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**COMMUNICATIVE STRATEGIES OF USERS OF NEW MEDIA**

Master's thesis  
ABSTRACT

Speciality 1-23 81 08 Mediacommunications

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## ABSTRACT

The purpose of this work is identifying the characteristics of the communication strategies of website users using a frame analysis as a research method.

The object of the master's thesis is Internet users with experience in using websites to solve everyday problems. The subject of the research is the specifics of human interaction with websites.

The following results of this master's thesis were obtained: the communicative strategies of users of new media using the theory of frames are described.

*Keywords: communicative strategies, new media, frame analysis, user experience, website.*