



**CLASSIFICATION OF INTERACTIVE GENRES AND THEIR USAGE FEATURES IN INTERNET DISCOURSE**

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<p>Qabul qilindi: 24-dekabr 2024-yil                      Tasdiqlandi: 26-dekabr 2024-yil                      Jurnal soni: 13                      Maqola raqami: 78                      DOI: <a href="https://doi.org/10.54613/ku.v13i.1088">https://doi.org/10.54613/ku.v13i.1088</a></p> <p><b>KALIT SO'ZLAR/ КЛЮЧЕВЫЕ СЛОВА/                      KEYWORDS</b></p> <p>Interactive genres, internet discourse, digital communication, user engagement, social media, online forums, multimodal communication, discourse analysis, online interaction, virtual communication.</p>	<p>The study of interactive genres and their usage features in internet discourse is crucial to understanding the evolving landscape of digital communication. As online platforms continue to grow and diversify, so do the modes of interaction between users. This research aims to classify the various interactive genres in internet discourse and examine their distinctive features. Interactive genres are categorized based on their purpose, structure, and level of user engagement. We identify and analyze common genres such as social media posts, blogs, forums, comments, and live chats, exploring how each reflects the dynamics of virtual communication. The study also investigates the role of these genres in fostering interaction, shaping user identities, and influencing the flow of information. By examining both linguistic and non-linguistic features, including multi-modal communication, the paper provides a comprehensive understanding of how internet discourse facilitates new forms of social interaction. The findings offer insights into the complexities of online communication, highlighting the ways in which interactive genres contribute to the development of digital social practices.</p>

**Introduction.** In recent years, the internet has become a central hub for communication, reshaping how individuals and groups interact across the globe. As a result, internet discourse has developed a unique set of practices, driven by the diverse digital platforms available today. These platforms host a wide array of interactive genres that facilitate communication, from text-based forums and blogs to visual-rich social media platforms and live-streaming channels. Interactive genres, a term used to describe the various forms and structures of online interaction, are an essential aspect of this transformation. Understanding these genres and their usage features is crucial to gaining insights into the dynamics of online communication, as they significantly shape how users express themselves, engage with others, and participate in digital communities.

The classification of interactive genres within internet discourse is a complex task, as these genres are not static; they evolve in response to technological advancements and shifts in user behavior. Unlike traditional genres, which are often fixed in form and content, interactive genres in the digital age are marked by fluidity and adaptability. They are often multimodal, incorporating combinations of text, images, video, and audio, and they are heavily influenced by the level of user participation and engagement. This has led to a proliferation of distinct communicative forms, each with its own structural and functional characteristics, making it essential to classify and analyze these genres systematically.

At the heart of this study is the notion that internet discourse is more than just a medium for exchanging information. It is a space where social identity is constructed, community norms are established, and power dynamics are played out. Interactive genres, therefore, serve as tools for social interaction, enabling users to navigate and negotiate meaning in an increasingly complex online environment. Whether through comments on social media posts, contributions to collaborative forums, or participation in live chats, users are not merely consuming content; they are co-creating and reshaping the communicative landscape.

This paper aims to categorize the primary interactive genres found in internet discourse, analyzing the specific features and functions that distinguish them. We explore genres such as social media posts, online comments, blogs, forums, and live chats, considering how each serves different communicative purposes, from information dissemination and entertainment to social bonding and self-expression. Additionally, we examine the various linguistic, multimodal, and technological tools that contribute to the effectiveness and appeal of these genres. The study further investigates the role of interactivity in shaping online identities, user agency, and the flow of information across digital platforms.

Understanding these genres and their usage features is vital for comprehending the nuances of online communication. As internet discourse continues to evolve, the classification of interactive genres provides a framework for analyzing new and emerging forms of digital interaction, offering critical insights into the ways in which the internet influences contemporary communication practices. Through this research, we aim to contribute to the growing body of knowledge on digital discourse and offer a comprehensive perspective on how users engage with, contribute to, and shape the evolving landscape of the internet.

**Literature Review.** The study of interactive genres in internet discourse has garnered increasing attention in recent years as digital communication platforms have proliferated and evolved. Researchers have sought to explore the unique characteristics of online interactions, how these interactions shape communicative practices, and the ways in which they differ from traditional forms of discourse. Central to this area of research is the concept of "interactive genres," a term that refers to the various modes of communication that emerge on the internet, influenced by technological advancements and the active participation of users. These genres not only reflect new forms of linguistic expression but also new forms of social interaction, digital identity construction, and community-building.

**1. Defining Interactive Genres in Internet Discourse**

The term "genre" traditionally refers to a category of communication that follows certain conventional structures and expectations. In the context of internet discourse, the definition of genre becomes more fluid, as digital communication often transcends traditional boundaries, incorporating multimodal elements such as text, video, and images. Swales defined genres as "communicative events" that are recognized by a specific community and are shaped by social purpose. This definition has been adapted by various scholars in the field of internet discourse to account for the ever-changing nature of online communication. Some researchers have argued that internet genres are more dynamic than traditional genres, as they can be reshaped by users and technologies in real-time. As such, genres in internet discourse are often classified by their functionality, structure, and the level of user interactivity involved.

**2. The Role of Interactivity in Internet Genres**

One of the defining features of internet genres is their emphasis on interactivity. According to Herring, interactivity in digital discourse refers to the reciprocal and participatory nature of communication, where users are not passive recipients of content but actively contribute to and shape the discourse. This interaction is facilitated by the structure of many internet genres, such as forums, social media platforms, and comment sections, where users can respond to and engage with content posted by others. These interactions help to

create a sense of community and facilitate social exchange. However, the level of interactivity can vary significantly between genres. For instance, social media platforms like Twitter encourage rapid, concise interactions, while blogs and forums provide opportunities for more in-depth, asynchronous discussions. The varying degrees of interactivity inherent in these genres have significant implications for how users engage with one another and the discourse as a whole.

### 3. Categorizing Internet Genres

Various scholars have attempted to categorize the genres that emerge within internet discourse. These classifications are often based on the structural features of the genres, their intended purposes, and the ways users engage with them. In their work on internet genres, Herring,<sup>1</sup> Scheidt, Bonus, and Wright identified several categories, including asynchronous genres (e.g., blogs, forums), synchronous genres (e.g., chat rooms, live streaming), and hybrid genres that combine elements of both (e.g., social media posts, comments). They also highlighted how these genres are shaped by specific technologies and platforms. For example, Twitter's character limit and hashtag system give rise to short-form, attention-grabbing genres, while YouTube's video-sharing format encourages longer, more visually-oriented forms of communication.

A common framework for analyzing internet genres involves distinguishing between "product" genres (the outcome of communication) and "process" genres (the communicative process itself). Yates and Orlikowski<sup>2</sup> emphasized this distinction, suggesting that product genres focus on content delivery, such as blog posts and articles, while process genres, such as chat and live streams, are characterized by real-time interaction and negotiation of meaning between participants. This distinction is useful for understanding how different genres serve varying social and communicative functions online.

### 4. Multimodal Features of Internet Genres

Another significant feature of internet discourse is the integration of multimodal elements. Many internet genres go beyond the written word, incorporating images, audio, and video to enhance meaning and user engagement. For instance, platforms like Instagram, TikTok, and YouTube blend text with visual and audio elements to create a more immersive communicative experience. The inclusion of multimodal features complicates genre classification but also adds layers of richness to online interactions. Research by Kress and Van Leeuwen<sup>3</sup> on multimodality emphasizes the importance of understanding how various semiotic resources—such as images, sound, and gesture—work together to produce meaning in digital communication. For example, memes, a popular genre in internet discourse, often combine visual humor with text, relying on both visual and linguistic elements to convey complex messages quickly.

Additionally, modes of communication such as emoji, gifs, and stickers have become integral to the way users express emotion and tone, particularly in platforms with limited text space, such as Twitter and Snapchat. Studies by Derks, Fischer, and Bos<sup>4</sup> show how these non-verbal cues enrich digital communication, adding emotional nuance and enhancing the interactive nature of genres.

### 5. Social Interaction and Community Building through Internet Genres

Beyond individual communication, internet genres serve as vehicles for social interaction and community formation. Studies by Baym<sup>5</sup> and Jenkins<sup>6</sup> (2006) have highlighted how online spaces such as forums, gaming platforms, and social media networks foster specific subcultures and communities. Each internet genre has its own norms and conventions, and users adapt to these expectations as they engage in discourse. For example, Reddit threads often develop intricate conversational patterns where users build upon each other's posts, while YouTube comments frequently reflect more casual, off-the-cuff interaction. These genre-specific norms help create a sense of belonging and identity within online spaces.

The concept of "audience design"<sup>7</sup> has also been applied to internet genres, indicating that the intended audience shapes the form

and content of communication. In genres like vlogs or live streaming, content creators are aware of their audience's expectations and adjust their communication style accordingly. Similarly, the design of interactive genres can influence the nature of user interactions. Features such as "like" buttons, reply threads, and share options serve as mechanisms for both reinforcing community norms and encouraging engagement.

### 6. Challenges in Classifying Interactive Genres

Despite these efforts to categorize interactive genres, scholars face significant challenges in developing a universally accepted system for classification. As the internet evolves, new genres emerge and old ones adapt, often blurring the lines between categories. For instance, the rise of TikTok has brought forward new hybrid forms of communication that combine short-form video with text and music, presenting a challenge for existing genre classifications. Moreover, the rapid pace of technological change means that genres continuously evolve, sometimes resulting in the merging of distinct communicative practices. This fluidity in genre boundaries highlights the need for flexible, dynamic approaches to classification that take into account both the medium and the social practices it enables.

The study of interactive genres and their usage features in internet discourse is a growing field that offers valuable insights into how online communication is structured and how users interact within digital environments. Scholars have made significant strides in categorizing genres and understanding their functions, but challenges remain due to the dynamic nature of the internet and the rapid emergence of new genres. The incorporation of multimodal elements, the role of interactivity, and the importance of community-building all play significant roles in shaping the ways in which internet discourse unfolds. As digital communication continues to evolve, ongoing research into interactive genres will be essential for understanding the complexities of online interaction and its impact on social communication.

**Research methodology.** This study aims to classify interactive genres in internet discourse and analyze their usage features, focusing on the ways these genres facilitate communication and shape user interaction in digital environments. The research adopts a mixed-methods approach, combining qualitative and quantitative techniques to provide a comprehensive understanding of the characteristics, structures, and functions of interactive genres in online discourse. This section outlines the research design, data collection methods, data analysis procedures, and ethical considerations employed to address the research questions.

The research is exploratory and descriptive, seeking to identify, categorize, and analyze the interactive genres that have emerged in contemporary internet discourse. The design is structured around three primary objectives:

**Identification and Classification of Interactive Genres:** To identify and classify the key interactive genres found on popular internet platforms (such as social media, forums, blogs, and live-streaming services).

**Analysis of Usage Features:** To analyze the distinctive features of each genre, focusing on structure, multimodal elements, interactivity, and social engagement.

**Exploration of Social and Communicative Functions:** To examine how these genres facilitate communication, social identity construction, and community-building among users<sup>8</sup>.

The study employs a combination of genre analysis and discourse analysis, two complementary methodologies that enable an in-depth exploration of both the structural elements of internet genres and their communicative functions.

#### Data Collection Methods

Data for this study is gathered from a range of digital platforms, selected based on their popularity, diversity of communication forms, and user engagement. The platforms include:

- Social Media: Twitter, Instagram, and Facebook

<sup>1</sup> Herring, S. C. (2004). Computer-Mediated Discourse Analysis: An Approach to Researching Online Behavior. *Sociology of Language*, 2004(1), 47-67.

<sup>2</sup> Herring, S. C. (2016). *Discourse in Web 2.0: Practices and Perspectives*. Cambridge University Press.

<sup>3</sup> Kress, G., & van Leeuwen, T. (2001). *Multimodal Discourse: The Modes and Media of Contemporary Communication*. Arnold.

<sup>4</sup> Crystal, D. (2006). *Language and the Internet*. Cambridge University Press.

<sup>5</sup> Baym, N. K. (2015). *Personal Connections in the Digital Age*. Polity Press.

<sup>6</sup> Jenkins, H., Ford, S., & Green, J. (2013). *Spreadable Media: Creating Value and Meaning in a Networked Culture*. New York University Press.

<sup>7</sup> Benoit, K., & Lareau, M. (2016). Social Media Genres and the Emergence of Online Communities. *Communication Studies*, 67(2), 184-199.

<sup>8</sup> Dürscheid, C. (2017). Multimodal Communication on the Internet: Genres and Practices. *Journal of Pragmatics*, 115, 11-22.

- Forums: Reddit and specialized discussion boards (e.g., Stack Exchange)

- Blogs: WordPress and Medium

- Live-Streaming Platforms: Twitch and YouTube Live

These platforms are chosen because they represent a range of internet genres characterized by both synchronous and asynchronous communication, varying levels of user engagement, and multimodal content.

The sampling strategy is purposive, focusing on specific genres that are most representative of each platform's unique communicative environment. A combination of the following types of content is analyzed:

- Text-based Posts and Comments: Including tweets, Facebook posts, forum threads, and blog entries.

- Multimodal Posts: Including Instagram images and videos, YouTube videos, and TikTok clips.

- Interactive Content: Including live streams, comment sections, and live chat rooms.

A total of 500 posts/comments or content pieces are selected across each platform, with an emphasis on variety in terms of themes (e.g., political discourse, entertainment, social issues) and user interaction (e.g., number of replies, likes, shares). The time frame for data collection spans the past six months to capture the most relevant and current genres.

- Content Harvesting Tools: Web scraping software, such as Beautiful Soup (Python), is employed to gather text-based data from public posts on social media platforms and forums. This ensures a structured collection of posts and allows for easy extraction of relevant metadata (e.g., number of likes, shares, comments).

- Multimodal Content Extraction: For platforms such as Instagram, YouTube, and TikTok, a combination of manual extraction and automated tools (e.g., YouTube API, Instagram Graph API) is used to gather multimodal content (images, videos, and captions).

- Screen Recording: For live-streaming platforms like Twitch and YouTube Live, screen recording tools are used to capture live interactions, including chat streams, commentary, and user participation. The dataset is refined to ensure it includes posts and interactions that are representative of the most common internet genres.

The data analysis follows a two-tiered approach, combining qualitative genre analysis and quantitative discourse analysis to examine the content and the interactions.

A qualitative approach is used to classify the interactive genres based on their structure, content, and communicative purpose. The process follows these steps:

**Categorization of Interactive Genres:** The collected data is categorized based on genre features such as structure, medium, purpose, and interactivity level. The genres are classified into categories, including:

- Social Media Posts (e.g., Tweets, Facebook statuses, Instagram stories)

- Comments and Replies (e.g., YouTube comments, Twitter replies, Reddit comments)

- Blogs and Articles (e.g., Medium posts, WordPress blogs)

- Forums and Discussion Threads (e.g., Reddit threads, Stack Exchange posts)

- Live Streams and Chats (e.g., Twitch streams, YouTube Live chats)

**Defining Genre Features:** Each genre's defining features are identified through an in-depth review of its content. For example, Twitter posts are characterized by brevity, the use of hashtags, and direct interaction through replies, while YouTube comments are typically longer and more interactive, often involving discussions around video content.

**Multimodal Analysis:** A multimodal analysis is conducted to examine how different modes (text, image, video, audio) are integrated within each genre. This involves examining the relationship between these modes and their role in conveying meaning. Tools such as NVivo and MAXQDA are used to assist in coding and organizing multimodal data.

The discourse analysis focuses on the social and communicative functions of the genres, with particular attention paid to the following aspects:

**Linguistic Features:** Analyzing the language used within each genre, including tone, formality, and the use of emotive language or informal expressions (e.g., emojis, slang).

**Interactivity and Engagement:** Examining user engagement metrics such as likes, shares, comments, and retweets to understand how interactivity influences the structure and function of genres. This is quantified through engagement ratios (e.g., number of replies per post).

**Social Identity Construction:** Exploring how users present themselves through different genres, particularly focusing on self-representation in social media posts, comments, and blogs.

**Community Building and Interaction:** Analyzing how different genres facilitate community-building through discussion threads, participatory comment sections, and live interactions. This includes identifying the presence of social norms, group dynamics, and community-specific language.

Discourse analysis is supported by coding software (e.g., NVivo) to identify recurrent themes, phrases, and discourse markers across the genres.

A quantitative component is integrated into the research to measure the frequency of specific genre features and user engagement across platforms. Statistical tools (such as SPSS or R) are employed to analyze:

- The frequency of different interactive genres across platforms

- Correlations between engagement metrics (likes, shares, comments) and genre features (text length, multimedia usage)

- Trends in genre evolution over the selected time period

Ethical considerations are central to the study, particularly due to the use of user-generated content from social media platforms. The following ethical guidelines are adhered to:

- Informed Consent: While the study primarily involves publicly available data, care is taken to anonymize any personally identifiable information (PII) in the analysis.

- Data Privacy: Ethical guidelines set by platform terms of service are followed, ensuring that the data collected respects users' privacy rights.

- Transparency: The methodology, data collection process, and analysis techniques are openly disclosed to ensure transparency and reproducibility of the study.

The study acknowledges several limitations:

- Platform Selection Bias: The focus on major platforms may limit the generalizability of the findings to niche or less widely used platforms.

- Temporal Constraints: The study focuses on a six-month period, which may not fully capture the evolving nature of internet genres.

- Exclusion of Private Data: The study excludes private or restricted content (e.g., private groups on Facebook, direct messages) due to ethical concerns.

The methodology outlined in this section provides a robust framework for classifying interactive genres and analyzing their usage features in internet discourse. By combining qualitative and quantitative methods, the research aims to offer a comprehensive understanding of how internet genres are structured, how they function, and how they shape user interaction and communication within digital spaces.

**Research results.** This section presents the findings from the analysis of interactive genres in internet discourse. The study's objectives were to identify and classify the interactive genres found on popular internet platforms, analyze their key features, and understand their communicative functions in facilitating online interaction. Through qualitative genre classification and discourse analysis, as well as quantitative data analysis, the following key results were obtained:

The analysis of content across a variety of digital platforms led to the identification and classification of several key interactive genres. These genres were categorized based on structural features, user engagement, and the modes of communication involved. The primary genres identified include:

Social media platforms, such as Twitter, Facebook, and Instagram, are home to a diverse range of interactive genres. These genres are typically characterized by brevity, multimodal content, and high levels of interactivity. The following sub-genres were identified within social media posts:

- Microblogging Posts (Twitter): Short text posts that frequently use hashtags, mentions, and links. These posts are designed for rapid, often immediate, responses and discussions.

- Status Updates and Image-Based Posts (Facebook, Instagram): These posts may include text, images, and videos, with emphasis on personal expression and engagement. Hashtags, tagging, and comment sections play key roles in interaction.

- Story Formats (Instagram Stories, Facebook Stories): Temporary, often multimedia posts that encourage quick responses and engagement, especially through reactions, likes, and direct replies.

Comments and replies are interactive genres that facilitate user engagement in response to posts, videos, and articles. These genres are prominent across social media platforms, forums, and blogs. The features of comment-based genres include:

- Textual Comment: Simple, text-based interactions in response to posts or media. Comments are frequently short but can generate extended dialogues through threads.

- Nested Comments (Reddit, YouTube): Organized into hierarchical threads, where users can reply directly to specific comments, creating extended conversations.<sup>9</sup>

Blogs and articles represent longer, more structured forms of online content that allow users to publish detailed opinions, analyses, or narratives. Interactive features are typically integrated into these genres through comment sections or related discussion forums. The key features include:

- Personal Blogs: Longer posts (1,000+ words) that often integrate personal experience with analysis or opinion, typically shared on platforms like WordPress or Medium.

- Professional Articles: Posts that are more formal, informative, and structured, often used in digital journalism or specialized knowledge communities.

Forums and discussion threads, like those found on Reddit or Stack Exchange, are interactive spaces where users engage in discussions, often around specialized topics. These genres are characterized by:

- Topic-Based Threads: Posts that introduce a topic or question, which then generates replies and responses.

- Q&A Format (Stack Exchange): A more structured format where users ask questions, provide answers, and receive feedback in the form of upvotes and downvotes, guiding the conversation's direction.

Live-streaming platforms such as Twitch and YouTube Live feature synchronous, real-time interactions between streamers and their audiences. Key features of this genre include:

- Live Video Streams (Twitch, YouTube Live): Interactive streams where viewers can comment and interact with the broadcaster in real-time.

- Live Chats and Super Chats: A parallel commentary stream alongside the live video, where viewers can post messages, donate money, or react to content as it is being broadcast.

The study examined the key features that define each genre and facilitate user interaction. These features include linguistic elements, multimodal communication, and interaction patterns.

The linguistic features of internet genres vary depending on the platform and the type of interaction. However, certain patterns emerged across genres:

- Informality and Conversational Tone: Most interactive genres feature a conversational style, characterized by informal language, slang, and the use of abbreviations and emojis.

- Use of Hashtags and Mentions: In social media posts, hashtags (#) are used for categorization and visibility, while mentions (@) direct attention to other users and encourage interaction.

- Short, Punchy Language: Especially in Twitter posts and comment sections, brevity is emphasized. These genres often favor concise language, abbreviations, and emotive expressions.

- Personalization and Identity Expression: Posts, comments, and replies often include elements of self-expression, whether through opinions, personal experiences, or images, reinforcing user identity and social presence.

The integration of multimodal elements was prominent across all the identified genres. Key findings include:

- Social Media Posts: On platforms like Instagram and Twitter, posts often combine text with images, videos, and infographics, creating dynamic communicative experiences.

- Video and Image Integration: Blogs and articles sometimes embed multimedia (such as videos or photographs) to support the textual content, enhancing engagement and comprehension.

- Emojis and Gifts: Emojis, gifs, and stickers were commonly used in comments and replies across all platforms, adding emotional nuance and visual expression to text-based communication.

- Live Streamings: On platforms like Twitch, video is paired with live chat, allowing for simultaneous interaction and a combination of visual and textual engagement.

One of the defining features of internet genres is the level of interactivity they encourage. Key findings include:

- User Feedback Mechanisms: Social media platforms utilize features such as "likes," "shares," and "retweets" to facilitate engagement. Comments and reactions are often used to express agreement, disagreement, or emotional responses.

- Conversation Threads: In forums and comment sections, nested comment threads foster deeper discussions, allowing users to respond to specific points, and facilitating back-and-forth exchanges.

- Real-Time Interaction: Platforms like Twitch and YouTube Live enable real-time interaction through live chats, where streamers and viewers can communicate instantly, creating a sense of immediacy and community.

Across all the genres, internet users engage in the construction of personal and group identities. The genres support various forms of social interaction, from casual exchanges to more structured, topic-driven discussions. Key observations include:

- User Identity Construction: Social media platforms allow users to construct personal profiles, share images, and express opinions, contributing to the construction of a digital persona.

- Community-Building Features: Reddit threads, YouTube comment sections, and live streaming chats facilitate community-building by allowing users to interact around common interests, share resources, and create collective knowledge.

The quantitative analysis of user engagement across the selected platforms revealed several patterns:

- Social Media Posts: Twitter posts had the highest frequency of engagement, with an average of 20-30 replies and 50-100 likes per post. Instagram and Facebook posts had lower reply rates but higher engagement in terms of likes and shares.

- Comments and Replies: YouTube comment sections had the most extended threads, with an average of 30-50 replies per comment. Reddit threads exhibited high engagement, with comments often generating hundreds of replies, especially in highly popular threads.

- Blogs and Forums: Blog posts had fewer interactive features (e.g., comments), with an average of 10-20 comments per post. Forums like Stack Exchange generated more structured replies, with Q&A posts receiving upvotes and replies in a more organized manner.

- Live Streaming and Chats: Real-time interactions on Twitch had an average of 1,000-2,000 comments per stream, with particularly high engagement in popular streams, driven by viewer participation through chat and donations (Super Chats).

The classification of internet genres revealed a diverse and dynamic range of interactive forms, each with unique features and communicative functions. The study identified five major interactive genres—social media posts, comments and replies, blogs and articles, forums and discussion threads, and live-streaming chats—each with specific structural, linguistic, and multimodal characteristics. Key features of these genres included:

- The use of informal, conversational language and emotional expressions.

- A high degree of multimodal communication, integrating text, images, video, and audio.

- Varied levels of interactivity, from rapid, short exchanges on Twitter to deeper, thread-based discussions on Reddit.

- Strong community-building features, with users actively participating in shaping discourse, expressing identities, and fostering social bonds.

<sup>9</sup> Yus, F. (2016). Online Interaction and the Role of the Internet in Everyday Communication. *Pragmatics & Cognition*, 24(1), 1-25.

These findings contribute to a deeper understanding of the role of interactive genres in shaping internet discourse, facilitating both personal and communal communication in the digital age.

**Discussion.** The results of this study provide a comprehensive classification of interactive genres in internet discourse, offering insight into the various ways in which these genres shape communication practices across digital platforms. By analyzing the linguistic, multimodal, and interactional features of internet genres, this study contributes to understanding how digital communication is structured and how it facilitates engagement, identity formation, and community building in online spaces. The findings also highlight the evolving nature of internet discourse, where traditional communication models are increasingly intertwined with technology, immediacy, and social dynamics.

A core finding of this study is the central role of interactivity in internet genres. Online platforms, by design, facilitate communication between users through different mechanisms of engagement, such as likes, comments, shares, and live interactions. This study demonstrates that the interactive nature of internet genres is not only central to the communication process but also shapes the form and function of the content being shared.

Social media posts, for instance, exhibit high levels of interactivity, particularly on platforms such as Twitter and Instagram, where replies, hashtags, and mentions serve as interactive tools that connect individuals, ideas, and communities. The brevity of Twitter posts, combined with the immediacy of interactions (e.g., retweets and likes), fosters quick exchanges of opinions and information. This short-form genre encourages fast-paced, often fragmented communication, where ideas are communicated in bite-sized pieces that invite immediate feedback from other users. Such interactions exemplify how interactivity, in this context, contributes to the formation of real-time conversations, trending topics, and viral content. In contrast, other platforms like Facebook, where posts may be more elaborate and accompanied by multimedia (e.g., photos, videos), prioritize long-term engagement through likes, shares, and comments, contributing to deeper, more thoughtful conversations.

The prominence of comment sections and replies on platforms like Reddit and YouTube exemplifies a different form of interaction. Here, the interactive genre moves beyond immediate exchanges, enabling users to engage in extended, often more complex dialogues. Reddit threads, for example, encourage multi-layered discussions where users not only respond to an initial prompt but also engage in back-and-forth dialogues, often in a hierarchical or nested manner. This form of interactivity allows for knowledge sharing, opinion exchange, and argumentation, enabling users to build on each other's ideas, making comment sections a key site for the development of community knowledge and collective memory. The presence of upvotes and downvotes further structures these interactions, giving users the ability to prioritize certain content and guide the conversation's direction.

Live-streaming platforms like Twitch and YouTube Live represent a unique manifestation of interactive communication. The real-time feedback loop in these genres fosters an immediate connection between streamers and viewers, who engage with the content both synchronously and asynchronously through live chats. The real-time nature of these interactions creates a sense of immediacy and intimacy that is characteristic of the live-streaming genre. The use of chat features, super chats (on YouTube), and donations reflects a form of communication that is deeply tied to social exchange, community participation, and audience influence over content creation.

Another key feature of internet genres, as revealed in this study, is the integration of multiple communication modes—text, image, video, and audio—across different platforms. The multimodal nature of internet genres is particularly evident in social media posts and blogs, where images, videos, and textual content are often combined to create rich, engaging posts. This integration is not merely a superficial enhancement but a functional aspect that allows for more nuanced and dynamic communication.

For example, on platforms like Instagram, visual elements (photos and videos) play a central role in communication, with the accompanying captions providing contextualization and adding meaning to the images. This blend of visual and textual elements allows for a multifaceted expression of identity, emotion, and experience, providing a richer communicative experience than text alone. Similarly, in Twitter and Facebook posts, multimedia content—such as images,

GIFs, and video clips—often complement textual messages, enabling users to convey more complex emotions or ideas.

Live-streaming platforms further exemplify the importance of multimodal communication. In these genres, the visual aspect of the live video is paired with the textual communication of the live chat, creating a hybrid experience in which viewers can respond to visual stimuli (the live video) through textual commentary. The chat also serves as a social space for engagement, where viewers can share their reactions, questions, and feedback in real time. This fusion of text, image, video, and live interaction creates an immersive environment for communication that enhances social connection and interaction.

Moreover, the use of emojis, stickers, and gifs in comments and replies further illustrates the multimodal nature of internet genres. These elements are crucial in enhancing emotional expression and tone in text-based communication. The combination of textual content with visual and emotional cues helps to mitigate the potential for miscommunication, offering users a way to convey humor, sarcasm, empathy, or excitement. This multimodal communication approach reflects the trend of digital communication becoming more visual, experiential, and affective, creating more engaging and expressive forms of interaction.

One of the most significant functions of interactive genres on the internet is their role in community-building and identity construction. This study highlights how these genres create virtual spaces for users to form connections, share ideas, and collaborate on shared goals or interests. Internet genres enable users to engage in discussions that contribute to the construction of collective knowledge, group norms, and social identities.

On platforms like Reddit and Stack Exchange, users come together around common topics or shared questions, creating communities built on knowledge exchange, advice-giving, and social learning. These communities are often governed by specific norms and etiquettes, such as upvoting quality responses or providing detailed answers to questions. The comment sections on these platforms allow for the development of niche communities where members interact regularly and develop a sense of belonging.

Similarly, the comment sections on social media platforms such as Facebook or Instagram contribute to community-building by providing spaces for users to share personal experiences, opinions, and creative content. These spaces are important not only for social interaction but also for self-expression and identity construction. Through their posts, users can showcase their personalities, interests, and values, creating a sense of connection to their immediate social networks and broader communities.

Live-streaming platforms further reinforce community-building by creating environments where viewers and content creators interact in real time. The live chat feature allows for instant feedback, while also fostering a sense of collective participation in the viewing experience. Streamers often acknowledge their viewers' contributions during the live broadcast, strengthening the connection between the creator and their audience. This dynamic contributes to the development of fan communities that are deeply invested in the content and identity of the streamer.

The role of internet genres in identity formation is particularly evident in the ways users express themselves across platforms. Social media posts and comments often serve as a stage for users to perform various aspects of their identity, whether through curated profiles, self-presentations in posts, or reactions to others' content. These genres enable users to actively shape their digital personas, navigating complex identity negotiations within the digital public sphere.

The classification and analysis of interactive genres in this study have important implications for understanding digital communication in the contemporary age. As internet genres continue to evolve, they blur the boundaries between communication, entertainment, and social interaction, creating hybrid forms that challenge traditional genres of discourse. These shifts are not only technologically driven but are also reflective of changing social and cultural norms, as users demand more immediate, interactive, and engaging forms of communication.

The integration of multimodal and interactive features in internet genres also signals a shift toward more collaborative and participatory forms of communication. Where traditional forms of media and communication were often characterized by top-down, one-way interactions, internet genres now emphasize user participation, co-

creation, and real-time feedback, empowering individuals to shape discourse and engage more meaningfully with content.

Furthermore, understanding the social functions of these genres provides insight into how digital communication contributes to the creation of social networks, the negotiation of social identities, and the establishment of online communities. Internet genres are not just platforms for information exchange; they are dynamic, interactive spaces that facilitate the ongoing negotiation of social relations and collective meaning-making.

This study's findings offer a comprehensive understanding of the classification and usage features of interactive genres in internet

discourse. Through the identification and analysis of key genres such as social media posts, comments, blogs, discussion threads, and live-streaming chats, the study demonstrates how interactivity, multimodal communication, and community-building are central to online communication. These interactive genres facilitate the creation of digital spaces for self-expression, knowledge exchange, and social connection, while also shaping the way individuals engage with and participate in digital culture. The study contributes to the growing body of research on digital communication by providing a detailed account of the communicative functions and features of internet genres and their role in shaping contemporary discourse.

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