

Đèòïðè÷åñêàÿ êóëüòóðà ÷òåíèÿ ìèðîâíé ïðåññû â èíòåðíåòå

Àâòïð Àæåññàíáð Áîðeññâ÷ Áóðåâ

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Íñééäáíá Íñééäáíéá 28.06.2008 á.

Ñiñáðaiåííúå êíñóéèòèåíúå òåññíéíäè (ñeñòåíà Èíòåðíåò) äåééäþò
âíçííæíúì íðåñòåâééíèå Õàçííñåðåçíúò àóòåíòè÷íúò òåññòù èñòï÷íééâ ìòéðûòíäí
äññòóíà ÑØÀ. Èçó÷åíèþ ïäåñåðååòñý êíðïóñ ðàçííæàíðåñô òåññòâå àíåíííäí
ïåðåñåíäå ñíñòåíííäí àíñéééñéíäí ýçûéà ìñééäáíéó ëåò – áññòñ, àéòóàëüíúé äéý
ïåðåñåíä÷åññéíé íðåñòéèéé íðåññåíä÷ééíâ.

Đàññííòðèí

ñiñåøòéèéó ìåðåñåíäå òåññòâå ìóáëëòèñòè÷åññéèò æàíðîâ, ñòàâýùèå âí ãëàâåó óåëà
ðå÷åñåíâ åíçååéñòâå, ïðññåññåíáò è äññòñ÷éâññòü.

Ààçåòíí-èíðòåòåöéííúé ìàòåðèåé. Çääñü íðåñòåâéýåðñý íåíáñòíäèíü
çíàíéå ýéâéàâéåíòíñòè ñíññâíé íåùåñòåâíí-ííèéòè÷åññéèé, íáíðòòíâ
ãàçåòííé ðå÷é, åàæíåíéòèò ñòèéèñòè÷åññéèò ÷åðò ìóáëëòèñòèéé, íåðåñåññåíä÷åññéèò
òðóäíñòåé, ñíññâííñòåé àíñééçå ìóåñéüíúò ýçûéâåñô ýâééâéé. Ñòàññåèòñý âàæíúì
àåòííàòòéçì óñòåííåééíèÿ àíñëí-ðóññéèò ýçûéâåñô íàðåññåéé = èåé íðèíåðíí íñí è
óí åå ñíñåðæàíéå åññòåæåâåñòííå íà ååññ ýçûéåò.

Â íðåñòåâéåíííí íèæå ííñòíí
ñíñáùñòåíè èæðíííí éóññèåíííí åññåéåíííí òðåññåééíííí ëéèøå íóáëëòèñòè÷åññéíäí ýçûéà –
çàâññåññåòåé åàçåòíúò ñíññâíé íåäñòåòòü, ÷òí å åññåéåíéè ñíñòéòéòíåññòé
åàçåòíííí ýçûéå çàìåòíú òðåññåééíííí õ-åññòé – Å. Å. Êíñòñåðñå, Å. Å. xåðññå.

Íåëüçý íå çàìåòèòü, ÷òí ÷àññòûå
íññññòó è ååðüéòåâåíéå ñíññññåééííúò ñéíâ è ñåí (íàïðèíåð, counterterrorism, global campaign) ñàíè ëí ñåáå ñíçäåäþò ñòíééóþ
éåòòéíò ñðéæíéíñòè ëíòíòíåòè, ìòíæåñòåéýþòñý ñ íññññåééííúò ååòññåòèçíí
âññññòéýøéÿ. Đàññåññåíéå íà ðàçíúå ëäåû íñíñâí è òíñåí åå – ñòíééàÿ è ýóôåñòéâåíàÿ
òåññéèå åíóñåíéÿ. Ýòí, íåæäó ñðí÷éí, áúñéí ñíññåññåíéå ìòí ìàëéèçå òåññòâå ãëíññññåññéè.

WASHINGTON,

May 21, 2002 v While the lethal threat terrorism casts
on the world is not new, "the world's resolve to defeat it has never been
greater," said Secretary of State
Colin Powell May 21.

Powell,

introducing the State Department's annual Patterns of Global Terrorism, said
the world has answered President Bush's call for a coalition against global
terrorism.

The

report, mandated by Congress, puts the global campaign against terrorism
in perspective. The 2001 version features a country-by-country listing of what
these nations have done to support the campaign against global
terrorism.

"For some nations this means new counterterrorism laws, tighter border security and increased financial controls," said Ambassador Francis X. Taylor, the State Department's Coordinator for Counterterrorism who wrote the report. "For others, it means contributing military assets to operations in Afghanistan. For others still, it is an aggressive sanctioning of terrorist groups in order to curtail their criminal activities."

Powell said the United States and its coalition allies have destroyed the al Qaeda sanctuary in Afghanistan and ended the oppressive Taliban regime. "But the continuing campaign against terrorism isn't only about Afghanistan and bringing the perpetrators, planners and abettors of the Sept. 11 attacks to account," he said. "It is also about bringing the international community's combined strengths to bear against the scourge of terrorism and its many manifestations throughout the world."

Taylor said the report lists successes to date in the war on terrorism and charts the way ahead. "By the end of last year 1,000 al Qaeda operatives had been arrested in more than 60 countries," Taylor said. "Today, that figure stands at 1,600 operatives in 95 countries. But al Qaeda has not been defeated and operatives from other terrorist groups still pose an equally deadly threat."

Other nations need help in fighting the cancer of terrorism, Powell said. The United States has launched a train and equip program with Georgia to develop that country's counterterrorism capabilities. Other U.S. forces are working with the government of Yemen "to root out al Qaeda cells and to ensure that Yemen is not used as a base for terrorist organizations."

Ííä-åðéíóðúíè à òåéñòå íéàçàéèñü èåéñåíû, éíòíðûâ – íàðÿäó ñ èíûíè ðèòíðè-åñéèì íðéåíàíè ñíçääíéÿ
ñíûñëíâ – ñíçääíþò ñíûñë “éíâàðíúé åðàä”, áåðóùèé çàëíæíèéíâ, òàéíí
íéàíéðóþùéé ñáíþ áåçääñóúþ áåýöåéüíñòü, óåèáàþùéé è ííyòñíó åíëæíúé áúòü óåèòüì.

Ííèíàíèþ íðåäñéàçóåíñòè,
äíðíä-éåñòè, èååéíñòè óñåíáíéÿ è íðííàåíáíèñòñéíâí ñðåðåéòåðà áåçåðíúð
íàòåðèàéíâ ñíñíáñòåóåò ñèñòàíà æáíðíâ éåé óñòíýåòèñý ðèòíðè-åñéèò ííäéæåé òåéñòíâ
â èíòíðíàöéííé ñòåðå. Aæíðíâ-ñòèéèñòè-åñéèé ðàçíííåðàçéå
íáùåñòååíí-ííéèò-åñéèéò ñåéñòíâ íðåäñòååéäíí íðåæéå áñåðåíí áåçåðííé, æóðíàéüííé
ñòåðüÿ, ñòåðüåé á yíóééííäéé, â ñíðåðåí-íééå, éíéåíé ííéèò-åñéíâí
ñíäåðæáíéÿ, äíéóíåíðàíè íòéöéåéüí-ååéíâí ñòéëÿ (áñååðæéè èç éííþíééå,
óñòååíâ íåæéóíåíâíúð íðåäíéçåöéé). Íòååéüíûé æáíðàíè èåóò áåíðåðåé-åñéèÿ
ñíðåååéà, èñòíðè-åñéíâ ííèñàíéå, ííéèòíéâ-åñéèÿ áíåéèòééå, íðåòíðñéèÿ ðå-ü,
óåíæåñòååíáíáÿ íóåééòéñòééå, óåéüåðí. Á ñáíþ í-åðåäü, áåçåðíáÿ ñòåðüÿ
ííäåçååéÿåñý íà èåðåðéóþ, èíòíðíàöéííþ, íåðåäíéèé, íáçíð, éííáíðåðééé, á
çååéñèíñòè ìò éà-åñòååííñòè è íáíðååéáííñòè èçääíéÿ è ó.á. Ñòðóéòóðà ííà-
ííåñòåé íà ñåðåðåðåðå ãååóùè
éíòíðíàååíñòå, íáéé-éå ñèñòåíà åéíåðññüéé, ðóåðééåòéé. Íòñüééé è íàòåðèåéà
ñíðååí-ííáí ñåðåéòåðå ýåéÿåò íðåéðåñíóþ áíçííñòü ñíååðøåíñòåíáíéÿ ííñòèæåíéþ
ííåðéééé áúøåíåðå-éñéåíúð æáíðíâ.

Øàè, á èà÷åñòåå íñííåúø öðåðåéòåðéñòèé
èòíòðìåöèíííäå ñííáùåíéy ìòíåòèí ðåçííáðåçéå òåì, íåäííóùåíéå íðíñòòðå÷èý,
æàðåííà, åùññééåñ ñòéey, íðåäíí÷òåíéå íåéòðåëüííå ííðÿäéå ñéíå, íðåíáëåäàíéå
éíåíèòéåñíé èòíòðìåöèé íåä yílòèííåëüííé (íðíæáìå íòåíéè á ííåñòòíí æàíðå
çíà÷èíà).

Äëÿ éíöåðâüþ, éíòíðiá
íðåäñòàåéýþ ñíáíé íóäéé-íúé äèàéíä ñíùñåðâåííùíè òàðåéðåéðèñòèéàíè ýâéýþòñý:
ñííáùñåíéå éííåéðøéåííé èííòíðiáööè è ýíñòéííäéüñííé. Èñííëüçíåíáíèå ñíðåäñòå ñí ïðééíé ýíñòéíí
çåíæíéðíåííññöü äèæéíäå (ííäåíòíåéå è íðåäñòíùñåíéå è íòåðåéðüþåðå, ííðåäñéåííñííå
çååíòíåéå è íóåðåüþþéðóåííä), ååæíññöü íðé íæðååíäå ñòèéý éíóåðåüþþéðóåííä, å
íåí åæåðåíä, åæéåéåéò, íåðåçíññöè, ñéíòåéññèñ, ñéíååð-ééò. à. à. Íðé ýóíí ìòíåðòè,
-òí íå åñåå ðåíééèé è íðåðåñííäíóå ííññöü íðåäñòàåéýþòñý ñíáíé åíññíñü. Líé ííññöü
áññöü íòíðéåíñü êåéé óóååðæåíéå, ñííáíéå. Íòååññü ñíñóùñåñòåéýþòñý íå åññåååå å
ðåíééò åðåíü, ííññöü áùññü íòééííáéý. Ñòèéü åíññíñü è íòååòíå ííæåò áùññü åññòåòí-íí
åññéíùí, à ííæåò è ííññöåñòèðíåàöü – è å íæðååíäå ýóè íòéé-ééý íåëüçý
íéååéééðíåàöü.

Æàíðíâí-ñòèëèñòðe-÷åñêèå ïðíáëèåù
ïðåäñòàâèì íà ïðèìåðå èíôíðíàöèíííäí ñííáùåíèÿ:

- Ííèìàòèâíñòü
çäääëàâèÿ, ñèíòàêñèñ çàääëàâèÿ.
 - Đàçååðòûâàíèå
ñííùåáíèÿ – èíäóêòèâíà è äåäóêòèâíà
 - Êíñòàòàöèÿ
ôàêòà, iåðåñêàç, iöåíêà
 - Nïäöèàëüíúå
íåíðòùå ãàçåòíí-ííëèòè÷åñêíå ýçûêà
 - Đàñíðòñòðàíåíñòü
áùòíåíåñ ñëíâåðý â ãàçåòíí ýçûêå (â áíäëééñêíøøðå)

Æaíðiâåäåíèþ á æóðíàëëñòèå ïññájúåà ðääíòà Á. Á. Óåðòù-ííäí (2000). Æaíð óðàëòåðåñý èåè ñíïñíá ìòíáðàæåíéý àâòòðíí äåéñòåèòåëüíñòè. Á ãäçåðòíí-æóðíàëüíûò ìàðåðèàëåò ãûäåëýþþñý ðàèòíäðàðè÷åññéèå, àíáëëòèðè÷åññéèå è íàäëýäíí-íáðàçíûå æàíðû. Ñðåäè æäíðiâ äëý ôëèñàöèè ñåäåäåíéé (ñíáúòéé, ñëòðåàöèé èåè ÷åðåäü ñíáúòéé) ãûäåëýþþñý eíòîðìàëèííàÿ çàíåòéà, õðííèéà, ìò÷åò, èíòåðåùþ, ðåííðòåæ.

Èíóîðìàöèííûé æàáíð â çäàëäíûô
àáæéïýçû-íûô ñðääñòâåô ìàññ-ìäæè à íâññòíé ðàññêàç (news story) – ïñííâiaÿ ìàññà èíóîðìàöèííûô
íïòíèíâ, ïñóñâñòâëþþùèô ííéòíðëíá ñíâûòèé.
Ñíâðåíâíûô èííòíéèåòèåíûô òåõííëíâè èâàòþò åæåäíâííà ÷òåíèå
ïñííâíûô àâçåò, èçäàâåâíûô â ìèðå, è ññíáúâíé èíâññòíûô àâåíòñòâ (www. yahoo.com). Ðèòíðè-åññêàÿ èííí
òðåâáñòâ ðàçè-åññêàÿ èíííòâ ñðäçíûô æàáíðâ ìðåâåâæàð ãäíííé ñðóííû:

Ҫàìàòèà – íáâíèüòèà ðäçìåðû èçó÷åíèÿ ïðåäàéëííàí ïðåäàìåòà áûñòóïéåíèÿ, åää äðåòòèí, íáû÷íí åäç ðäçäàíòðà í åéóàéíà èçó÷åíèÿ, íåòíäàò, åàòíðñêíí ìòííòåíèè, íäàåòñÿ íâîñòü íñíáûòèè, ýäéåíèè, íðíáéåà, þæéíååéå. Å ïðåäàéëàò åäíííàí íò÷éà æáiðíà ííäíí åûäåéëòù ñíäöèôðè÷íûå á ðèòíðè÷åñêíí ìòííòåíèè àííñ, àííñòåòèþ, íèíéòðåöäíçèþ, åééòííðòðå, íèíéíàíçðåíèå, íèíéèñòíðèþ, íèíéñíååò.

Èíóíðìáöéííáy èíððåñííááíöéy
ííððåçóíáâååò, ÷òí íáúáí íóáééèáöéè òàéíáí ðíäà líæåò áéëþ÷àòü íá òíëüéí
ôàéòéíéäé÷åñéíá líènáíéá íðåäíåòá, íí è íåéíòíðûá ýéåíåíóú íòáíéè, íðåäíèñáéèy,
íðíäííçá. Á lóééé-éá ló ðáííððåäéá àåðòíð, èåé íðåâééí, íá íðéñòóñòåóåò íá
ñíáúöéè. Ááí íòáíéé lâíåá yííöéííáéüí.

Èíóíðíàöéííúé ìò-åò, èíóíðíàöéíííá èíóåðâüþ, áéèö-ííðíñ, áíííðíñ-íòåååò (ìòååòû ðåäääèéöèè íà áíííðíñû òåéåçðèòåéåé) èíàþþò ýçüñéí íäðååííå-åññéèå ííñíåíííñòé.

Äëÿ ðâïïðòàæà õàðàêòåðíû
ðàçåâðíóïà íðèïàíáíèà íàðîñà íàáëþäåíèÿ î íåíáû÷íî ñíáûòèè, ýôôåêò
íðenòónòâèÿ, ýôôåêò ñíïðåðæèàíèÿ è ñòðâïëåíèà áûçâàòü ýïöèíàëüíûé îòëëèè.

Óìâíèý è iïíèìáíèý ðòðåáóþò ðàáíòà ñ èîððåññííäáíöéáé, ñòàòüåé,
íäíçðåíéà, íáçðòíí áûñòóïëáíéé NïÈ, ðääöáiçèý, èíííáíòàðéé,
ëèòåðàòòðí-ëðèòè-÷-åññéé ñòàòüåé – iàòåðèàëàìè, åäå ïðíâåååíû àíáèëç, èñññëåäíàíèå,
èñòíééåíàíèå ñíåûòéé, ïðöåññíà, ñèòòåöéé. Òàí ïðèìáíàí åðññáíæ ðèòïðè-÷-åññééò
ïðèåííà íáúåéòèåííàí èíòïðìèðíåíèý è iàéëöýòèåííàí åíçäååéñòåéý. Ñõíàíûå
ðèòïðè-÷-åññééà ñíñàíííñòè èíååò èíòïðìàöéííñûé è àíåéèòè-÷-åññééé ìò-÷-åò
- ñíåååùåíèå ñèíååññíé ðàáíòù
ëþäåé- áûñòóïëáíèé, ñíååðæàíèý è ñíùñëà ðå-÷-åé, íáúýñíåíèå, íöåíêà,
ïðíâðàííà.

Áíàëèòè÷åñéàÿ
êîòðåñííäåíöèÿ, àíàëèòè÷åñéîâ èíòåðåüþ, àíàëèòè÷åñéèé íiðîñ, áåñåäà,
êííäåíöàðèé òðåáóþò íðåäñòàâéäíèÿ çàéííâ íñòðåíàÿ æàíðîâ.

Âñëè èíòðìàöèííà ñííáúáéâ
îòâå÷àåò íà âíòðñû ÷ò? åäå? êíâäà? êàê?,
òî êííàíòàðéé ÷òî åäéñòåèòåëüí? ïðè
êäééó îáñòíýoåéüñòååð? ì÷åíò? êíò ýòí áúáíàí? êàéíà ñèòóàöèÿ? ÷òî åäéàòü?
êàé éó÷òå? êàéèà ñóúåñòåóþò ðàçéè÷èÿ, ïòðèåíðå÷èÿ? êàé ïðíýåëÿåòñÿ íàïðàåéäéà
ðàçåèòèÿ? êàéíà ãäî ñòðàòååðèÿ è óàéèòéà?

Â ñôåðå ëäðåâàäàë-âñêîé è èïïíóíèéèàòéäííé
êóéüööðûñ ïïäíéìàåðñý âïïðññ î ìàó÷åíéè ðåôéåèöèåàíûñ òåðñíèéàï êïïlåíøèðñâàíéÿ.
låíáðñâàéïñ â éþþáíé, à ïññåâññí ðöéñâàäÿüâàé è ïðñôåññèñàëüññé ååÿòåëüññòé
óíåðûñ íàðàâéÿññü åíèñàíéà åóáèöðññèé ìà áåæñúâ ïíññå òåéðññ, tðåíèñàðûñ èõ,
ñâÿçüñâàðûñ êïïlåíøèðñâàíé ÿäéñâíéà å ñâÿçüñ ñ ãðóâæíè ñíáùòðéÿè, åúÿâéÿññü ïðè÷èíû
ýóïâí ñíáùòðéÿ, ôïðñöéèðñâàðûñ ïðñâíç ðåçâèöðéÿ èïïlåíøèðñâàíé ñíáùòðéÿ,
íàñññíññåâàðûñ ñ ïñññññüþ ïðèñâðññ íàáðñâàéïñ ñíñññññå ïíñññññé è ðåðâàíéÿ çäääà-.

Ðåðöëåêñèøðîâàíèþ ïðæéåæàò ïðåäìåð
ïðåööåäåíòû, ëòèåû, öåëè ñòðóôéòðà åíèàçàòåëüííâî ðàññòóæääíèý (ååòàëèçåöëÿ, ñòåðåíáíèå, ïðòèåíñòðåàëäíèý, èíòåðïðåòàöëÿ, íåðåùåíèå ë îðåäûñòîðèè ñíâûòèÿ). Ðåññêàç î ñíâûòèè ïðéåíñòðèò ñëåäåòþùèå ñòðóôéòðíûâ ÿéåíåòû êíèíåðåðèÿ – ûìðíóëèðíûâéò áíçíèéøðèò áíñðíñíà, ûìðíóëèðíûâ òåçèññíà, áûñâíåñ.

òåêñò ïðåññû ðåêðåàòëíííäî õàðàêòåðà,
î÷åðê, ôåëüåòí, iàìôëåò, ýieñðàììà) iåðåâïä÷èé ñòàëéèâåòñý ïðè
ïíäñòâòå ðåñòòâ ñ èíùìè ðèòîðè÷åñéèì çàäà÷àìè.

Êíííéâñíûé êíííóíèéàòëåíûé êóðñ,
îñâòòûâàþùé æàíðíâåä÷åñéèå òåîðèè, ïðåêòèéó ïóáëè÷íûõ âûñòóïëåíèé, èñêóññòâî
óáâæàòö, iðíáëåìû áçàèííòíøåíéé iåæäó éþäüè è éíôîðìàòëåé, iðèéëåäííé iñèññòâèé,
iðíáéâíû ýçûéâíäî iðåñòàâéåíèý çíàíéé iñíáâíí àêòóàëåí äëÿ ïðåêòè÷åñéèõ
êíííóíèéàòòðâ – iåðåââíâ÷èéâ. Ýòò êóðñ iðåñòàâéåòñý ñéòâçñ ñòàðíé è íâíé
ðèòîðèéé ñ àêòåíòñ îà èñííéüçíâàíèå íâûõ êíííóíèéàòëåíûõ ðåññòâèé.

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Abstract

The paper tackles the problems of rigid standards of genres as models of mass media texts in the Internet. This phenomenon must have certain reciprocation in methods of teaching and creation of texts in electronic media.