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**POETICAL FORMS IN COMMUNICATION OF USERS
OF SOCIAL NETWORKS**

Master's thesis
ABSTRACT

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ABSTRACT

The Internet and social networks are so firmly embedded in our lives that it is now difficult to imagine a world without all this. They replace real communication for many people and make it possible to quickly transmit information of various sizes without leaving the house. To attract people to their social media pages, authors use various techniques and forms, one of them is poetry. Reading poetry allows you to see the connection between the present and the past, get acquainted with the traditions of peoples, it can help you find people who are close in spirit, not only in your country, but also abroad.

The purpose of this work is to determine the features of communication in social networks through poetic forms.

Object-communication in social networks through poetic forms.

Subject-features of communication in social networks through poetic forms.

The methodological basis of the thesis consists of: the method of theoretical generalization of scientific literature, the method of scientific observation and description, as well as General scientific methods (analysis, synthesis and deduction), private scientific methods (content analysis).

In the process of writing the thesis, the following results were obtained: communication in the information society was considered; the use of poetic forms in the communication of users of social networks Facebook and Vkontakte was revealed.

The relevance of the research is due to the fact that there is currently a significant interest in new forms of communication in linguistics, in particular in Internet communication. As an object of interdisciplinary research, the study of Internet communications is consistent with the anthropocentric scientific paradigm that has developed in linguistics and other Humanities. The results of the thesis were obtained on the basis of reliable materials and independently conducted practical research.

Keywords: internet, social networks, communication in social networks, poetry, poetic communication, facebook, vkontakte.