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INFORMATION GENRES AS PRIORITY IN PRACTICE   
OF NEWS AGENCIES

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**Reserch methodolody.** Realization of purpose and tasks of the article is stipulated the use of a few mutually supplemented methods. By means of the method of analysis of documents the Ukrainian and foreign scientists’ works concerning the problems of news agencies’ activity and requirements to their materials are considered, texts of reports of the leading Ukrainian and foreign news agencies are worked out. The system analysis which allowed defining the place of news agencies in the general genre system of news agencies’ materials is used.

**Results.** Generalization and conclusions of work complement already known and form new knowledge about informative genres as constituent of the system of genres which are used by the modern news agencies. Basic forms of genre embodiment of news agencies’ informative materials are determined in a publication. It is found out that a note is the priority genre of news agencies’ reports. Reasons for predominance of information messages are indicated in news agencies’ practice. The basic requirements to materials of news agencies are researched.

**Novelty.** On the example of mastering such a form of presenting materials as infographics by the news agencies modern changes in the system of genres of news agencies’ materials are considered. Infographics is examined as one of the newest methods of communication,that has considerable prospects of development in news agencies’ practice.

**The practical significance.** Author’s works can be used in subsequent general theoretic research of genre features of news agencies’ materials, and also used for writing reports of informative genres in practical journalistic activity.