SUMMARY

The theme of the given work is 'Informational Strategies of Internet Mass Media and Basis of Genres' Generation .

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The purpose of this work is to discover key points of the Internet's influence on Mass Media, to find the connection between genre particularity and informational strategies of online Mass Media. Research of Russian online issues and readers' audience will help us to reach the purpose.

Information strategy - is the policy of information publishing system in the implementation of strategic plans, it describes the way in which this policy is meant to run.

Genre - is a particular form of organization of living material, which is a specific set of structural and compositional characteristics. At the same time genre is not a random set of features, it's the element of the form.

Online edition, online media - the website that puts the task to carry out the function of the media on the Internet. As well as print, online publication guided by the principles of journalism. Internet edition (online media) can not be considered any site. In accordance with the law "On mass media" adopted in the latest edition of the State Duma of the Russian Federation June 3, 2011, the internet site can be registered as the media only when the owners did a special statement. Site registered as the media, can enjoy all the rights afforded to the media: to receive accreditation for the event, request information from public authorities and local self-government, can enjoy the benefits for the payment of insurance contributions to social insurance funds, to receive state support.

Scientific-theoretical and practical significance. In this work we try to describe the structure of genres of online Mass Media, to make a recital of genres used in the Internet. We also have to research the genre influence on the selection of informational strategy.

The brightest factor, allowing to evaluate the features of folding

information strategies, is the process of "creation" and editing news stories. In the first chapter of the work will explore tools especially the World Wide Web and the Internet as Russia's integrity, as well as the audience for whom the information published. The subject will be the focus of specific online media and news agencies and news genre structure, as well as the impact that the information products on the style messages. The second chapter is devoted to the genre of informational materials, features and genre formation used in network journalism strategies for presenting information. Will also be analyzed key factors that determine the change in the criteria for materials online media and news agencies.

Theorists concerned with the issue of genres, are still arguing about the definitions of the category, function and stability of genres. With respect to literature, as well as the texts of printed periodicals experts have long been common criteria used to define genres. But with respect to the online media is no such agreement, and genres of online journalism special attention almost do not attract. Meanwhile happening and qualitative and quantitative growth of online resources and zharnovaya specifics of their material requires reflection. In addition to articles in the ordinary, the paper version, many of the media to publish their network versions. Plus, some of the media are fully networked, and some have never been printed versions. These online materials have their own characteristics both in terms of typology and genres, though in many respects and retain signs of "normal" journalistic materials.

The structure of work is determined by the tasks set before the study, and includes: introduction, two chapters, Conclusions and References. The overall volume of work composes 65 pages.