

PHILOSOPHY

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Communication and the social status of an individual

The topic of the connection between a person's communicative behavior and his social status is especially relevant now, as status systems in society are becoming more complex, and due to the digitalization of communication, new ways to demonstrate status are emerging, and the usual hierarchy is also changing. The main goal of the study is to show that the connection between communication and status works in both directions: on the one hand, position in society affects how and with whom a person can communicate, and on the other hand, through communication, one can strengthen or increase one's status. Verbal and non-verbal signs of status relations are analyzed in detail. Communicative strategies that help to present oneself and maintain status are considered. A separate part is devoted to how status-role interaction changes in the digital environment.

Key words: social status, communicative behavior, verbal markers, digital communication, address, social stratification, identity.

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