

## Communication tools of the internet social space

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### Abstract

Media are considered as the instrument of cultures dialogue which in the conditions of Internet technologies is exposed to structural and typological changes. On the basis of the typological analysis, structurally functional and a discourse analysis features of communication instruments use in socio-cultural space of the all-Russian and national (regional) segment of the Internet were defined. Among them: changes of reflexive reviewing use conditions as effective communication instrument of the Internet on the basis of the clip thinking and immediacy of perception noted as a factor of estimated perception and technological effectiveness strengthening of information consumption; correction of the reflexive reviewing functions, staticizing its instrumental role in cultural dialogue, accentuation of reflexive reviewing advertising problems; distribution of new communication formats with visualization of information, personalisation consumption, advance activation. Changes in reflexive reviewing typological characteristics are presented by two main tendencies: expanding typological features and strengthening essay basis of content with active commenting; multi-aspect content which is the cornerstone of reflexive reviewing in which representation role of the author is described as communication: I am a writer - I am a reader - I am a critic. Reflexive reviewing as communication instrument differs in national media in the supplemented structure allowing to develop the text in the course of communication. Thus, it is possible to speak about a reflexive reviewing demand as forms of representing national and world culture in the context of modern media technologies development in social space of the Internet.

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### Keywords

Communication instruments, Forms of communications, Internet mass-media, Media, Media communications, Reflexive reviewing