

## PHILOLOGY

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### **The process of self-identification of a virtual language personalities in the communicative space of social networks**

It is considered the process of self-identification of a virtual linguistic personality in the communicative space of social networks. It is analyzed the speech utterances of users of social networks which are illustrative examples for the implementation of self-presentation in the virtual space. It is noted that the functioning of personality virtualization is a process of creation, self-development and the realization of their thoughts and desires into reality. It is made the conclusion that most often, users of social networks use illiterate vocabulary, morphological errors (incorrect usage of words in a sentence, rejection of capital letters, punctuation marks, the use of illiterate abbreviations in words). Literate and writing speech are losing their power on the Internet, more and more ignorant and uninformed texts we can meet on reviews of various social networks.

**Key words:** social network, virtual linguistic personality, speech utterances, self-presentation, communicative space, transformation of linguistic personality.

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