

The author describes the interrelation of two linguistic concepts, the norm and politeness. An area of certain procedures applied in the course of communication is defined as their common feature. These strategies are typical of human communication; they have a conventional character and are an important instrument to accomplish communication intentions and goals. The main topic of this work is internet communication environment, possibilities and specific features. The author presents a specific internet discussion between mothers of children of the same age, and tries to define the most widely applied (mostly complimentary) strategies in this environment. The author concludes that the most widely used strategy in this discussion is the so called positive politeness; however, other structures are applied in addition to that. This fact is probably related not only to the discussion forum theme etc. but the communication group structure is also evident here.