

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

NAUMENKO Ekaterina Andreevna

**CULTURAL AND COMMUNICATIVE PRACTICES
IN THE DIGITAL ENVIRONMENT**

Master's thesis
ABSTRACT

Speciality 1-23 81 08 Mediacommunications

Scientific adviser:
Olga V. Tereschenko
Doctor of Philosophy in Sociology,
Associate Professor

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ABSTRACT

The purpose of this work is determination of the features of identification and representation of a person's personality through cultural and communicative practices in a digital environment.

The object of the master's thesis is cultural and communicative practices in the digital environment. The subject of the master's thesis is cultural and communicative practices that form the personal identity of a person in a digital environment.

In the process of writing the master's thesis, the following results were obtained: the concept of "digital environment" and its characteristics were defined; describes the role of person in creating a digital environment; the individual practices of the digital environment are described: studied the concept of "personality identity"; describes the main practices of representing a person in a digital environment; the process of constructing a person's self-identity using visual aids has been studied and the features of this process have been identified.

Key words: digital environment, virtuality, cultural and communicative practices of the digital environment, self-representation of personality.