

The Evolution Of Analytical Genres In Modern Media

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Received: 12 November 2025; **Accepted:** 04 December 2025; **Published:** 07 January 2026

Abstract: This article provides a comprehensive academic analysis of the evolution of analytical genres in journalism, emphasizing their historical development, theoretical foundations, and contemporary transformations within global media systems. The research follows the IMRAD framework and applies qualitative analytical methods to examine how analytical genres adapt to digital communication environments. The findings demonstrate that analytical genres remain a crucial instrument for interpreting complex social, political, and cultural processes in the era of globalization.

Keywords: Analytical genres, journalism, evolution, IMRAD, media studies, digital media.

Introduction: Analytical genres occupy a central position in modern journalism due to their capacity to provide in-depth explanations and critical interpretations of social reality. Unlike news reporting, analytical texts focus on causal relationships, contextualization, and reasoned evaluation of events. In conditions of information overload, analytical genres help audiences construct a coherent understanding of complex processes (McQuail, 2010).

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METHODOLOGY

The methodological framework of this study is based on historical, comparative, and content analysis methods. Historical analysis allows tracing the emergence and transformation of analytical genres across different stages of media development. Comparative analysis is applied to identify similarities and differences between traditional and digital analytical formats (Deuze, 2018).

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RESULTS

The results indicate that analytical genres have evolved through several stages. Early analytical thinking was primarily reflected in philosophical and political treatises, while the development of mass journalism institutionalized analytical articles, commentaries, and reviews as stable journalistic forms. In the digital era, analytical genres increasingly integrate multimedia and interactive elements (Kovach & Rosenstiel, 2014).

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DISCUSSION

The discussion confirms that analytical genres demonstrate high adaptability to technological and social change. Digital platforms encourage concise yet conceptually dense analytical texts supported by data visualization and hyperlinks. At the same time, this transformation imposes new professional requirements on journalists, including data literacy and algorithmic thinking (Castells, 2011).

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CONCLUSION

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