

Jelana Radović Jovanović

Doctoral Candidate

University of Belgrade, Faculty of Philology

Serbia

A REVIEW OF PAST RESEARCH INTO GENRES IN TV PROGRAMS

Television genres are significant cultural categories. New millennium has brought up the complexity of multimedia and multicultural approach. That includes new media genres which are the synthesis of basic television forms, short movies in which actors are audience representatives and interactive social documentary. Modern television is a mighty creator of new TV genres which are the mirror of educational, intellectual and technological human evolution. Modern audience is capable to percept faster, more complex contents and to adapt daily to all media messages and demands. Different TV genres have their specific discourse through which subliminal messages are being sent to tv audience. Constant analysis of old and new TV genres should be positioned in focus of media analysts, linguists and culturologists.

Key words: *popularization of TV, TV genres, CNN effect, reality show, media discourse*