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**MULTIMEDIA STORY GENRE**

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***Research methodology.*** *The specific topic has conditioned the complex approach to the selection of research methods, including analysis, synthesis and systematization of the latest developments in the field of social communication that enabled the theoretical study in order to define the information products. The descriptive method was used for a comprehensive description of available genre features of multimedia formats. The comparative analysis was applied to identify common and specific features of long reads; synthesis helped to make conclusions about the possible genres of multimedia information products.*

***Results.*** *The research findings proved that modern theoretical works neither give enough justification for a long read, nor specify its features. Currently a long read is being intensively developed: it is synthesizing various features of genre forms, practicing multimedia tools. Therefore, it is difficult to identify distinguished approaches to classify its varieties. Overall, the long read is a specific format that combines features of different genres. The analysis of theoretical studies justified that the new media projects demonstrate the diffusion of elements, structures, and platforms. Compared to the television genre, the long read is a special report due to the similar development techniques. The media long read vividly illustrates how the on-line journal article format is evolving. The article is concluding that multimedia stories should be classified into the following types according to their genre features: rational genres of journalism (news feature, commentary, analytical articles, expert interviews), emotional journalistic genres (emotional reporting, feature, personal interviews, portrait, sketch).*

***Novelty.*** *The novelty is in the detailed analytical review of how online journalism genre forms are evolving. What’s more, the genre features of the long reads were identified, including its structure, abundance of the “first person” quotes, and proximity to narrative (literary) journalism. The classification of multimedia stories according to their genre features was improved.*

***Practical significance.*** *The study findings can be multifunctionally used by online media journalists seeking to modernize the information product generated by modern users as well as to improve the content. The research results are of potential interest for instructors teaching modern digital technologies, online journalism and other disciplines. In addition, the information presented in the study can be used in the preparation of future research on mass communication issues.*