

## PHILOLOGY

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### **The time factor in the conditions of virtual communication**

It is considered the features of the time factor in the conditions of virtual communication. The author analyzed the impact of asynchronous communication on digital etiquette based on examples from social networks and messengers. It is also noted that text messages which are a way of speech action and able to operate beyond the place and time of its creation. A virtual personality who writes an Internet message has its own specific features and if you know the specifics of network communication, you can enter into certain speech relationships with other Internet communicants. This determines the fact that a virtual linguistic personality is able to have its own opinion about the world, society and others that define the textual role.

**Key words:** virtual communication, time factor, Internet communicants, virtual language personality, digital etiquette.

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