

070:004.738.5
DOI 10.18413/2712-7451-2020-39-4-555-565

"The Independent":

, 220030, , 4
E-mail: olgalu805@gmail.com

"The Independent"

. 2020. "The Independent":
, 39 (4): 555-565. DOI 10.18413/2712-7451-2020-39-4-555-565

Online edition "The Independent": structural and compositional characteristics and the specificity of its content

Olga V. Luschinskaya

Belarusian State University,
4 Independence Av., Minsk, 220030, The Republic of Belarus
E-mail: olgalu805@gmail.com

Abstract. The development of information technologies has affected the emergence of convergent journalism. Despite the active development of this topic by Russian and Belarusian researchers, its type as convergent media discourse has not yet been sufficiently studied in terms of syncretism of its intra- and extralinguistic characteristics in a comparative aspect in different journalistic cultures. In this regard, the authors set a goal to identify and describe the structural, compositional and content features of the British convergent mass communication media "The Independent" using the author's integrative method of

discourse analysis, which includes formal criteria that reflect the organizational structure and design of the publication, its quantitative indicators; criteria of multimedia technologies that allow to identify the degree of presence and severity of the phenomenon of convergence in it. The specificity of content is revealed through the representation of extralinguistic criteria using the following discourse categories: audience, communicative attitude, self-identification, space, time, intertextuality, intersubjectivity, intersubjectivity. The "stylistic range" category reflects the textual organization of the British online publication under study. The analysis noted the widespread use of creolized media texts and a large number of hyperlinks in their content. A continuous sampling method was used to analyze the genre diversity in certain categories of the online publication. the results are accompanied by statistical indicators. The results of the research will be used to build a British model of convergent mass media discourse, which will later allow us to compare it with models existing in other journalistic traditions, in particular, the Belarusian and American ones. This approach will provide an opportunity to reconstruct the organization models of modern media content, as well as to identify how they perceive and reflect the picture of the world: what are the similarities or differences, and what causes it.

Keywords: convergent journalism, convergent media, discourse of convergent media, integrative methods of discourse analysis, discourse categories.

For citation: Luschinskaya O.V. 2020. Online edition "The Independent": structural and compositional characteristics and the specificity of its content. Issues in Journalism, Education, Linguistics, 39 (4): 555-565 (in Russian). DOI 10.18413/2712-7451-2020-39-4-555-565

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» "UK ban on Huawei "seriously damages" trust with China, country's ambassador says"

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«Inflation increases to 0.6 % as price of clothes, toys and computer games rises» 15.07.2020. : "Prices across the category grew by 1.8 per cent, **compared with a 4.7 per cent fall a year ago**, as the virus had an impact on demand and availability of some games".

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"New York Times pulls journalists out of Hong Kong due to threat of 'sweeping' new security law" 15.07.2020, :

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The Independent.

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INFORMATION ABOUT THE AUTHOR

, - Olga V. Lushchinskaya state University, Minsk,
, - Republic of Belaru, candidate of pedagogical Sci-
, - ences, associate Professor, head of the Department
, - of international journalism, faculty of journalism,
, - doctoral student of the Department of media lin-
, - guistics and editing, faculty of journalism, Bela-
, - rusian