

Summary

Subject matter: Internet Communication: Linguistics of Self-presentation in Internet

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Actuality of the research: depends on the necessity of the Internet communication as virtual communication gets more significance and becomes dominant type of communication these days. In our research we have considered the self-presentation of Dating Websites' users. The self-presentation is one of the important components of Internet communication

Object of the research: Linguistics of the self-presentation in French

Tasks:

- to reveal contemporary structure, specificity and peculiarity of the Internet communication;
- to describe motives and types of the Internet contacts;
- to reveal the peculiarity of interpersonal communication in Dating Websites;
- to carry out the semantic analysis of self-presentations' texts.

Theoretical significance consists in the analysis of the topically orientated discourse which allows tracing the invisible mechanisms of definite cultural phenomenon and it can also serve as the basis for the further researches of semantics and pragmatics of language units used in this discourse

Practical significance consists in possibility to use the results of the research in the courses dealt with contemporary types of communication, in practical works and special courses devoted to cross-cultural communication **Results of the research:**

- there is a new form of linguistic interaction named as written colloquial language in the Internet communication;
- abbreviations and acronyms are priority lexical forms in the Internet communication;

practically all declarations about the acquaintance in the Internet have universal structure which consists of a photo, a name, a short biographical text, interests and wishes;

- the distinctive feature of the declarations about the acquaintances is using neutral and normatively evaluative vocabulary;
- the declarations about the acquaintances are the speech genre of advertising discourse which combines genre specificity of the declaration and publicity itself;
- texts of advertising declarations contain a subtext of the self-presentation, a subtext of the addressee and a subtext of the future (a purpose of an acquaintance)

Recommendations: To carry out a deep analysis of the vocabulary in the French sites of acquaintances, to examine vocabulary's means of formation, the reasons of their formations and to trace if they are transmitted to Russian sites of acquaintances