

PHILOLOGY

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Linguistic means of implementing linguocreativity in the communicative space of internet discourse

The main linguistic definitions of the concept of “linguocreativity” are studied. The authors considered the classification of the main functions of the language game in the conditions of Internet discourse. It is also noted that the active usage of linguocreativity in the framework of Internet discourse is explained by the fact that the language game implies many ways of actualization and also with its help the emotional component of the message is enhanced. The main principle of the effective work of the language game is the desire to achieve maximum expressiveness of the utterance using a minimum text volume for this.

Key words: linguocreativity, Internet discourse, Internet communicants, language game, self-presentation, erratives, language game functions.

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