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VIRTUAL ONOMASTICS AND NON-VERBAL COMPONENT OF INTERNET COMMUNICATIONS

The possibilities of virtual interaction and its high activity degree in communication act in the modern information-oriented society entailed serious changes in the language system. In our work. we research the phenomenon of (Internet) virtual onomastics and non-verbal component of Internet communications as one of the most important (Internet) virtual culture components.. The work has a major theoretical and practical significance for formation general culture of a human being as an active Internet user.

Key words: virtual interaction, virtual onomastics, e-mail, non-verbal communication, virtual culture.

Lately the Internet-communication has become perhaps the most popular way of communication that accumulates the huge variety of speech practices, means and formats of communication, which becomes a sort of Signum Temporis (a sign of our time) [1:16].

Internet forms a special communicative environment, a special place of realization of the language, which has no analogues in the past. The virtual reality of the Internet in the process of development acquires the features of a new world and lifestyle that stimulates the emergence of new means of communication [1, p. 16; 2]. Moreover, it becomes one of the most important factors of transformation and alteration not only of the individual linguistic habits, but also the language in general.

In order to find out the place Internet takes in the life of the young generation and its role and impact on the individual, we have carried out a sociological research at the faculty of foreign languages of the Russian State Social University (RSSU).

During the sociological research, 146 respondents were interviewed; first- fifth-year students of the faculty of foreign languages. The obtained data are summarized, calculated, analyzed, and it allowed us to make some very interesting conclusions. Here are some of them. Among all respondents, independently of the study year and age, there was not a single person who would not use the Internet. In addition, 94% of respondents use the Internet at least once a day, i.e., almost constantly. In other words, each student uses the Internet an average of 3 hours a day or 1095 hours a year, i.e. approximately 1/10 of the year. For comparison, students spend on the average 1/6 of the year for lectures and seminars, and for sleeping people spend 1/3 of the year.

To the question: "the main purpose of your using the Internet" the answers were the following: getting information – 132 people or 90.4% of the respondents; communication – 119 people or 81.5% of the respondents; entertainment – 112 people or 76.7% of the respondents.
Thus, there is a massive use of the Internet. In addition, based on our survey we were able to identify a target orientation of users of the global Network, namely, getting information, communication and the game. Of course, such active and almost permanent presence on the Internet could not but affect the language.

This research is devoted to the study of the phenomenon of e-mail onomastics and the non-verbal component of the Internet-communication as the most important components of the virtual culture.

Just a few years ago, a similar problem was not arisen. This topic has become urgent today, in the conduct of an active virtual interaction, both oral and written, which became possible due to the creation and development of information and telecommunication technologies and especially the Internet. Today communication can be carried out in the real and the unreal time mode, in virtual and real environments, in virtual reality. Virtual reality offers a variety of technologies of communication and information exchange. Let us call the most known and widespread of them e-mail (mail.ru, yandex.ru etc.); chat (SKYPE, ICQ); SMS; guest book; comments; forums, etc. It is not a secret that communication and interaction on line assumes communication, like a carnival, at which its members "put on a mask: choose electronic – nominal names and enter into a fascinating virtual game, creating a special virtual world, the laws of development and communication, which we are going to explore. Internet turns into the most democratic and free from the authority form of communication. In other words, the participants of the communication are hidden under a special mask - virtual proper name (VPN), selected participants of the virtual interaction, which, depending on the technology of communication on-line, can be divided into e-mail - proper human names, chat-proper human names, SMS-proper human names, the forum -proper human names, etc. The subject of our research is e-mail – proper human names, which the participants of the virtual communication take when they choose the name of the e-mail address.

However, first, let us turn to the classical interpretation of proper names. A proper name – is an object of onomastics, linguistic science, which determines a proper name as a word or a phrase, which serves to highlight the object, it is referred, to among other objects: its individualization and identification. The term "personal name" is, first of all, the individual name of the subject.

Proper names have a complex semantic structure, the unique features of forms and etymology and are extremely important for communication and understanding of people. Most often, they become reference points in the cross-language interaction, fulfilling the function of the inter-language, intercultural bridge.

In modern linguistics, proper names are defined as calling lexical units, in contrast to the common words, which are considered as indicating units. In other words, the names of their own have the function of the nominative, in contrast to the common words, which have a connotative function as the main.

In addition, proper names have a form and content. The form (a plan of expression) of proper names has two aspects: sound (oral) and graphical (written). In turn, sound cover of words can be analyzed at two levels – physical-acoustic (allophones level) and system (the level of phonemes). As regards the content of a proper name, it is in the content, in our opinion, is the solution of the essential difference between the proper name of the virtual anthroponym.

Thus, the main difference between the proper name and the virtual name is the following. Personal name is given to a person at his birth, i.e., the individual is not involved in his choice. Of course, the name, which is given to a person, has certain information about its local and national affiliations, semantics, etymology, etc. However, this name initially may not be the concept of this man, because a correlation anthroponym (as a concept) with an individual is formed in parallel with the formation of the man as a person.

Unlike the proper name, a person takes a virtual name himself, as having a certain social, professional, psychological and other experiences. Therefore, the virtual proper name initially may be considered as a concept of the sender-recipient part of Internet communications, but in this case, the virtual name becomes a household name and integrates in itself a nominative and connotative function.

In this regard, it is appropriate to bring the definition of «concept». As noted by the Russian linguist E.S. Cubriacova, the term «concept» is a basic in cognitive linguistics, the term, which serves to explain the units of mental or psychological resources of our consciousness and has certain features. The main of them is efficiency, as an operational content of the unit memory, a reflection of the content of human activity, invariance, flexibility, and modality, part of the updated meanings [3, p. 90]. Thus, the virtual host name may be defined as a concept, and that is very important, the Internet-communication, the concept of the sender of an electronic message is translated into the virtual proper name of the sender, and, respectively, the concept of the addressee of an electronic communication is translated into the virtual name of the own destination.

In the classification of virtual proper names we took into consideration both linguistic (by the way of education) and extra-linguistic factors: the agistic and the composition of the participants of the Internet-communication, gender, types of communication (official, semiofficial, unofficial), communicative field (internal or external interaction), origin, sphere of use, knowledge of the cultural traditions of the participants in the communication, etc.

It should be noted that in our study we also relied on the classification, proposed by V.S. Vinogradov (2003), its basis being two large groups of names: the names of living beings (proper human names, zoonyms, mythonims) and the names of inanimate objects (toponyms, phytonyms, astrotonyms, etc) [4].

However, when communicating in a virtual reality, onomastic differences between living beings and inanimate objects are conditionally erased, since, as we have already noted above, the virtual host name is the concept of the individual. A person can take any name and select any form: from anthroponyms to phytonyms, from zoonyms to astrotonyms, etc. In addition, a search server is common for all electronic proper names (@mail.ru,@rambler.ru,@yandex.ru etc.), which becomes a mandatory condition for the formation of each of the VPN (virtual proper name) and the choice depends on technical capabilities of this or that Network.

When studying virtual onomastics, we managed to single out the following onomastic group:

1.   Identifying the person of the addressee/sender – name, surname:
alberto_ruyz@hotmail.com - esp. Alberto Ruyz; ira@yandex.ru - Russ. Ira;
mary_porras_20@hotmail.com - esp. Mary Porras; ivanov@mail.ru - Russ. Ivanov);
cristina-garciagonzalez@hotmail.com - esp. Cristina Garcia González;
francis_gomez_sanchez@hotmail.com - esp. Francis Gómez_Sánchez;
fjavier_campoy_lopez@hotmail.com - esp. F. Javier Campoy López) and others.

- first name, last name (nick) date of birth (age):
carmen-1990_18@hotmail.es; david_1990_7@hotmail.com;
manueljimenez87@hotmail.com; martaz_90@hotmail.com;
mari17_yo@hotmail.com; sandri-15@hotmail.com and etc.
- the name of the place of residence:
antonio_madrid_12@hotmail.com; pcg_cordobesa@hotmail.com;
patricia_cordobesa90@hotmail.com; estefa_cordobesa@hotmail.com and etc.
abbreviation:
ann_bat@mail.ru - Anna Batashoka; alex_som@mail.ru - Alexey Soms;
dav_casr@yandex.es - David Castro; lui_gons@yandex.es - Luisa Gonzalez and
others.
- pet-pet:
Anyuta_1808@mail.ru - Annie; lenuuusichka.88@mail.ru - Lenusichka;
marishkazh@mail.ru Mariska; lenusik@mail.ru - Lenusik, etc.
- self-esteem:

miry_loka_15@hotmail.com - COI. Miri crazy;

rosaloca999@hotmail.com - COI. Rose crazy;

cristin_super10@hotmail.com - COI. Christine super;

gentille.691@hotmail.com - искаж. English/use soft;

nastenkainlove@gmail.com - English. Love Bug walkingcat@mail.ru - wandering cat; dirty_doll@mail.ru - English dirty doll; Kollu4ka@mail.ru - thorn; and others.

2. Professional activity of the addressee/destination; service

admin@vkontakte.ru; administration@corp.mail.ru; dir.kaliningrad @ sk-soglasie.ru; estudio.sampere @ gmail.com; Forum@FunkySouls.com; info@twirpx.com; ishop@CompartSoft.ru; mmcxxi@comail.ru etc.

3. Phytonyms

rosa_999@hotmail.com - App. Rose; beta_amapola@hotmail.com - App. Poppy;

tulipan@mail.ru - App. tulip; gcherry@list.ru - English. cherry;

girasolloca@hotmail.com - App. sunflower; happynaranja@hotmail.com - App. super orange, etc.

4. Zoonyms

leona--20@hotmail.com - App. lioness; gata@mail.ru - App. a cat;

abejitaloka_3@hotmail.com - App. mad bee; cesarleon87@hotmail.com - App. Caesar left; cocodrilo@yandex.es - App. Crocodile; elpingvi@mail.ru - English. Penguin, etc.

5. Abbreviations

 lpr2@mail.ru - student group, majoring in "Translation»; lpe_10@mail.ru - student group, majoring in "Methods of Teaching Foreign Languages and Cultures»; rgsu@mail.ru - (RSSU) Russian State Social University etc.

6. Vulgarisms

tonto@rambler.ru - App. fool, etc.

7. Exoticisms

 mantilla @. yandex.ru - App. mantilla; lapot@mail.ru - Russian. bast, etc.

8. Combined (numbers + letters, words)

 e.i_456 @ hotmail.com; jacs_1788@hotmail.com; mari_trini12@hotmail.com;

fjavieryazahara4_10_06@hotmail.com; cuby62_3@hotmail.com etc.

9. Object (subject)

podarochek1988@rambler.ru - gift; slovar @ mail .. ru - dictionary; Kollu4ka@mail.ru - Barb; kniga@yandex.ru - book, etc.

10. Other

devnull@yandex.ru; lalocuraenlacabeza@hotmail.com; noeserver@gmail.com;

po-russki@hotmail.com; renus@bk.ru; soloonce@hotmail.com etc.

Of course, the above classification is not complete, as every day, a number of virtual names appear, and we are to comprehend them.

Let us consider in details some of the onomastic groups, for example, a group of identifying virtual names.

In this case, it is very important for the sender to take into account the semantics of his virtual name, especially at external communication, since the virtual name can have certain implicity and unwittingly carry a pejorative value to the recipient, since the sender may not always know the concept of destination. This can ultimately lead to unpredictable consequences, up to the determination of communication. For example, email ira@yandex.ru. In the Spanish language, the word ira (Ira) means anger, malice, revenge, so, therefore, when the forming the electronic name it is recommended to change the word ira (Ira) to irina (Irina), which will not cause negative connotation to the recipient in written interaction.

In addition, it is important to emphasize that the identifying virtual host name, as well as virtual names- exoticisms is one of the channels of social and cultural identity preservation in the present-day conditions of globalization and integration of cultures and languages.

 In the study of virtual names relating to vulgarisms, (usually a masculine anthroponomy), names of animals, phytonyms, diminutives (usually a feminine anthroponomy), exoticisms, it is important to emphasize that these virtual proper names have complexity as linguistic signs. On the one hand, a particularly important role in virtual proper names belongs to the distinctive features of their external (audio and written) form, allowing us to delimit some individual objects from other objects of the same category. On the other hand, the content data structure of proper names is a source of a variety of portable educational values and common nouns derivatives, making interaction very difficult and reducing its efficiency.   In addition, it is important to observe the principle of euphony of a virtual name in the written interaction. For example, email perdito@rambler.ru. Token *perdito(a)* in translation from Spanish language means *lost*, and in the Russian language has a very adverse phonation.

One of the methods of the euphony principle implementation – the euphonic method of transmission consists in replacing dissonant combinations of letters, received by the method of practical transcription, by more euphonic.

Study of alphanumeric and numeric virtual onomastics allows making a conclusion that in this case the sound aspect of the form of the virtual name in contrast to the virtual names of the above groups is not so fundamental. For this type of virtual names the graphical aspect of the form is more important, moreover, as the practice shows, devoid of any semantic component and most importantly, the concept of the recipient (sender), which remains practically implicit. Still there are exceptions. For example, numeric virtual host name: 381@mail.ru. The **VPN** means, «I love you», as in the English equivalent of «*I love you*» we can identify three words, eight letters and one value.

Thus, our investigation suggests that the correctly chosen virtual name, in our case the name of the e-mail address (e-mail anthroponym), becomes if not the main, but an important additional means of characteristics of the participant of virtual communication, which may increase (or reduce) the emotional impression. The choice of the virtual name plays a great role in the further building of Net-communication.

Still our investigation will not be complete without taking into attention one important circumstance. For example, what should be done with proper nouns that function in the virtual reality, but acquire the status of temporary virtual proper names herewith, as their validity is limited only by a definite period of time and virtual space? Besides, they remain anthroponyms, save the nominative function, and their content is of no interest both for the addresser and for the addressee. We will call them conditionally as "temporal virtual proper nouns" (**TVPN**) in the virtual reality. **TVPN** is a personal proper name, given to him at birth and used by a person in the implementation of various operations through the Net, e.g. transferring of funds through electronic systems: Western Union, Anelik, Contact, Migom, Money Gram and others. Here, Internet-technologies are used as a technological basis. At the appropriate level of security, they provide rapid virtual money transfer between points of remittances.

Why have we paid a special attention to **TVPN**? The answer is: on the one hand, using **TVPN** it is important to follow the principle of saving the original graphic (written) form of proper nouns. The method, this principle is implemented by, is the method of direct transfer of the proper noun graphic form without turning from one language into another; it is used more often when the languages have the same graphic base of writing. On the other hand, most countries use the Latin alphabet for the written interaction in the Internet, so the method of direct transfer of the proper noun graphic form without turning from one language into another is fraught with many pitfalls. Thus, by ignoring the principle of transliteration, you are likely to be led to very unpleas-

ant consequences, especially in the case, when real and virtual spaces are integrated in the specific practical and real actions of a person, specifically at the moment of receiving remittances from abroad. For example, if we translate such name as "Людмила" from Cyrillic alphabet into the Latin, then, according to international standards, we should write whether "Lyudmila" or "Liudmila", but not "Ludmila". Otherwise, the addressee will not receive the money. "Virtual environment" enters into conflict with the "real environment", and a person, who does not master the basics of virtual culture, will find himself in the center of it.

Thereby, the examination of the problem of virtual onomastics has an important meaning, both practical and theoretical.

The study of the non-verbal component in the Internet-communication is also an important problem.

According to many scientists, the partner's image formation takes place in the first 2-3 minutes after the acquaintance; precisely this short time period gives more than 80% of the information about the interlocutor through the non-verbal component only. Some times even a word is not said, but your interlocutor has already been estimated; the "definition of the situation" has taken place [5] and it can be difficult to change anything afterwards.

The body language is the method of communication, which is much older than the spoken or written language. It became more complicated in the course of time, and gestures acquired different meanings. A gesture has a national background. The gesture etiquette absorbed national culture, traditions, nature, temperament and customs [6].

In the last decades new tides and schools studying non-verbal behavior were appearing both in Russia and in the Western countries. They developed, disappeared, and the new ones appeared instead of them.

Until the middle XX century, the **paralinguistic approach** of determining the non-verbal behavior dominated in the Russian and Western psychology. According to the supporters of this approach, the non-verbal behavior accompanies and illustrates the words only; thereby it helps to convey the message to the interlocutor. In other words, the non-verbal means of communication played the support role in relation to the verbal behavior.

Besides the paralinguistic approach in the non-verbal communication study, a **lingvocentric approach** has been playing the leading role for a long time. Its essence lays in the fact that non-verbal means were studied on the basis of linguistic criteria, like human speech. The supporters of the lingvocentric approach thought that symbolic interactions are done by 50-60 simple movements, gestures and postures. According to this theory, the human behavior is made of kinemes – basic units of movement (some kind of "letters" of body movements), just as speech is made of the sequence of words.

Still, after numerous investigations, the scientists found that many people, suffering from speech disorders, are able to identify the body language. In addition, they found out that non-verbal informational transfer channel could exist independently of the voice channel [7].

Besides, the findings of the American scientist, R. Harrison, study showed that the verbal language has discreteness, arbitrariness and distinctness, whereas the non-verbal language has the opposite characteristics – continuity, involuntariness and probabilistic origin. And what is more important, the investigation displayed that a great part of non-verbal "messages" cannot be translated into the code of any language without significant loss of its meaning. Precisely for this reason, the supporters of lingvocentric approach could not create an alphabet, and, therefore, they could not create the non-verbal language dictionary.

Since the moment of this scientific discovery (40-70th of XX century), an **active approach** in the non-verbal behavior study germinates**,** and afterwards a **personal approach** appears**,** the essence of which is that the non-verbal communication is a direct channel of personal meanings. The non-verbal communication becomes the form of existence and development; it becomes the

way of purposeful shaping of personality, both as an individual and a subject of communication in the society.

At the same time, we should point out, that nowadays, there is no unity in the determination of principal directions in the non-verbal behavior study between Russian and Western scientists. Primarily, it is manifested in the difference of approaches to the study of the non-verbal language, and, as a consequence, in the difference of gesture (kineme) classifications.

This fact notwithstanding, in our century of computer technology and Internet, non-verbal behavior becomes the unifying unit of communication in the global Net; thus people, who do not know foreign languages, can deal with each other and understand almost everything; they can also express their emotions and give an emotional value to their words, actions etc.

In this way, the non-verbal component becomes an important part of the process of the Internet-communication, which is realized through the iconized language, based on the usage of special symbols, appeared as a result of processes of transforming of gestures, postures etc. into definite signs, or icons (which are often called "emoticons", "smiles" or "smileys"). "An icon is a conventional image or picture, used in pictographic writing, which is the type of writing, characterized by graphic signs (in the shape of pictures or conventional representations), which are used to transmit speech content but don't represent any familiar forms" [8, p. 321-322].

Nowadays there are **two main ways** of making icons: by using the computer keyboard as a sign system (***;))));]]; [[; (((; >>>; ^^^^** etc.) or by using a set of definite symbols in the computer memory (☼; ♥; ☺; ♫; ☻;♣; ♂ etc.). However, we should notice one important thing – the computer memory does not have a sufficient number of symbols, thus Net-users commonly form icons themselves, and therefore they form the emotions they want to express. Thereby, creating icons (the sign symbolization of emotions, gestures, postures etc.) for the Internet interaction is **a conscious creative process, controlled by the addresser; the process can also turn into a game with the addressee**.

Relying on the practical material of numerous Russian and foreign chats, in this study we propose a classification of the icons used in the online discourse:

1. **Way of formation:**
 - using the computer keyboard as the sign system;
- using the set of definite symbols in the computer memory.
2. Meaning
 - expressing the state of emotions
   _ — admiration;
   XD — laugh with screwed-up eyes;
   :-O — astonishment;
   >:-D — spiteful laugh;
   :'-) — laugh to tears etc.
 - Icons symbolizing individual actions:
   :-{} — to kiss ardently;
   :*(— to cry;
   :-@ — to scream angrily;
   :-X — keep mouth shut;
   [] – embrace etc.
 - Icons symbolizing famous people, movie and book characters etc.;
   +-:-) — Holy Father;
   5:-) — Elvis Presley;
   88888:-) — Marge Simpson.
   C|:-= — Charlie Chaplin etc.
 -icons symbolizing self-concept or assessment of the opponent in the interaction:

:*) — drunk;

%) — crazy;

:-E — a grinning vampire;

O:- — angel etc.

- icons symbolizing animals and artifacts:

=^_^= — a cat;

=> — a house.

@-->> — a flower etc.

- icons-idioms:

[:||||:] — an old joke;

/:-) — going crazy etc.

3. The function performed in the online-discourse

– making contact and "the first impression" effect;

– expressing the emotional state, self-concept or assessment of the opponent in the interaction;

– mutual understanding/misunderstanding of the interaction members;

– on-line game implementation;

– giving the information, which is understandable only for close interaction participants;

– the opportunity to come out of adversity or its leveling;

– the participation in the message construction etc.

We should stress, that the above classification is not static, as a new amount of icons is created every day, whereas our life is multifaceted, as well as ways of expressing emotions, gestures etc. of people connected by the communication are.

While analyzing the above icon classification, you could notice that the using of smileys does not contain only expression of the participants of the internet-communication emotional state. From the point of view of pragmatics, the icons are a substantial part of the text building. For example, by means of a correctly selected icon you can whether strengthen or weaken the influence of both positive and negative emotions of the forwarded message. In this case, the smileys become indispensable for the correct interpretation of the message and excluding the probability of its ambiguity, i.e. the icons have the function of appropriate intonation and of using different means of non-verbal communication in the online discourse.

For example, with the transmission of negative information, the addresser has the opportunity to use the symbol of a smile; as a result, it will reduce or increase the level of negative emotions while reading: «tgzzz)))) – esp. «*want to sleep*» with the positive connotation: «tgzzz(((– esp. «*want to sleep*» with the negative connotation etc.

Speaking about the frequency of the icons usage, we can distinguish the ones most frequently used in the internet-communication. These are: :-) a smile, :-(sadness. ;-) to wink, XD laugh, :-P tongue out, :-* kiss, @-->>--- to give a rose, :-@ to be ill, :'-(to cry, :'-) to cry of happiness and others, which have become international, and are familiar to each net-communicant. That is why most of net-speakers somehow use the icons, which let them not only feel the flow of emotions but also see the gestures of people communicating with them in different parts of the world. Thus they overcome the obstacles on the way to live communication, when, due to hi-tech, the boundaries of the metalanguage usage are expanding.

At the same time, there are differences in the ways of creating icons in the European and Eastern countries.

Traditionally, the western-style icon is written horizontally from the left to the right, according to the typical for the western countries left-hand writing direction. E.g., **:-)** - a smile. In order to save efforts and time, as a rule, the "nose" symbol «-», is not written. E.g., **:)** or **:(**. We should

notice that the icons could evolve. Thus, from the middle 90th, the equal sign is often used instead of colon, e.g., =) instead of **:)**. As a rule, the "nose" symbol is not written herewith. Besides, the "mouth symbol" ( ), (, **D),** meaning a smile, is frequently used in different chats. Often this symbol is repeated: **:)))), ((((, DDDDD**. The number of signs here matches the strength of emotion.

Besides "horizontal" icons, there is a vertical style, which is especially popular in the countries of East Asia.

Due to the combination of Western and Asian pop-cultures, English-speaking anime-forums have adapted vertical icons, which use standard symbols available on the Latin alphabet keyboards (western type). Therefore, such icons are often called «anime style emoticons», which are often used in on-line games, SMS and forums not connected with "anime". Such icons as <(^.^)>, <(^_^<), <(o_O <), <(-'.'-)>, <('.'-^), which have "mouth" and "hands" in parentheses, are often called "Kirbies" in reference to its similarity to a popular game Nintendo character.

As a rule, when using such icons in the English context, parentheses are omitted and only alphanumeric symbols and mostly consumable punctuation marks of the English language are used. Symbols can repeat several times to strengthen the emotion, for example, extension of the "mouth" sign: ^_____^.

Speaking about the emotional transfer [9], we have to mention one more fact. Many users express their feelings or even actions very wastefully. E.g., signs < and > or * * often begin and finish symbolization of the facial expression, action or of other emotions of the speaker. For example, <**smile**>, ***smile***, <**jumping up and down**>, ***very very sad right now***. Besides, double colon is also frequently used: **::excited::**

Quite often signs **[ ]** and **[/]** or **/** with the word inside the brackets are used to express the author's feelings directly at the moment of writing. For example: **[sarcasm] I just love how wonderfully the new nerf to our characters has gone. [/sarcasm]** or **The developers have gone mad! /anger.**

This method has appeared on the basis of the concept, commonly used in the Bulletin Board systems, where, by dint of different codes, you can change the text form, e.g., writing [b]sentence[/b], we get **sentence**.

On the grounds of the above examples, we should notice that in the metalanguage of online-communication the principle of economy of speech efforts is not always followed, it depends on the intentions, abilities and aims of the net-speakers.

Thereby, the number of icons, found in the creative labs of each user, is enormous, and each of the icons has its own distinct meaning. It gives the opportunity to the user to express his feelings and emotions almost freely.

Now the conclusion we make according to the results of our investigation: the non-verbal component of the Internet-communication meta-language is a unifying origin of an unlimited number of net-users, which does not depend on the country they live in or their native language.

Thus, the time of the absolute Internet apology has gone, and, probably, we should think over creating a new sub-culture – the culture of Internet communication. Respectively, the virtual onomastics and the non-verbal component of the net-discourse may become the first of its "bricks", as in the today's informational society the cultural level of a person largely depends on his virtual level, since today people are active Internet – users.

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