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**COMMUNICATION OF ELECTRONIC
SOCIAL NETWORKS USERS:
SPECIFIC AND TOOLS**

Master's thesis
ABSTRACT

Qualification 1-23 81 03 «Communicative management»

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Minsk, 2018

ABSTRACT

The aim of the master's thesis: to study interpersonal communication in the Internet based on the consideration of «VKontakte» and «Facebook» social networks and their social networking tools.

The object of the master's thesis is the features of communication in electronic social networks. The subject of the research of the master's thesis is the tools of the translation of communication processes in electronic social networks and the features of their use.

Research Method: focus group and interview.

In the process of writing the master's thesis the following results were obtained: the influence of electronic social networks on communication processes in the society was revealed. Due to a lack of all the possibilities of real communication, social networking tools include many functions. With constant presence in the network, users of the usual functionalities begin to invent other functions and values to facilitate their communication. These values affect the behavior of users, encouraging the creation of content that will be highly appreciated by other users.

The scientific novelty of the thesis is based on the lack of research the area of the relationship between features and communication tools of users of electronic social networks. The results of the thesis have opportunities for theoretical and practical application. The materials of the master's thesis can be used in the educational process, as well as in the formation and implementation of communicative strategies in the Internet.

Keywords: social networking service, internet, communication, virtual space, social networking tools, messaging.