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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)

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Summary

Kucherenk I. Virtualized Conflicts in Everyday Life: Explications of Randall Collins' Theory. *Randall Collins came to the theory of conflict as a model that describes the diversity of the social world and, at the same time includes all of its variety. It is shown how conflict theory is applicable to different levels of social interaction in everyday life. In particular, the article is focused on mediated kinds of conflicts that occur on-line and off-line. Keywords: virtual conflict, Randall Collins, solidarity, emotional energy, mediated interactions.*