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CLASSICAL TYPES AND NEW FORMATES OF THE INTERVIEW GENRE

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ABSTRACT

The article discusses the types, specifics, and advantages of the interview genre, their use in print, television, radio, and the internet.

KEYWORDS

Genre, interview, classification, format, classic interview, internet interviews, form, content.

INTRODUCTION

In the information age, we are faced with necessary and unnecessary information every day. However, when receiving any information, we pay attention to the fact that it was obtained from the first source, from the first hand. Who is transmitting the information? This shows that interviews are the most important genre of journalism. The peculiarity of an interview is that the audience quickly perceives information through it, it is easier to understand facts, the answer to a journalist's question given by a specialist, a witness of the event is convincing, the information is

impressive. Interviews will be organized to analyze current events, find answers to problems awaiting resolution, to know the mood of participants of various holidays, sports competitions, conferences, to determine the results achieved, to study public opinion and other issues. The interview can be attended by ordinary citizens, including high-ranking, socially significant individuals.

Interviews are used as a method of obtaining information and as a genre. The first is a

communication process organized in the form of questions and answers; the second is a result designed for public announcement, structured in the form of questions and answers. Both as a style and as a genre, the basis of an interview is a dialogue, a question-and-answer. But as a genre, the interview occurs in different forms depending on the journalist's attitude towards the event, the tactics of conducting the interview, and the characteristics of the mass media. There are many types of interviews. Before talking about them, let's briefly dwell on the definition of the interview genre and its place in the context of genres.

Until now, we have studied journalistic genres in three large groups.

Information: news, reports, reports, interviews.

Analytical: article, correspondence, conversation, review.

Artistic journalism: essay, essay, illustration, feuilleton, pamphlet.

Attention should be paid to the fact that this interview has become relevant to all three groups. As a convergent genre, types of interviews such as interview-essay, interview-sketch, and interview-essay have also been implemented. There are conflicting opinions on the classification of genres mentioned above, as well as on interviews. Some interpret conversation as a type of interview, others remind that

conversation is a genre for itself and belongs to the analytical group. However, we support the theory that conversation is a type of interview. The reason is that modern technologies are undergoing significant changes. As a genre, stable and flexible are used differently on different platforms. We can see different forms of the same genre in print, radio, television and the Internet. Among them, along with modern formats, there are classic interviews.

According to the form and content, the interview is divided into several types: interview-monologue, interview-dialogue, interview-message, exclusive-interview, blitz-interview. For example, in newspapers, the interview monologue stands out. In this case, the respondent, i.e. the hero, is asked a question on one issue, and he only gives a complete answer to this question. After the topic, in the introductory part, it is reminded with whom to talk and what question to answer.

Today, people have neither time nor patience to read a long text. Therefore, small formats are increasing in accordance with the needs of the audience. The criteria for creating text are also changing with time. Comparatively speaking, the interview-dialogue is more read in the daily press than the interview-monologue. The interview-dialogue, consisting of questions and answers, does not bother the reader, does not bore him. Any student can glance at the

questions and read the part that seems interesting to them.

One of the most common forms of interviewing is an interview-message, in which an event is reported through its witness, participant, or organizer. This can supplement the main message or be given separately.

An urgent interview is called an exclusive interview. It will inform about unexpected events. This interview is not scheduled in advance.

Blitz interviews consist of a short question and answer session. These questions will be related to a person's personal life. Often, in interviews with cultural workers, singers, actors, quick answers are given to such urgent questions. However, Russian scientist M. Lukina explains the Blitz question as follows: "Blitz question aims to gather different opinions on any specific, usually narrow issue. In English, it is called "street talk." The Latin version is called "vox pop." The peculiarity of such interviews is to ask the same questions to as many respondents as possible, one or, conversely, to representatives of different social groups.[1]

According to M. Lukina's classification, there are such types of interviews as interview-message, operational-interview, blitz-interview, interview-inquiry, portrait-interview (profile). The Russian scholar warns that a journalist uses one of the forms of creative interviews - conversation, when he is not only

a transmitter of information, that is, a mediator between the respondent and the audience, but also interacts with the hero in the process of joint creativity. Therefore, as discussed above, conversation is considered a type of interview.

It is used when it is necessary to study the interview-investigation problem or the topic in full. Its main goal is to find an individual approach to the respondent and "extract" the necessary information.

Portrait interview. In some scientific definitions, it is also called "profile interview," "personal interview." The main task is to talk about the character's personality. The hero of such an interview must be a person who has distinguished themselves in some sphere of public life, is famous, and arouses the interest of many. Current issues and problems may not be raised in the portrait interview. Some scholars view the portrait-interview as a type in which the hero tells a story about himself. In this regard, this interview is close to the artistic and journalistic genre.

M. Lukina stated that press conferences, briefings, roundtables, telephone interviews, and various internet services of interviewing - email, forum, or chat - can be implemented as forms of conversation organization.[1]

In his book "Television Journalism," Kuzneshev presents approximately the following typology of television

interviews: protocol, information, portrait, problem, questionnaire.[2]

According to A.V. Kolesnichenko, a candidate of philological sciences, an interview may belong to one of the three genres traditionally accepted in journalism. He noted that there are different types of interviews: message, expert, personal.[3]

Most of the interviews fall under the category of informational genres. However, in terms of various parameters, some of its types are used as analytical and artistic-public materials. There are those who are divided into groups by the theorists. The diversity of such classifications shows that journalism is a widely winning and most sought-after genre in journalistic literature.

It should be acknowledged that the distinction between the concepts of "interview as a method of obtaining information" and "interview as a journalistic creative genre" is clear. However, in terms of classification, they often complement each other. And almost the same. This creates confusion in the process of learning and assimilation, especially in explaining the topic to students. Scholars offer different classifications of interviews: the subject matter of the interview, the purpose, the nature, form, type of organization of the information received, the level of standardization, the journalist's participation in the interview.[4]

Shostak identifies four types of interviews: informative, expert, problematic, and conversational.[5]

Scholars also classify the interview by form. N.G. Bogdanov and V.A. Vyazemski distinguish the following types: interview-dialogue, interview-monologue, collective interview, interview-sketch, and questionnaire [6].

We distinguish another important classification of interviews based on their organization. Theorists propose the following types of conversation organization: press conference, briefing, round table, telephone conversation, online interview.

A telephone interview refers to the most convenient and fast format used by journalists on the radio. When it is necessary to obtain an explanation for a specific situation, this type is used to fill in the information and clarify it.

Today, the youngest and fastest-growing form of interviewing is conducting interviews using the capabilities of online interviews - social networks, email, chat forums, and video calls.

Any genre is a form of reflecting an event and can develop further as a result of journalistic skill. For example, we recognize journalists by the material they write, the author's broadcasts, and the broadcasts they host. Therefore, the genre is formed as a unique

style of a journalist. Interviews are also conducted by journalists in various forms. Here, the main place is occupied by the channel of information transmission, journalistic skills and real-time situation. In general, there are many types of interviews. We preferred to distinguish them based on different information transfer platforms:

Newspaper-journal interviews: interview-monologue, interview-dialogue, interview-message, thematic interview, personal interview, portrait interview, expert interview, investigative interview, controversial interview, analytical interview (or conversation), quick interview, joint interview.

In radio and television: interview-message, thematic-interview, personal-interview, portrait-interview, expert-interview, investigative-interview, controversial-interview, podcast-interview, interactive-interview, improvisational-interview, joint-interview, talk-show, round table, debate, discussion television bridge.

Internet interviews are the most developed formats today. Let's analyze them:

1. Textual interviews: printed in written form. They are mainly distributed through websites and blog posts.
2. Audio interviews: podcasts and radio shows are the main forms of audio interviews. Interviews of this type

were often delivered to listeners through online podcast platforms or the websites of radio stations.

3. Video interviews: via YouTube, Instagram Live, Zoom, and other video platforms. In these interviews, video imagery and sound dominate and leave a greater impression on viewers.

4. Live Interviews: Interviews of this type are conducted in real time through social networks (Facebook Live, Instagram Live, TikTok Live) or special live streaming platforms. Viewers can participate directly with a question.

5. Email or Chat interviews: interview questions and answers are sent and received via email or chat (e.g. Telegram, WhatsApp). This method is often used in long-distance or busy interviews.

6. Social Media interviews. Interviews of this type are conducted through social networks such as Twitter or Instagram. Users will submit their questions.

7. Blog interviews: are written as blog posts. Blog owners or guest bloggers conduct interviews and post on their blogs.

8. Webinar or Web conferencing: these interviews are conducted on special webinar platforms or through web conferencing programs. This method is often used in the fields of education and business.

Each of these types has its own style and approach, adapted to different audiences. However, today there is no clear answer to the question "which genres are included in the interview?" In her dissertation "Modern Modification of Dialogic Genres on Television," O. Kulmuradova includes interviews as part of dialogic genres and identifies conversations, interviews, talk shows, and debates as dialogic genres of television.[7]

There are many types of interviews in Russian and domestic scientific books, some of which differ in their functions, although the names are the same. It is not yet clear which genre group should include interviews with interviews, talk shows, debates, blitz interviews, and podcasts. However, the rapid development of modern information technologies has had a significant impact on the concept of genre and its classification. Genre integration has intensified. They are called formats. The main thing is that the journalist chooses a form that corresponds to the content of the information, and delivers it quickly, effectively, and understandably to the material through an information channel. The diversity of types of interviews can be viewed as a result of excessive information, the

inquisitiveness and mastery of journalists. How they are named, classified, and modified in foreign and domestic science, science studies in its own way. However, since journalism is creativity, scientific definitions are not a rigid theory, but as a result of innovation, they undergo changes in accordance with the times.

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