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Nataly A. Prom
Volgograd State Technical University
Volgograd, Russian Federation
natalyprom77@mail.ru

MEDIAFACT IN GENRE CATEGORIES

Abstract

In the article, media fact is presented as a media stream unit, alternative to text. According to the hypothesis, (i) media facts are able to form texts, as well as act as independent texts, (ii) the media fact should be considered an information construct of media reality, which the recipient of this reality is ready to regard as a fact. In linguistics, the idea of primary and secondary media texts and genres has already been suggested. The major finding of this study is that the category of primary / secondary / tertiary units appears applicable to media facts and enables to establish their types in terms of genesis and functionality. Primary media facts are considered news messages with the informing function and focus on reality events. Secondary media facts are the ones containing analytical interpretations of primary facts and are aimed at achieving a certain impact on the audience. Tertiary media facts contain an interpretation of primary or secondary facts, with the emotion of the initial fact being focused. The facts of this kind can be found both in the information field and in entertaining content.

Keywords: media discourse, media fact, genre, category, primary / secondary / tertiary media fact, emotion, humor.

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