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Virtual communication and its characteristics in the russian language representation (against the background of the French language)

The features of the organization of the communicative situation in virtual reality are considered and the distinctive features of virtual discourse are analyzed. Based on a survey of active Internet users, it is shown that both Russian-speaking and French-speaking users emphasize the convenience, speed, accessibility and ease of virtual discourse, but they are aware of the significant differences between this form of communication and natural communication due to the lack of pauses in speech, the replacement of gestures and facial expressions with emojis and emoticons, and an unsynchronized reaction. interlocutors. Nevertheless, the significant spread of this particular form of communication leads to a change in the norms of live personal communication under the influence of virtual culture. It is argued that in most cases, participants in virtual communication remain anonymous, which opens up wide opportunities for constructing both individual and social identity.

Key words: virtual discourse, electronic mediated discourse, characteristics of virtual communication, virtual linguistic personality, virtual self-presentation, natural and electronic communication.

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