Free Style Of Genres As Logic Virtual Network

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Abstract. The article considers the genre as a linguistic and stylistic expression of the form of a blogger work. The picture of traditional genres undergoes a radical transformation on the Internet, and the genre of the work takes shape at the intersection of active linguistic and stylistic forms, as well as on text dynamics. The logical result of the technical and semantic convergence of genres is not only their diverse use, but also their free style.
Keywords: language-stylistic expression, linguistic and stylistic forms, genre, blogger, style, internet, publicists, journalists.

1. INTRODUCTION

"The diversity and interjection of the principles of division leads to disputes in the theory of the genre," the authors of the Literary Encyclopedic Dictionary write. "So, the very question of whether the genre is a category of content or a category of form is unclear... The theory of the genre is often unable to cover the entire system of genres or clarify the place of this literary work in this system "[1, 107]. We do not think that for the authors of the dictionary it is unclear what to attribute the genre to the content or form, because in his other articles the genre is assigned to the form. Apparently, this is the position of the author on this issue of this article.

It is also noted that the content of this concept is constantly changing and becoming more complicated, partly due to the insufficient development of the theory of the genre. The belonging of the genre to one or another literary kind, as well as its aesthetic qualities, are insufficient grounds for distinguishing the genre, therefore, a third principle is needed - the volume and corresponding general structure of the work [1, 106-107].

2. LITERARY REVIEW

The problem of the genre as a linguistic and stylistic expression of the form of journalistic work in recent years was better studied by A.N. Teplyashina, who wrote several works on this topic. "The genre in journalism," she says, "is a historically defined method of displaying real reality, with a system of stable signs that characterize the form. Each genre has only its inherent structure of such features. That is why when analyzing the form of a journalistic text, it is necessary to take into account first of all the signs that are due to the requirements of the corresponding genre. At the same time, each genre within the group has its own features, which are also common for all textual modifications that meet the requirements of this genre [2, 119]. We believe that the genre has both intra-group features and symbols turned outward. And if, from a purely philological point of view, internal elements prevail, then from the point of view of the social attractiveness of the text, it is the external qualities of the genre that are more valuable.

In addition, the practice of studying blogger texts showed us that the analysis of the lexical composition of the text and its genre form exclusively in linguistic terms turns out to be,

albeit detailed, but generally unproductive, since there is an artificial isolation of these issues from the social and creative background on which the author acts. Therefore, it is more correct to consider these categories, or rather, verbal units of the text, their combinations and construction in the text from a comprehensive point of view, which includes from the worldview of the author and the Internet context to the combination of their two words.

Quite often, experts divide languages   into practical and poetic. Such an approach should not be considered an end in itself. The study will be more complete when, in the everyday practical use of the language by bloggers, the latter will find both an informational and political beginning, as well as an artistic and aesthetic system.

Concludes the article, A.N. Teplyashina summarizes the genre typology of the text as follows: "Recognizing the existence of various points of view on the problem of genre formation (A.A. Tertychny, L.E.Krachek, etc.), we agree with the statement that the basis for typologization, i.e. attribution of the genre to one or another class, type or modification, may be The fact that the author is the first in this list is deeply natural, because the genre reflects, first of all, the deep qualities of his attitude to the displayed world, as well as his writing handwriting, while the visible attributes of the genre are their external embodiment.

The author partially speaks about this in his other article, where he correctly notes in the genre his multi-directional possibilities, albeit called by another researcher. "As A.I. Yesin rightly believed, it will be logical to recognize genre status for any type of text that has a fairly stable and clearly expressed dominant of a meaningful, formal or functional nature, regardless of the presence of mandatory and stable correlations between content and form, structure and function" [35, 167]. And even the content, function and form, combined, are not yet a full-fledged list of manifestations of the genre.

The author rightly believes that the genre is formed as a result of a series of creative stages: "The process of formation of a new genre in the journalism space goes through several stages: the emergence of elements of a new genre in the bowels of the existing genre system, its isolation into an independent genre system, its stabilization in the defining historical era, reaching a climax in the development of the genre, the gradual accumulation of new qualities in the genre at the stage of rethinking (or expanding, deepening, repeating, affirming - N.I.) and, finally, the transformation of the genre (subsequently - N.I.)

In the multimedia era, all these stages follow each other much faster, while convergence is the main factor in genre formation "[3, 168]. It is the convergence of genres that is one of the main laws of genre formation of the information era, which will be repeatedly mentioned below.

We believe that other stages of the emergence of genres can be proposed. Perhaps you should start with the need for new genres, for example, in short, accurate news reports (announcements). Or with the need to first establish contact with an ever-busy audience, otherwise the work will pass by it (verbally catchy beginning of publication). It is also necessary to enter into a trusting relationship with the reader and develop conversational genres.

The pattern of the emergence of a globally new genre picture is explained by the fact that the information age fundamentally changes everything - the exchange of views as the origins of people's consciousness and worldview, as well as the process of their communication, the journalistic and journalistic works created, their perception by the audience, etc. So, the new century influenced most of the elements of poetics of an artistic work, so the latter are seriously transformed under its influence. Journalistic works do not have their own theoretical poetics, like literary criticism, so analyzing changes in journalistic works from this point of view is extremely difficult.

Therefore, experts do not talk about the poetics of journalistic works, especially since they do not talk about the poetics of blogging works. However, if such a conversation had taken

place, it could have been noted that in the new century the poetics of blogging works began to play a large role not only in the knowledge by the readership of this new sphere of public life, but also, to an even greater extent, in the formation of a new information world understanding of a wide audience.

Publicists and journalists have a tendency to make the most of the available vocabulary for a richer language of their works. But until now, as a rule, they did not go particularly beyond the limits of academic dictionaries, which made them journalists of that time. This also happened because the freedom to choose words, the lexical composition of the text and stylistic techniques were associated with responsibility for their use. However, the era of the Internet has dramatically expanded the range of words and concepts used, violated the established harmony of law and duty in favor of law, demonstrating disregard for the linguistic punctuality of a person conducting mass information work.

The new era creates a great advantage for bloggers in the sense that they may not be limited to one site, but move with their comments and messages on many pages. From here there is a multi-unity and multilingualism of the blogger movement.

The genre is harmoniously dissolved in the text, and the freer the text, the freer the genre. But a number of serious requirements are placed on this freedom, since blogging, since it issues a public work, is brought to the masses, is a socially significant activity and invests its language products in the minds of people.

A creative worker, whether a writer, journalist, publicist or blogger, is free in his work, but he is free to a certain extent. He is as free as he is ethical and as he understands the audience for which the work is intended. Therefore, his choice of artistic, journalistic, stylistic and linguistic means follows a narrowing and the further, the less opportunities he has for the free use of certain means. It can be assumed that he is the freest in choosing the topic, the least in the language presentation of the material.

According to N. Chomsky and R. Berwyn (2018), information is received and understood according to a hierarchical principle, its presentation - according to a linear one. Linearity is the only way to present material, moreover, it is the only way to find a common language with another person.

Therefore, from the point of view of choosing presentation methods, the category of genre, to a lesser extent style and to an even lesser extent language, is the freest. The choice of genre is made in hierarchical order, while the language means are in linear.

3. METHODS AND RESULTS

A study of a large number of publications by many bloggers over the past few years has shown that most of them do not adhere to the rules of the genre and write as they consider more convenient. Therefore, it can be said that from this point of view today the free style of genres, as the logic of the functioning of a virtual network, is a greater pattern than the media tradition of presenting materials in accordance with the requirements of genres that existed for many decades. From this point of view, consider a number of materials by specific authors.

Blogger Umid Gafurov is the author of the TROLL.UZ project. [4] Has 65 thousand Instagram followers. Its publication of March 12, 2018 does not have a common title, but a lot of internal subheadings, is complex from a genre point of view and consists of the

following parts: 1) a brief description of the site; 2) travel, study abroad; 3) colleagues in the workshop (bloggers and blogging); 4) the arrival of fame; 5) differentiation of accounts; 6) monetarization of the site; 7) subscribers from other countries; 8) criticism of the site. The genre of material as a whole can be qualified as the history of the site.

The material is filled with interesting facts, but its main advantage is manifested in the fact that it is broadcast as a fairly simple and accessible way of conducting information work. Until now, to reach a mass audience, it was necessary to use expensive and inaccessible funds for the authors: newspapers and magazines, radio and television. Blogging requires a little: inexpensive technique, search for information, their processing and broadcasting. And, of course, creative abilities. Previously, the criterion of creativity of the author was determined by the media editor, now a mass audience gives him an assessment, which is fundamentally different things.

The language of the material is simple and accessible. Its attractiveness is provided by the non-standard words and turns used in the publication, which, like islands, attract the attention of the reader:

- "like" troll ";

- "TROLL.UZ account is more related to humor";

- "personal blog is me and my personal views on life";

- "I hope subscribers will forgive my love for experiments";

- "Why is blogging activity in Uzbekistan generally less developed than in Russia or Kazakhstan?";

- "Good Internet in Uzbekistan is considered a luxury";

- "The development of blogging directly proportional to the development of the Internet in the country";

"The country does not fully understand who the blogger is and what he does." It remains to add that users from more than 45 countries are subscribed to the project.

Blogger Daniyar Toktomametov - McDoncha spoke on his page "https://themag.uz/post/bloggery-kumiry-novogo-pokolenija" on March 12, 2018. He has 468 thousand followers on Instagram. His material is written in the genre of confession popular for bloggers:

- "It was at that period that people began to go on Instagram. The time limit of the video then was 15 seconds and it motivated us, because to compress a large sketch and at the same time make a person laugh is very hard, you must attract his attention from the first seconds ";

- "strong energy was transmitted in the video - there was a situation, image, person, text and music";

- "Initially, the video was created because I was asked to promote a page of about 3.600 people, and I had to sell this account";

- "here I remembered my image in KVN - a person with an accent";

- "the idea to record the rep came thanks to the different cons that I listened to";

- "so, we brother shot half a dozen videos, which were alternately uploaded to the page, the fifth video was the video" Tears flowed up ";

- "The first line of the verse turned into my name, when people recognize me, they do not shout Daniyar, but -" Hey, tears flowed! ";

- "Afftarzhot" is a very good program, because excellent videos are shown there, the hall is prepared and perceives everything adequately, which cannot be said about the classic program "Let them talk" (Author and blogger Timothy introduced Alexander Malakhov - N.I.);

- "there were no subscribers, although, to be honest, this does not matter to me. I believe that few subscribers are better, but real, devotees ";

"I don't position myself as a blogger. Being a blogger is entertainment, serious business and blogging is possible if only you are interested financially. I have a creative interest; the issue of money is not very interesting to me at all. I can take a camera and go and shoot an unblemished philosophical video, from which I will get a sea of   pleasure. But humorous videos shoot more, because recently people do not want to bother. " T.O., the author does not consider himself a blogger, although, in our opinion, he is one. The time for classifying bloggers as people entertaining the public has long passed. Authors who attract thousands of audiences cannot be such by predestination.

The material "Bloggers - idols of the new generation," published on March 12, 2018 [4], is very short and written in the genre of notes, although it does not correspond to the classical requirements of the genre in the subject matter. He is unusual in setting the question raised in him: "Around you can increasingly hear the phrase:" I do not watch TV. " And true, modern youth almost do not watch him, because she herself prefers to make a choice. That is, they can watch television programs, but exclusively those that they like, and not pay attention to the imposed information stream broadcast on television from morning to evening. As a result, in the modern and more free information space, their stars appear. In the material The Mag, personalities who love a lot of people with their work, idols of youth are bloggers. " T.O., some oblivion of the book in the late industrial century found its continuation in the reduction of television views at the beginning of the informational.

The material of Eldana Satybaldieva - EldanaFourEyes, which has 594 thousand followers on Instagram from (look at the manuscript and set the date), is also prepared in the genre of creative confession. According to it, the author's preferences are clearly visible:

- "I shot short humorous videos - wars, although I do not like when they are called so";

- "I prefer not to call myself a blogger, because it sounds too pathetic";

- "I shoot videos for Instagram and YouTube. All the time I devote to my cause, this is part of my life ";

- "I always try to remain myself, in no other way";

- "my work is very interesting and besides Instagram and YouTube, unfortunately, I have not shown myself anymore";

- "Of the negative aspects - negative people and increased responsibility. If earlier I just filmed everything in a row, then recently I began to feel responsible for what needs to be distributed ";

- "Do not blogger! Well, seriously, just be sincere ";

- "Regarding a certain strategy, I am often asked about it, but it is not. I just share my positive emotions with people, and they like it. "

This credo of the author determines the nature of his activities in a wide range of parameters, including linguistic and stylistic ones.

On October 13, 2018, the "Business Laboratory" material was released on the https://www.spot.uz/ru/2018/10/13/lb-blogs/ website: three bloggers of Uzbekistan talked about earnings, features of advertising and the removal of posts. " Here, at the blogger panel discussion, Umid Gafurov, Sardor Babaev and Diyora Beta shared their impressions of the specifics of the work of bloggers of the republic. Information was given that the richest video blogger in Russia, Valentin Petukhov, earned 28 million rubles (about $424 thousand). The most expensive blogger in the first half of 2018 was Yuri Dud. The cost of one post on his channel in YouTube will cost the advertiser 1.2 million rubles (about $18 thousand).

In Uzbekistan, bloggers also learned to earn money. The record of Umid Gafurov is 10 million sums per month. On average, the blogger still earns a little - 3-4 million sums. This is so because many self-respecting bloggers accept advertising selectively, only from reliable partners.

There are many language representations in the material, which contain both methods of attracting the attention of the audience and the linguistic and stylistic specifics of blogging work. Here are some of them:

- "blogging can become a major and serious source of income. To do this, you need to have a multimillion-dollar audience, to win, and most importantly, which is very difficult to keep in a huge stream of information ";

"Why is it difficult in Uzbekistan to earn a lot from blogging, what mistakes should not be made, how much does advertising cost local bloggers and why do most advertisers get refused?";

- "Umid Gafurov:" Now the attitude of ordinary people to bloggers is not very good. We are treated as loafers who do not know how to do anything "";

- "For some reason, in Uzbekistan bloggers write mainly on political topics";

- "Sardor Babaev:" Blogging is more of a hobby, a method of self-expression. I want to engage in creativity, as I grew up in a creative environment ";

- "The coverage of satirical videos by Sardor Babaev is still slightly inferior. The largest number of views was a video about Uzbek gin ";

- "According to the blogger, even in the most difficult times a week a couple of people come up with a proposal for cooperation";

- "In Uzbekistan, Telegram channels such as Uzbek MDK, Kanallarnidodasi earn the most. Only they do not always play by the rules, using screaming headlines, sometimes unverified and inaccurate information ";

- "After all, even in neighboring Kazakhstan, where the population is almost half as small as in Uzbekistan, there are blogs as" Ufreim "with 3.3 million subscribers";

- "" 80% of the audience Troll.uz is located in Tashkent. Further in the rating are Moscow, New York. Regional cities, Bukhara and Samarkand, are on the 10th and lowest lines. I think other bloggers have about the same picture, "said Umid Gafurov";

"Another problem that hinders the development of this sphere is the stereotype that bloggers are loafers, as well as accusations that their work contradicts the so-called". With the memory of bloggers, oppositionists who criticize the country come to the mind of most people";

- "Real bloggers - in the Uzbek-language segment You Tube. Humorous channels have millions of views and hundreds of thousands of subscribers. This is who in Uzbekistan earns a YouTube. For Russian-speaking Uzbek bloggers, so far YouTube is something distant, but attractive, "says Sardor Babaev";

"For dessert a couple of tips to beginners."

We believe that in order for bloggers to write correctly and well, including in language terms, it is necessary that the general public, and not only young people, know about them. To do this, bloggers must take their work responsibly, and the audience takes them seriously.

There is another point regarding the language policy of the blogging movement in Uzbekistan. For some reason, it is believed that Russian-language blogging is more common in the republic, while in fact it is not. Here what is told on this subject in the same material by the blogger Sardor Babayev: "Authors of Troll.uz and In Da House consider the main strategic mistake blogging in Russian. If they initially focused on the Uzbek-speaking audience, the coverage would be many times more.

"Real bloggers - in the Uzbek-language segment. YouTube Humorous channels have millions of views and hundreds of thousands of subscribers. This is who in Uzbekistan earns a YouTube. For Russian-speaking Uzbek bloggers, YouTube is still something distant, but attractive... " We cannot dwell on this in more detail, because our object is the Russian-language Internet.

4. CONCLUSION

Concluding the article, we can say that using the free style of genres, the blogger to a certain extent falls into a dual position. On the one hand, whether he wants or not, but in order for him to be understood, he will inevitably create his own material in some linguistic and stylistic frameworks, to which the audience has been accustomed for decades. On the other hand, bloggers use the free style of genres because this approach provides an ad hoc, unconventional creativity and allows a more creative presentation of the submitted material.

It should be emphasized that the new situation organizes different degrees of freedom in one direction or another. Less freedom in language, a little more in style, even more in genres.

However, there are still some standards here, freedom is not absolute, because there is inevitably a condition for creativity by public norms. Mass information activities cannot be completely free from society, which means the inevitable adherence of authors to generally accepted norms of language expression, including during blogging activities.

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