

детей не только к прекрасному, но и к изучению иностранного языка. Компенсируя дефицит языковой среды и создавая соответствующее пространство реализации полученных знаний, умений и навыков в практической социально и лично значимой деятельности во внеурочное время, этот вид внеурочной деятельности на данном этапе в рамках реализации ФГОС призван обеспечить развитие не только предметных, но и метапредметных компетенций [4].

Литература

1. Дзюина Е.В. Театрализованные уроки и внеклассные мероприятия на английском языке: 1–4 классы. – М.: ВАКО, 2006. – 176 с.
2. Рачина Е.А. Организация внеурочной деятельности по иностранному языку // *lurok.ru*: сайт. – 2016. – 16 авг. – URL: <https://www.lurok.ru/categories/2/articles/14> (дата обращения: 19.09.2022).
3. Рыкалин А.Ю. Театр как одна из форм организации внеурочной деятельности детей // *Pedsovet.su*: сайт. – 2014. – 4 июн. – URL: <https://pedsovet.su/publ/115-1-0-4761> (дата обращения: 19.09.2022).
4. Учительский портал. – URL: <https://www.uchportal.ru> (дата обращения: 01.11.2022).
5. Шконда Е.В. Особенности организации внеклассной работы по иностранному языку // *Альтернант-2018: Конференции ГрГУ им. Янки Купалы*: сайт. – URL: <https://conf.grsu.by/alternant2018/шконда-е-в-особенности-организации-вн> (дата обращения: 19.09.2022).

THEATER AS A FORM OF ORGANIZATION OF EXTRACURRICULAR ACTIVITIES IN ENGLISH.

N.A. Koptelova

Acting is an integral part of extracurricular activities in a modern school. The article deals in details with the theater as a form of organization of extracurricular activities in English.

Keywords: theatre; form of organization; action line; school theatre; English; extracurricular activity.

КОММУНИКАТИВНЫЕ СТРАТЕГИИ В СОЦИАЛЬНЫХ СЕТЯХ

Н.А. Корбан¹, Е.А. Чернякова²

Гомельский государственный университет им. Ф. Скорины

¹студент; e-mail: nataaaaaaly5470479@mail.ru

²старший преподаватель; e-mail: info_evgenia@mail.ru

Республика Беларусь, г. Гомель

В данной статье описывается специфика коммуникации между участниками сетевых сообществ. Затрагиваются некоторые особенности виртуальной жизни: анонимность, спонтанность и желательность контакта, стремление к нетипичному или ненормативному поведению и др. Также в статье рассматриваются два вида речевых стратегий: кооперативные и некооперативные стратегии.

Ключевые слова: интернет; астротурфинг; троллинг; кибербуллинг; речевые стратегии.

The Internet has had a great influence on all areas of life, including interpersonal communication. Online communication is often very different from face-to-face or traditional written communication.

Social networks are usually thought of as Internet platforms or sites where registered users themselves post personal information (only what they think is relevant, i.e. content is created directly by the users) and communicate by establishing interpersonal social connections.

The first social network was Classmates.com, created in 1995, where users could find classmates, fellow students, and colleagues. It continues to exist today. As of August 2018, three of the 15 most popular social networks in the world are Facebook, YouTube and Instagram [4]. In 2021, Tik Tok was added to their list. The number of visits to each of them exceeds a billion per year. Therefore, the study of communication strategies in the new realities is of interest to specialists studying linguistics and intercultural communication.

Internet communication has expanded the possibilities of communication (text messengers, video chats, social networks), the process of communication between people has become more attractive due to the convenience of communication.

The main feature of online communication is that participants in the conversation are not able to see each other, they interact through a written comment or text in a chat, conversation, social networking.

According to T. Y. Vinogradova the reasons for using the Internet as a tool of communication are the lack of interaction in the real world and the opportunity to realize personal qualities, roles, various emotions, which for some reason cannot be realized in real life [3, p. 146 - 147].

As the main characteristics of communication on the Internet Vinogradova singled out the following:

1) Anonymity. On the Internet there is general profile information of partners, and in some cases – only a photo. This does not allow a realistic perception of the identity of the interlocutor. People may hide or disguise information about themselves, which leads to a feeling of looseness and makes them feel free to speak without fear. As a result, many users may resort to insults, swearing, and sexual harassment because they know that the likelihood of exposure is minimal.

2) Peculiarities of the process of interpersonal perception in the absence of nonverbal information. As a rule, a strong influence on the perception of the interlocutor has stereotypes and identification mechanisms, as well as attitudes as expectations of the desired qualities in the other person.

3) Spontaneity and desirability of contact. The user chooses with whom and how to communicate, and can interrupt communication at any time.

4) The emotional component of communication is hampered, but at the same time it is an attempt to fill the text with emotions, either by using special emotional icons or by expressing emotions in words (in brackets after the text).

5) The desire for atypical or non-normative behavior. Very often users manifest themselves differently than it is accepted in society, play roles that cannot be realized in real communication.

Speech strategy is a series of speech actions aimed at achieving communicative goals of conversation, both real and virtual. The speaker (writer) organizes his or her speech actions according to a certain thought plan, in accordance with the conditions

of communication, role and personal characteristics of the interlocutor, the traditions of communication [2].

Modern linguistic studies classify speech communication strategies in different ways, based on different principles L.G. Lisitskaya distinguishes two main types of speech strategies in Internet communication: cooperative and non-cooperative (provocative) [3, p. 146 - 147].

Cooperative speech strategies include informational and interpretive dialogues (transmission of specific information, communication between two or more people).

Non-cooperative (provocative) speech strategies are interactive communication (speech clashes, fights, etc.) that violate the norms of conversational dialogue.

There are many types of cooperative speech strategies in Internet communication. According to N.N. Kirillova, the main of them can be considered the following:

1. Politeness, honesty and confidence. Communicators communicate tactfully and respectfully and trust each other's words.

2. Intimacy (open communication). Participants show desire and ability to state their position and readiness to consider the interlocutor's position.

3. Refusal of a choice. The communicator refuses the initiative of decision-making on behalf of the partner.

4. Detachment. Participants show restraint, unobtrusive communication with interlocutors.

5. Compromise. Communicants resolve disagreements through mutual concessions and accept the position of the other.

6. Cooperation. The interlocutors cooperate in order to work out a solution that will satisfy everyone. This requires combining different points of view and bringing together the opinions of the interlocutors [3, p. 146 - 147].

On the other hand, non-cooperative (provocative) speech strategy is aimed at obtaining information that the interlocutor does not want to give voluntarily, or destabilizing the emotional state of the other party. As E.N. Zaretskaya, it is often done inclusively, through the conscious choice of certain speech and language means [3, p. 146–147]. As a socio-psychological phenomenon non-cooperative (provocative) strategies of Internet communication are considered by many authors as deviant and there are many types of them, the main ones are:

1. Astroturfing. Uses sophisticated software on Internet forums (bots, multiple fake accounts, hidden advertising banners, etc.). They exercise systematic and organized influence on the opinions of a virtual audience in order to artificially create and impose "public opinion" in their favor.

2. Cyberbullying is aggressive and deliberate actions committed by a group or a single person using electronic communications against a victim who cannot easily defend himself or herself, repeatedly over a long period of time.

3. Trolling is the action of provoking confrontation by posting provocative messages, often containing offensive material, on non-private communication forums of Internet users [1].

Today it is evident that trolling, which is one of the main types of non-cooperative (provocative) communication strategies, has a negative impact on Inter-

net communication as a whole, since all Internet users can be attacked by online abusers. The greatest danger in this situation is that the annoyance and irritation of the "victim" of trolling can be transmitted to real people and disrupt interpersonal communication outside of virtual life in the form of scandals and quarrels [3, p. 146–147].

Thus, Internet communication is a special type of communication in the global network Internet, which has its own features, such as: anonymity, the peculiarity of the course of processes of interpersonal perception in the absence of non-verbal information, voluntary and desirable contacts, the difficulty of the emotional component of communication and the desire for atypical, non-normative behavior.

References

1. Ksenofontova I.V. Specificity of communication in conditions of anonymity: memetics, image-boards, trolling // Folklore and the Internet. Collection of articles. – MOSCOW: SRCRF, 2009. – P. 285–293.
2. National Pedagogical Encyclopedia. – URL: <https://didacts.ru/termin/rechevajastrategija.html> (Date of access: 05.08.2022).
3. Sarna A.Y. "Viral video" as a form of self-presentation in the Internet // Communication in social and humanitarian knowledge, economy, education: materials. III International. scientific-practical conf., March 29–31, 2012, Minsk / ed. V. Tereschenko (ed.) [etc.]. – Minsk, 2012.
4. Social media rankings. January 2021. – URL: <http://ranking.kz> (Date of access: 05.08.2021).

COMMUNICATIVE STRATEGIES IN SOCIAL NETWORKS

N.A. Korban¹, E.A. Chernyakova²

This article describes the specifics of communication between members of online communities. The features of virtual life include: anonymity, spontaneity and desirability of contact, striving for atypical or non-normative behavior, etc. The article also discusses two types of speech strategies: cooperative and non-cooperative strategies.

Keywords: Internet; astroturfing; trolling; cyberbullying; speech strategies.

О РОЛИ АКТИВНЫХ ФОРМ ОБУЧЕНИЯ В ПОВЫШЕНИИ КАЧЕСТВА ВУЗОВСКОГО ОБРАЗОВАНИЯ

Л.Л. Косташи

Приднестровский государственный университет им. Т.Г. Шевченко
старший преподаватель
Молдова, Приднестровье, г. Тирасполь; e-mail: lkostash@mail.ru

В статье затрагивается тема использования активных форм обучения на примере деловой игры. Автор отмечает, что деловая игра очень эффективна для обучения студентов, т.к. развивает их коммуникативную компетенцию, совершенствует профессиональные навыки, навыки устной коммуникации, сотрудничества и работы в команде.

Ключевые слова: методы активного обучения; качество образования; высшее образование; деловая игра.

Качество высшего образования является актуальной проблемой, которой на протяжении последних лет уделяется особое внимание.