

COMMUNICATIVE BEHAVIOR TYPES OF NEW MEDIA USERS

ТИПЫ КОММУНИКАТИВНОГО ПОВЕДЕНИЯ ПОЛЬЗОВАТЕЛЕЙ НОВЫХ МЕДИА

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This article analyzes the most common user communicative behavior models in the Russian-speaking new media. The method of coordinated management of meaning (CMM, by B. Pearce and V. Cronen) serves as the methodological basis for this research. As part of the research plan, a 500 respondent survey was conducted. The survey results highlight the most actively used blogging services and makes it possible to analyze 135 blogs (27 of each type) and to identify five Russian blogosphere communication models. The study finds that the dominant communicative strategy of current web space is dialogical.

Key words: *new media; blogosphere; communicative behavior.*

В статье анализируются наиболее распространенные модели коммуникативного поведения пользователей в русскоязычных new media. Методологической основой исследования послужил метод координационного управления смыслом (coordinated

management of meaning – CMM) (B. Pearce, V. Cronen). В рамках исследования был проведен опрос 500 респондентов. Результаты опроса позволили выявить сервисы блогов, которые используются наиболее активно и провести анализ 135 блогов (по 27 каждого типа) позволили определить пять коммуникативных моделей в русскоязычной блогосфере. В результате исследования было выявлено, что доминирующей коммуникативной стратегией в современном веб-пространстве становится диалогическая.

Ключевые слова: *новые медиа; блогосфера; коммуникативное поведение.*

Introduction

The transformation of the political and economic environment in Russia which occurred in the late 20th century led to the emergence of a new system of social media, the role of which is increasing in nearly all spheres of human communication: art, education, politics, business, journalism and others.

The proliferation in forms of social media is primarily due to the increasing number of users. According to the Public Opinion Foundation (FOM), the primary increase in the Internet audience in Russia can be attributed to provincial regions. In the autumn of 2012 the average monthly audience in Moscow was 70% of the metropolitan population. For two years, i.e. since the autumn of 2010, audience growth in the metropolis has been rated at 25,5% while for the same period the audience in rural areas increased by 47,3%, and in towns with a population less than 100,000 people – by 31,9%.

In addition to the increased use of the Internet as an information source, the year 2012 showed a growth in confidence regarding this news source. Back in 2010, only 4% of the population regarded online news sites as a source of information, which they trusted highly, and by 2012 this percentage had already reached 11% (Public Opinion Foundation, 2013).

Communication potential of Internet resources is determined by modern communicative process transformation, alternation of dissemination channels, content performance, addressant and recipient roles,

etc., which expectedly leads to a change in the media message parameters. The basic requirements for a message are high searchability, scanability, number and quality of relevant links, accessibility for users, etc.

Fundamental changes in the communication medium have led to the integration of different spheres of information on a variety of different levels. Political, economic, cultural and social processes intertwine and blend into a complex global unity. Local and national information flows mix and dissolve in the global information space. The boundaries between advertising, journalism, public relations and promotional activities have virtually disappeared.

The process of information consumption by audiences has also changed. Today, various audience types demonstrate diverse media activity, receiving information simultaneously through multiple channels (for instance, Internet and TV).

The challenge for today is to determine the types of user communicative behavior in cyberspace and the principles that determine choice of contacts, their frequency, specificity, and so forth.

Methodology

The method of coordinated management of meaning (CMM, by B. Pearce and V. Cronen) served as methodological basis for this research. The CMM, created within the framework of the socio-cultural tradition, is traced back to such research areas as social constructionism, pragmatism, symbolic interactionism, rhetoric, psychology narrative approaches and organizational communication, ethnomethodology, and interpretive ethnography.

Content analysis was also applied.

Brand Analytics, which is a system of video monitoring and analysis of references in social media on a real time basis¹ was used for data analysis.

¹ <http://br-analytics.ru/>

The data were processed by SPSS, a statistical analysis software package used for sociological data processing.

As part of the research, of which some results are provided below, a 500 respondent survey was conducted. General characteristics of the respondents are presented in Table 1.

Table 1

Recipient general characteristics

| Characteristics | % of total number of respondents |
|---|---|
| Sex | |
| Male | 48,2 |
| Female | 51,8 |
| Age | |
| 18-20 | 12,2 |
| 21-26 | 67,1 |
| 27-34 | 10,8 |
| 35-55 | 7,8 |
| More than 55 | 3,1 |
| Education | |
| High School | 13,8 |
| Specialized secondary education | 18,2 |
| University education | 26,3 |
| Incomplete university education (student) | 36,2 |
| Have an academic degree | 5,5 |
| Occupation | |
| Industry (including transportation, communication, construction) | 5,2 |
| Agriculture | 1,6 |
| Trade, catering, housing and communal services, consumer services | 4,5 |
| Health, Social Welfare | 4,5 |
| Education | 11,7 |
| Culture | 6,8 |
| Lending, Finance and Banking | 5,4 |

| Characteristics | % of total number of respondents |
|---|---|
| Government department | 3,8 |
| Social organizations | 4,3 |
| Media | 8,5 |
| Non-working pensioners | 4,2 |
| Students of higher and secondary educational institutions | 31,1 |
| Military, law enforcement | 3,2 |
| Temporarily unemployed, housewives, on maternity leave, etc. | 3,1 |
| Other | 2,1 |
| Employment status | |
| Senior manager (director, deputy director and chief engineer, chief, officer, etc.) | 9,7 |
| Middle management (head of department, foreman, etc.) | 25,9 |
| Ordinary worker (worker, employee) | 64,4 |

The numerical classification of the Pearson's correlation criteria statistical theory was used to interpret the results.

Results

The main results can be summarized as follows.

Firstly, the dominant communicative strategy in the current cyberspace is dialogical.

According to the Public Opinion Foundation, as of autumn 2012, 52% of Russia's population over the age of 18 use the Internet (61,1 million people).

According to yandex.ru, Russia's most popular blogging services are: LiveJournal – 37% of users; Blogi@mail (blogs.mail.ru) – 18%; LiveInternet – 13%; Ya@ru (my.ya.ru) – 13%; Dairy@ru – 12%; LovePlanet – 4% ; Blogger.com – 3%.

The survey results highlighted the most actively used blogging services and made it possible to analyze 135 blogs (27 of each type) and to identify Russian blogosphere communication models (Table 2).

Table 2

Types of blogosphere communicative models

| Blog feature | 1 | 2 | 3 | 4 | 5 |
|---|----------|----------|----------|----------|----------|
| Posting of own texts | 1,06 | 1,29 | 1,22 | 1,15 | 1,06 |
| Reading of others' texts | 1,41 | 1,20 | 1,24 | 1,45 | 1,06 |
| Commenting | 0,97 | 1,10 | 1,23 | 1,19 | 1,35 |
| Translation of interface to other languages | 0,46 | 0,42 | 0,24 | 0,46 | 0,50 |
| Search by category | 1,64 | 0,61 | 0,99 | 0,43 | 1,03 |
| Crossposting | 0,81 | 0,78 | 0,96 | 0,71 | 0,77 |
| Enhancement of external interface | 1,01 | 0,61 | 0,53 | 0,70 | 0,67 |
| Subscriptions to blogs of other users | 0,85 | 0,42 | 0,71 | 1,31 | 1,26 |
| Advertising | 0,43 | 0,46 | 0,63 | 0,51 | 0,25 |
| Setting different levels of access | 0,62 | 0,54 | 0,34 | 0,36 | 0,35 |
| Participation in the blog ranking systems | 0,31 | 0,39 | 0,57 | 0,38 | 0,39 |
| Setting up RSS | 0,75 | 0,58 | 0,54 | 0,54 | 0,44 |
| Video calls | 0,29 | 0,08 | 0,46 | 2,74 | 0,37 |
| Calls between participants of communication | 1,88 | 1,46 | 0,64 | 1,44 | 0,87 |
| Calendar of Events | 1,10 | 0,71 | 0,78 | 0,90 | 1,07 |
| Sending and receiving messages | 1,52 | 1,37 | 1,29 | 1,49 | 1,53 |
| Browsing other user's profiles | 2,19 | 1,53 | 0,43 | 1,57 | 0,31 |
| Dynamic construction of menu | 1,64 | 0,49 | 0,76 | 0,64 | 1,14 |
| Creating of own profile | 1,02 | 1,20 | 1,28 | 1,17 | 1,11 |
| Exchange of audio files | 2,04 | 0,69 | 0,43 | 1,16 | 0,33 |
| Photo sharing | 1,48 | 2,25 | 0,42 | 1,37 | 0,68 |
| Posting of audio files | 1,52 | 0,82 | 2,25 | 1,24 | 0,69 |
| Sharing video files | 1,23 | 1,33 | 1,33 | 1,30 | 1,73 |
| Posting of photos | 1,50 | 0,90 | 1,05 | 1,38 | 1,66 |
| Posting of video files | 2,03 | 1,03 | 1,25 | 1,47 | 0,60 |
| Adding of different modules | 0,84 | 0,65 | 1,13 | 0,92 | 0,81 |

The research singled out 5 communicative models in the Russian blogosphere. The numerical classification used in statistical theory of

the Pearson's correlation criteria was implemented for the analysis. The value of the correlation criteria is given in Table 2.

- Negative value represents an activity type, which is not typical for the group;
- Values from 0 to 0,7 indicate small importance and rare usage of the activity for the group;
- Values of from 0,8 to 1,5 indicate occasional use of these functions;
- Values above 1,5 indicate that this type of activity is the preferred and dominant for the group.

Description of the selected communication model types in the Russian blogosphere:

Type 1

“Techies” are advanced users who actively use all available options: technically sophisticated services (RSS programming, customizable interface, media-services, subscription services, event calendars, and dynamic menus). They are interested in, and actively use, new features.

For this group, relevant and timely information is a high priority. More and more new resources are developed just to provide the most complete information as soon as possible to satisfy their needs. Therefore access to profiles of other members, subject-specific search and ability to dynamically create menus become particularly important. The dialogue strategy is manifested in various forms and is predominantly pragmatic (communication should be business-like, with priority on providing information and solving distinct communication tasks). Sending and posting audio, video and image files, as well as internet calls are often used for this purpose. Written verbal communication (reading other people's texts, making own text posts and comments) is used to a much lesser extent, which is typical for the “techies”. This group is the least focused on self-presentation, and information communication is determined by dialogic communication requirements and is reduced to the minimum.

Type 2

“Socialites” are people with high individual communication needs. A blog for such people is another form of social communication with old friends, and a way to find new ones. For these users, active sharing of pictures to demonstrate an active social life, and examining other users’ profiles is very characteristic. Such activities as posting videos, sending messages, internet calls, creating one’s own profile, sharing videos, commenting, reading other users’ posts, and publishing their own texts are usually at a medium level.

Type 3

“Actors” are people who are mostly concerned about their self-presentation. They are the most active among other groups at enhancing their own profiles – they consider this to be the most important blogging service since it helps them hide what in their view are negative qualities, and to create a desirable image. They actively send audio files and often post and share self-created materials (video and audio files, pictures, texts) that illustrate their personal interests and preferences. The author’s communicative activity prevails over the reader’s as they strive to find acceptance and rewards from their audience. A user of this type is eager to build up a certain image in other users’ eyes.

Type 4

“Mimics” – for these users it is most important to create an illusion of live communication. They heavily employ video calls and browse profiles belonging to others. They often write their own posts and comments, subscribe to blogs of other users, exchange messages, post and share audios, videos and pictures.

Members of this group tend to visualize dialogic communication. There are various reasons why people follow this communication model, a topic which requires further research. Thus, according to S. Grinfeld², young people prefer virtual communication and it can be explained by perfectionism and a desire to achieve everything all at once. Virtual

² <http://theoryandpractice.ru/posts/3539-syuzan-grinfeld-rebenok-vospitannyy-na-sotsialnykh-setyakh-teryat-sposobnost-k-soperezhivaniyu>

reality, which is a kind of public environment, allows for immediate emotional support.

Type 5

“Passive” users are not that active in blogging (their only average activity is posting photos), they tend to use only technically basic services, rarely make posts (less than once a month), read messages from other users (several times a month) and use a calendar of events. Representatives of this group are barely involved in the online environment.

Secondly, web space is segmented according to value systems of communication participants. The major factor regulating communication activity in dialogic technology is the matching of communicant axiological paradigms.

Analysis of different organization forms in the Russian-language cyberspace (data of blogs, portals, webcasts, Internet chat rooms, Internet forums, wiki-resources, etc.) shows that the largest segment of consumer activity belongs to social networks. This fact also bears witness to the dominant position of the dialogic communication strategy since the social network makes it possible to implement dialogicity to the fullest extent.

The impact of social media is growing steadily: According to the All-Russian Public Opinion Research Center³, in 2012, 82% of internet users had at least one account in a social network, compared to 53% in 2010.

The most popular social networks in Russia are:

- Odnoklassniki (odnoklassniki.ru) – 73% of Internet users
- V Kontakte (vk.com) – 62%
- Moi mir (my.mail.ru) – 31%
- Facebook – 18%
- Twitter – 9%

Social networks have now begun to offer services that were previously typical only for blog sites. For instance, in 2011 the “V Kontakte” (vk.com) network added a feature of creating one’s own message wall, which was unavailable to users previously.

³ <http://wciom.ru>

The huge number of people available for communication in cyberspace, on the one hand, and, on the other hand, an almost total absence of real-world technical and practical barriers to communication (linguistic, temporal, territorial) make it necessary for a user to limit their circle of contacts by some kind of criteria. Thus a particular frame of references is formed to distinguish and filter contacts. For example, a blogosphere user is evaluated not only on the basis of post or comment texts, but also by a special system of markers, which is similar to an offline situation: number of friends (subscribers), number of visits to the blogger page, rating place of the blog, number of posts and comments and all kind of regalia, badges, stars and other marks of distinction given to the best blogs by the blogging platform to which they belong.

The results of a correspondence survey show that 87% of respondents prefer to stop communication with a user who has different moral and ethical standards from their own.

Thirdly, a message's author becomes an important component of the axiological paradigm in virtual space.

According to Brand Analytics, about seven million posts, messages and comments are posted daily in the Russian-language social media. This amounts to about 200 million posts a month. Daily public posts (excluding private messages) on platforms with the maximum share of user-generated content reaches truly enormous volumes:

- Twitter: 4,5 million messages.
- Vkontakte: 2,2 million messages.
- LiveJournal: 160 thousand messages.

The average daily number of posting by authors in social media are as follows: (including authors of both posts and comments)

- Vkontakte: 1,2 million unique authors
- Twitter: 590 thousand unique authors
- LiveJournal: 27 thousand unique authors

Thus, each author on Vkontakte makes on average about 2 posts, in LiveJournal this number is about 6, and in Twitter it is an average of 7-8 posts per author each day. In Russian-language web space communication is concentrated in groups united by certain characteristics. It should be

noted that, for instance, in social networking the communication within a group is distributed more evenly and has a horizontal dialogical and polylogical nature. At the same time, blogs have an increasingly vertical hierarchical communication that focuses around “gravity centers”, or individual opinion-shaping bloggers with whom everyone wants to communicate.

Ratings of the most popular bloggers are an important resource used for political and business communications. Thus, according to Puplic.ru, the highest number of references in the media in 2011 was about Alexey Navalny.

People communicating online in social networks usually know each other not only virtually. On the contrary, as a rule a blog audience is formed of strangers. Therefore, it is important to identify the factors that drawing the attention of a large number of users to a specific resource.

According to the survey, for 73% of respondents, a blog’s author represents the deciding factor for turning to a particular resource or material.

Discussion

Information interactivity and personalization in contemporary cyberspace

Strengthening the role of information interactivity and personalization is accompanied by technological development. Thus, in the Web 1.0 environment, content was produced only by a small group of specialists for further consumption by an enormous number of Internet users, while in the Web 2.0 environment users produce and actively exchange the information, networks are formed. The so-called Web 3.0 environment is hard to describe yet, but its obvious distinction is the development of online recommendation services, which are formed exclusively on the basis of consumers’ opinions.

In 2012, content personalization became the main developmental trend for the virtual environment. Leading search engines implemented a system of personalized search results. Twitter and Facebook have seriously changed the personalization of trends and news feeds; online shops enhanced their recommendation systems. It is worth mentioning that, in the media sphere, in 2011–2012 the *Washington Post* launched three personalization projects: Trove, Social Reader and Personal Post. All of them share a unified architecture that combines computer logic, user settings, and editor supervision of content. Meanwhile, media practitioners and analysts have a multifaceted reception of this practice. Most Western publishers agree that personalization of content formation can improve the customer experience and increase revenues by increasing brand loyalty and, as a consequence, increase the number of hits⁴. On the other hand, the difference among personal news feeds of more than 20%, may pose a danger to common information field existence (Tendentsii razvitiya novostnogo segmenta mediaotrasli Rossii, 2013).

The increasing role of a message's visual component changes the nature of media texts: verbal components are complemented by design and info graphic elements, which play an important role as components of media texts and bear an important message.

Synergistic processes in new media since 2000 led to the formation of multimedia newsrooms, information centers, meant to create media messages for previously separate communication channels (press, broadcasting, online).

Increasing various types of multimedia resource interactivity (Jensen, 2007) depends on the extent and quality of individualization and personification that can be achieved by its creators. In the context of a highly competitive environment in the field of information delivery, and if we take into account the enormous excess of available information, the publication that offers the most suitable form of text as the final product will gain an obvious advantage.

⁴ <http://www.emediavitals.com/content/4-things-you-should-know-about-personalization>

The forms of online interaction that are by now “traditional” with any audience should be continuously improved and enhanced: these include multiple choice and yes-no voting; on-line conferences; posting of photos and maps; and flash games with various subjects. The search for new interactive forms of communication with the audience should conform to the principle of dialogueness (polylogics), the defining communicative strategy in modern media in regard to the communication forms existing in online communities (e-mail, mailing lists, online conferences, file sharing, multi-user worlds, Internet chat rooms, online forums, web blogs, wikiwiki).

There are two types of information sharing among participants in web communication – direct and indirect real time dialogues or polylogues. Direct exchange of information takes place among users who are simultaneously online (popular software, like ICQ, AOL, Instant Messenger and Yahoo! Messenger, as well as software for tele- and videoconferencing when users exchange audio or video). Indirect dialogue is any exchange of messages through computer networks by client-server technology, when network databases permanently or temporarily store messages that are exchanged among users, and through relationship servers that optimize information transfer among users (e-mail, news, mailing lists, file sharing via FTP-server, multi-user worlds, chat rooms, forums, web sites, web portals, blogs, wikiwiki).

A considerable number of publications have discussed dialogue as a form of discourse (L. P. Yakubinsky, A. R. Balayan, D. D. Yotov, D. I. Izarenkov, A. N. Baranov, V. G. Kreydlin, T. M. Kolokoltseva, I. N. Borisova, N. A. Ramazanov, J. D. Lopatin, E. A. Molyavina, N. I. Formanovskaya and others).

Dialogic discourse in a media text is characterized by certain common features: the speaker’s knowledge of the world of values, and of the emotional responses anticipated from an audience and their means of verbal manifestation (associated with the designation of actions, situations, opinions, attitudes, intentions, emotions, and assessments with respect to oneself and to the audience); a speaker’s ability to take

into consideration the audience's knowledge and opinions of the speaker, etc., orientation towards the social role and status of the audience with correlation to one's own role and status. The effectiveness of a dialogical media text can be assessed by the exchange of communicative roles between the speaker and the listener, by creating cooperative "consent" dialogue, by adjusting to one another, correspondence (congruence), and sometimes concessions, as well as conflict dialogue of "disagreement", objections, resistance, confrontation (Formanovskaya, 2002: 158). The success of dialogical and polylogical communication will depend on the clarity of a speaker's orientation to the audience as a specific socially-determined personality with status and roles, and with a certain system of values.

Current media space significantly alters the interactive communication features: former temporal, spatial and linguistic frames are vanishing. Meanwhile, the common values of communicants become a defining factor, and this segments the communicative space, determines the choice of partner and attitude towards him or her, the duration of contact, willingness to provide information, and the successfulness of communicative task solutions (Dzyaloshinsky, Pilgun, 2011; Pilgun, 2012).

Although some genres clearly belong to dialogic communication (electronic mail (e-mail), ICQ), and others – to polylogical (social network, the Internet - blog), it is important to note that the dialogic and polylogical Internet communication overlap and are closely related within the one genre. For example, in the process of real time communicating (chatting), it is possible to choose either a dialogue with one person (with a separate channel for such communication) or polylogue with multiple recipients simultaneously, i.e. it is possible to use a variety of interactive conferencing systems (IRC, ICQ, WebChat, Prodigy). By means of electronic mail (e-mail) it is also possible to send messages to one or several recipients.

Differing communication terms are defined as follows: a dialogue is performed via e-mail, while a polylogue is performed by teleconference (in newsgroups).

The dialogical and polylogical nature of media text is most evident in blogs, namely in readers' comments and authors' replies. The audience response may appear immediately after the publication of a post and continue to come in for several days (Gorny, 2004). Comments consist of a user name, user picture, time of posting, optional "header" field and the body of a comment. Depending on the blogging platform, comments can be placed one after the other (resembling the structure of forums), or can have a tree structure with threads (i.e. comments may not relate directly to the blog entry and can be posted on other comments). In this case, a comment usually also contains a permanent link to itself. The tree structure stimulates polylogue and polemics among users (Nowson, 2006). It is important that personal messages are isolated: some blogging platforms provide the feature of sending private messages to each other in addition to the posts and comments. Posts and comments are usually available to all Internet users, however, almost all blogging platforms have a feature allowing users to restrict access to their posts (and consequently to the comments to the posts), granting access to only one group of people, a group defined by the user. In addition, a user has an option that makes it possible to "hide" the posts' comments, making them visible only to himself or herself and to the author (Blood, 2000). Most blog platforms offer their users the ability to filter comments: they can prohibit comments from specific users, or forbid any comments to a specific post or to all of their posts (Herring, 2007).

Information interactivity and personification are the basis of all successful tools in the current state of marketing. For example, the success of SMM (social media marketing), which allows for promotion of web sites, products, or services through online social media channels that provide the opportunity to engage in communication with a wider range of users, to involve a wider audience inaccessible through traditional advertising channels (Weinberg, 2009) – directly depends on a clear separation of the target audience and the two parameters: eWOM (electronic word of mouth) and COBRAs (consumers' online brand-related activities). The first describes the activity of users (number of comments, discussion, evaluation, recommendations of product or

service to each other), the second is the consumer activity on the site or in the brand online group.

Similarly the attitude towards the news media has changed: the number of subscribers to the MSM in social media networks has increased, which is the reason to reevaluate the effectiveness of Facebook and VK interaction with the media. According to the comScore1 agency, in the News / Information category in 2012 the global audience increase amounted to 5%. The cnn.com (with 65 million viewers a month), Air Force (with 58,8 million per month), The New York Times (with 42,6 million readers a month) can be justly considered the audience leaders.

As for RuNet, according to TNS Web Index, in October 2012 the monthly audience of the leading Russian news sites amounted to 21,9 million people, representing 61% of the Internet audience (Russia, 12-54, cities 100,000 +). Compared to October 2011, an increase of 13,2% was registered, which is slightly higher than the total Internet audience increase (13%) (Tendentsii razvitiya novostnogo segmenta mediaotrasli Rossii, 2013).

Flexibility and efficient use of dialogical forms of communication with consumers helped the newly established Tiger Milk media company to achieve tremendous success: in over one and a half years they gained 14 million subscribers across 4 platforms. Timofey Melnikov and Herman Poleshchuk, the company founders, believe that the main advantage of Tiger Milk is the instant consumer responses – likes, reposts, comments, hits.

Media space segmentation

There are numerous factors that define how communication participants filter and segment media space. Among the most important ones is the principle of concurrence/non-concurrence of communicants' value paradigms.

This axiological characteristic is crucial for the segmentation of the media resource audience, both in terms of natural dialogues and in

terms of imitation of dialogue, when the artificial formation of dialogical context is necessary for involving new communication participants in order to solve certain commercial or political objectives. Among other things, moderation can represent a special case of control over Internet communication activities. A secret entry into a private communication channel and lurking may help to diagnose the value paradigm of a user and to develop exact mechanisms of influence.

A dialogue line can consist of several speech moves, all of them minimal speech acts. Meaning, value preferences and communication principles dictate the sequence of speech moves undertaken by communication partners involved in online interaction, or transaction as a complex communication act, or a communicative episode. Dialogue speech implies exchange of utterances, and the choice of the dialogue speech composition, content and language features are determined by direct perception and active influence of the companion. Since the structure of the dialogue is the exchange of lines, which lack semantic completeness (Lvov, 200: 128), a dialogue or its parts should be considered as a single speech act. It should be noted that a dialogic context is characterized by naturalness, compliance to the situational parameters, and spontaneity. That is why it is in the process of interactive communication that the exchange of value paradigms of communicants is realized to its fullest extent, either explicitly or implicitly. Obviously, the higher the degree of concurrence of the axiological component in dialogue lines of a conversation, the more successful the results of communication.

Value paradigms determine intentional, modal and emotional meanings that form the core content, which is the reason for the dialog interaction. Multidimensionality of dialogic discourse is defined by propositional speech content and is enriched by implicit components and by the background knowledge and implications.

Thus, the polyphony of dialogic communication is formed and transformed into a communicative-pragmatic discourse dimension. The propositional meaning of statements in cues is complemented by communicative meaning, formed by intentional, modal, emotional and

social information, refracted through the participants' value paradigm. Apparent is the heterogeneity of information resources, which are implemented through various speech tools with different levels, at the same time their synergy forms semantic volume, which is exchanged by communicants to coordinate their speech and practical activity (Formanovskaya, 2002: 166).

From the standpoint of a pragmatist approach to discourse analysis (see, for example, Sidorov, 2008: 51), this phenomenon can be interpreted as a statement or text which is formed by joint communication activities of addressant and recipient.

The role of a potential recipient in the interactive communication interchangeably transfers from one communication partner to another. Since set of values represent an organizing factor of a dialogue, the communication will be determined by an alternating exchange of information, based on axiological component "alternating verbalization by one participant after another one of symbolic coordination of activities that are axiologically concurring" (Sidorova, 2010).

The pragmatically oriented description of discourse emphasizes the interactive nature of the speech communication as interpersonal connection, which acts as a determinant of cognitive processes and is a multi-dimensional, multi-level system, characterized by multifunctionality and relative responsiveness. (Lomov, 1984: 243-244; 1996: 242; Tarasov, 1989:38; Ivanov, 2002: 138-139).

It is appropriate to mention Mikhail Bakhtin's finding that "dialogic relationship cannot be reduced merely to a logical and objective-semantic relationship, since they have no dialogic component on their own. They must be verbalized, become utterances and positions of different subjects, which are expressed in words, so that among them could arise dialogic relations" (Bakhtin, 1986: 367). Obviously, the verbalized "positions of different subjects" clearly reveal the axiological positions of conversation participants. The interaction productivity will directly depend on the degree of agreement between communicants' value systems and, in the case of their absence, a dialog communication cannot be realized.

The strengthening of the foremost position of dialogue strategy in virtual space reinforces the fact that the forms of networking interaction are developing in the direction of forms that can best reveal the potential of this strategy. Clearly, further development of network interactions is associated with crowdsourcing platforms, which are the next step in the development of interactive communication. Crowdsourcing as a communicative tool allows us to create new models of interaction in which the interests of various audiences can find compromise in the name of uniting on the basis of dialogue and polylogue. Projects based on the crowdsourcing technology can be used as an effective tool for solving business, social and political problems.

Conclusion

This study singles out 5 communicative models in the Russian blogosphere. The research materials prove the thesis that a dialogue strategy is the defining and most promising form of communication in the current web space. Polyphony of dialogic communication is formed and transformed in a communicative-pragmatic dimension of discourse. In computer-mediated communication, personal orientation becomes critical for discourse formation. Since all of the traditional components of a successful dialogue (temporal, spatial, language) are deemphasized in virtual space, the axiological characteristics of users become of high priority. Concurrency of value paradigms regulate and determine the dialogue (polylogue) in online communities. Overall, the axiological base of communicants segments the communicative space, determines the choice of partner and attitude towards him or her, contact duration, willingness to provide information, and the successfulness of communicative task solutions. The authorship problem on the Internet is not so much leveled but is gaining a fundamentally new status, which is important for the communication process regulation, because authorship becomes an important criterion in the segmentation of virtual space by a

user from the perspective of a concurrence or non-concurrence of value systems.

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