

Abstract

This paper aims to present a linguistic picture of a relatively new creative environment in the virtual Internet space. The thesis deals with speech specifics and communication strategies of poets publishing on social networks. The author analyses the features of the individual style of the poet-blogger, communication strategies and forms of presentation of poetic content. Available scientific works related to the issue of speech portrait are summarized in the thesis; analyzed the poet-blogger's speech behavior and methods of self-presentation; the expressive means used by the poet-blogger are classified and the principles of their use are generalized.