

ABSTRACTS

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FEATURES OF VIRTUAL COMMUNICATION

The special area of virtual space – the Internet is considered in the article, where new opportunities and specific features for communication and communication barriers have appeared. The features of self-presentation and self-communication through computer networks are analysed. Communication skills to communicate in the Internet are mentioned, such as the ability to: express one's own thoughts, understand and receive information, build virtual relationships, develop tactics and strategy of individual behavior. The characteristics of communication that takes place via computer networks are also considered: simultaneous communication of a large number of people located in different parts of the world; inability to use most of the non-verbal means of communication and self-presentation; depletion of emotional component of communication; anonymity and reduction of psychological risk in the communication process; simple change of formal attributes. The author focused on the specific style features of virtual communication (dominant, controversial, spectacular, dramatical, attentive, friendly, open, inspirational, calming). The means of expressing emotional reactions were considered: the use of template graphics; the use of specific words, characters, greetings called «caps». Attention is paid to the appearance of a peculiar culture of communication – the network etiquette. The rules that arise during communication on the Internet are described.

Key words: communication, virtual environment, style, communication.