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Summary

Tkachova Y. The Establishment and Perspectives of Development of Communicative Paradigm of Philosophy. The article investigates the conditions of formation and development of modern philosophy of communicative paradigm of knowledge. The author explains the contribution in its formation of works of leading Western thinkers who rethink the essence of the heuristic possibilities and new horizons of cognitive activity of the subject in the light of the phenomenon of communication, achieving mutual understanding and overcoming the alienation between people. *Keywords:* K. O.Apel, M.Buber, Y.Habermas, N.Luman, dialogue, discourse ethics, communication paradigm, linguistic turn, communication, philosophy.

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КРЕАТИВНИЙ ПОТЕНЦІАЛ ЛІНГВОФІЛОСОФСЬКОЇ КОНЦЕПЦІЇ ДЕВІДА КРИСТАЛА

« . . . » , 1989 (e-mail) , (. . .)

«...» [2, .223]. «...?»

«...» [2, .223]. «...?»

«...» [13, .287] –

CMC (/ computer-mediated communications).

[: 3, .30], MC [: 6, .25], [: 2, .224].

«...» [2, .230].

«...»

- *Internet* () – ;
- *Computer-mediated Communication (CMC)* ();

- *Computer-Mediated Discourse (CMD)* –
- *Computer-Mediated Conversation (CMCs)* –
- *Computer-mediated synchronic and asynchronous communication (CMCS & CMCA)* – [: 11].

« »

« ».

(*Computer-mediated Communication (CMC)*)

(*Computer-Mediated Discourse (CMD)*)

(*Computer-Mediated Conversation (CMCs)*)

- : 1) –
 - ; 2) –
 - ; 3) –
 - ; 4) –
- () ()

« *else Internet culture may be, it is still largely text-based affair*» [13, .6].

(*whatever*)

« »

» [12, .83].

[: 12, .234].

(e-mail),

, *short message service (SMS)* [: 7, .12].

Netspeak ()

(written speech).

: « » [10, .75].

(... electronic discourse is writing that very often reads as if it were being spoken – that is, as if the sender were writing talking)» [8, .2].

: 1)

; 2)

().

: 1)

(«

(There is no way that a recipient can react to our message while it is being typed, for the obvious reason that recipients do not know they are getting any messages at all until the text arrives on their screens. Correspondingly, there is no way for a participant to get a sense of how successful a message is, while it is being written – whether it has been understood, or whether it needs repair)» [7, .30]; 2)

« »

? «

Netspeak

? (The language of geeks has had a strong influence on Netspeak hitherto, its jargon appealing to a relatively young and computer-literate population. But what will happen to Netspeak as the user-base broadens, and people with a wider range of language preferences come online?)» [7, .25].

2004

: « -

(Any attempt to characterize the language of the Internet, whether as a whole or with reference to one of its constituent situations, immediately runs up against the transience of the technology.)» [7, .224].

: 1)

; 2)

; 3)

; 4)

XV

Standard English XVIII

« [.: 6, .21]; - , - , »

« [.: 5, .29]); (,) . « »

» [4, .29].

) (-)

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Summary

Luchak A.-M., Hasyak O. Creative Potential of David Crystal's Lingvophilosophical Concept. The current paper represents David Crystal's lingvophilosophical concept and its creative and methodological ability to solve the problem of nature language transformation in cybersphere and influence of Netspeak on sociosphere by means of computer-mediated communication. Keywords: cybersphere, lingvosphere, computer-mediated communication, Netspeak.

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ВІРТУАЛІЗАЦІЯ КОНФЛІКТУ В ПОВСЯКДЕННОМУ ЖИТТІ (ЕКСПЛІКАЦІЇ ТЕОРІЇ РЕНДАЛЛА КОЛЛІНЗА)

« ... ».