer of the impressions, and experiences.

Conclusion. The report is also an emotional and detailed genre among others. In addition, due to the genre specific, all the materials are printed immediately. Such kind of material engages the audience and readers with its various interesting details, giving a description of the events that immediately takes the reader to the scene and gives the most accurate picture of the situation. The newspaper report is the fact that the reporter with the help of information creates the so-called "presence effect", allowing the reader to come to the event himself/herself [3: 49].

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