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## The evolution of the 'comment' genre: Theoretical aspect

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### Abstract

The article deals with the problem of transforming the genre of comment due to the peculiarities of the Internet communication. The comparative analysis of the traditional interpretation and the new one is initiated based on the modern demands of the virtual discourse. Not only the journalists and the experts, but the readers as well are considered to be the subjects of communication. The research on two forms of comments show the similarities and differences in communicative intention of addressers and the ways of their realization. The analysis shows the isomorphism of the on-line comments and some genres of the Internet communication, defines the role of the language person in the type of discourse under study, justifies the possibility of reconstructing the national worldview based on numerous on-line comments to the articles (often related to news), which attract the greatest attention and feedback of the readers. © IDOSI Publications, 2014.

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### Keywords

The comment, The Internet-linguistics, The journalist, The language person, The reader