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GENRE TRANSFORMATION OF MODERN JOURNALISTIC INTERVIEW

Gathering information for journalists is obligatory and essential part of professional activities, while the access to the creation and transmission of a message may vary depending on personal tasks, genre, nature of the material, etc. [2, p. 318]. Information disclosure partly carried on personalized author's access thus personal author's style is created.

The accumulation of information, facts, opinion on the problem as basis of information activity concerns genres of journalism. The essence of interview as a journalistic genre is dialogic construction of material in the form: question-answer [2, p. 330]. Interview as information genre has its varieties: conversation, message, considerations, etc. Genre of conversation as kind of interview provides a discussion with interlocutor, comments on reply and expresses opinion of event. Interview-reflection isn't only information genre but also analytical. Beside the presentation of event there are important thoughts of respondent about it.

Job of modern journalist requires possession of skill asking questions [3]. They must be meaningful and unconventional. Static communication should be avoided; questions must have some subtext, intrigue. Basically, the purpose of the interview is to reveal the human personality, create its professional portrait and show some aspects of privacy. It is possible that some time later the interview genre will become more signs of artificially created, lose its limit of purely informational genre varieties and will include analytical, problem, iconic aspects.

Genre modifications and the emergence of numerous varieties of interview caused detailed thematic branching (biographical portrait interview) [1], functional purpose (interview "stream of consciousness"), specificity of certain method of

collecting and processing information (interview-questionnaire, focused interview), scope of text, genre diffusion and cross-correlation.

Thus, social and political situation in Ukraine of late 20th – beginning of 21th century changed the role of journalism. Creation of new journalistic genres is actualized and populated, known and established – transformed. The reason became modern globalization processes, the requirements and preferences of recipients have changed. Interview as a genre became one of the most popular and commonly used because of public character. Such kinds of genre interview are gaining popularity: analytic, “stream of consciousness”, portrait, conversation, etc. They not only bring information about person, event, situation, but have features of analytical, artistic and publicist genres.

Literature

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