Formation of New Mini Universal Genre Types on Websites

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Abstract: This scientific article presents scientific ideas and interpretations of new genres that have emerged due to new trends in Internet journalism. The post and its genre features are classified.

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Today, a new form of genre is emerging in Internet journalism, consisting of short, author's observations, details, facts. This intermediate journalistic genre is known as the most popular post in Western journalism.

Post means "pillar, column" in English. "A post is a short, link to an event or object that consists primarily of personal feedback and observations[1]", admits the researcher. Another scholar Post is an additional "comment" information [2]", he explains. In both interpretations, the post is based on reasoning, the existence of an event, and the fact that the "comment" is information. In this regard, it is appropriate to evaluate the post, which summarizes the features of journalistic genres, as a special mini-tour on the Internet.

In his book Journalistic Genres and Formats: a Classification Model, Francisco de Assis divides media genres into three groups: news genres, observation genres, and interpretive, editing genres.[3]. The researcher also includes posts as a special type in the classification of genres in observation.

There is a lot of post-based material on online sites in Karakalpakstan. Especially due to the transformation of social networks into the appearance of the platform of sites, the use of posts in official content is becoming a tradition. On May 25, 2018, www.kruz.uz published a post "Senators held a mobile meeting in Nukus." The title of the article reads "post-message". The material is based on the author's comments on the process, personal observations. On September 8, 2019, www.makan.uz posted an article under the heading "Post news" about an artist from Moscow making an installation of ceramic vessels in the Aral Sea. It reflects the attitude of the author Lola Kalikhanova to the work. In the interpretation, the information requirement is partially met.

Mini universal genres such as post message, post article, post report, post interview are the types formed in a new direction on the internet. The use of this type of genre is widespread in journalism on Karakalpak websites and social networks. @Dosjanov's Instagram page also has post articles and post messages. Although the author's opinion and views take precedence in the materials, publicity, information, and the formation of public opinion come to the fore. It was observed that a series of materials on the Post section were published on www.kar24.uz. On the page on September 4, 2019, "Post message: Attention, attention!" message posted. The article described road signs affixed to roads and cars by Youth Union activists. On August 20, 2019, a post report was published on the topic "Post message: Freedom for the dollar or the benefits of withdrawing cash from the bank". In this regard, it is recommended to use the factual type as a mini-universal genre in Internet journalism, written on the basis of the author's comments and observations, which embodies the features of the journalistic genre and focuses on the formation of public opinion. The genre, which is a relatively new concept in science, incorporates the specific features and trends of the Internet.

"Blog based post. Post is the text of this blog. Each post reflects a separate topic[4]". The basis of journalism is a combination of subject and text. Although the author's personal observations, feedback and attitude, personal experience and advice play an important role in the post, it has journalistic functions such as publicity, promptness, personality (as in the article genre). These general principles also apply to journalism. While formats such as Longrid, Infographics are the main genres of multimedia journalism, post is the genre of journalism on social networks. Therefore, we consider it expedient to look at the post, which is emerging as a new species in the Internet media, as a mini-universal genre.

It has not been long since the site www.kar24.uz was created. Created in December 2018, the journalistic address consists of sections "News", "Articles", "Interview", "Journalistic Inquiry" and "Photo Fact", "Post". The content contains 25 materials per

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[1]URL: www.mediaum.com/inside-the-news-media/post-journalism-b6a8a7553fa

[2]URL: Mark Duezde Online Journalism: Modelling the firs Generation of News Media on the World Wide Web, https://firstmonday.org/ojs/index.php/fm/article/view/893/802

[3] URL:Assis F.Journalistic genres and formats: a classification model, http://www.scielo.br/pdf/interc/v39n1/en_1809-5844-interc-39-1-0039.pdf

[4] Қосимова Н. Интернет журналистика технологик асослари. Ўқув қўлланма. -Т.: "Мирзо Улуғбек номидаги Ўзбекистон миллий университети". 2012. – Б.58.

day. Only post-shaped materials posted on social networks that are not included in the site itself can be found. In general, the fact that online sites in Karakalpakstan are moving from the process of formation to the stage of development can be classified by the following criteria:

- increase in the number of journalistic websites;
- the emergence of a competitive environment between sites;
- Increased desire to be the first to report on events in the region;
- Increased interest of people in obtaining information from public sites;
- Strengthening trust in the information provided by the website. (Appendix 11.)

In conclusion, it should be noted that online sites have changed the journalism environment. The leading features of these web content, such as speed, interactivity, have further enhanced the capabilities of internet media. Now the audience is not controlled by higher authorities and there are no certain limits on information. Because it is impossible to censor efficiency. Speed and openness are the hallmarks of the internet. In our opinion, websites on the Internet are the active disseminating content of the Internet. Thanks to special web-sites, the audience's ability to receive news quickly, easily and conveniently is further enhanced. In addition, the choice of topic in the Internet media, the composition of the material differs from the traditional media. In our opinion, this difference is related to the capabilities, requirements and features of the network. In online journalism, there have been many instances of the story being told in few words, including sentences. This is due to the excessive amount of data in the network and the infinity of possibilities. On the other hand, it shows that the network media is gaining uniqueness in terms of language and style. At the same time, the features and possibilities of the post, which is widely used in Internet journalism and is unique as a genre, were considered and it was found necessary to recognize it as a mini-genre.

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