

UDC 007(075.8). 077

DOI [https://doi.org/10.32840/cpu2219-8741/2020.3\(43\).11](https://doi.org/10.32840/cpu2219-8741/2020.3(43).11)

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DISCOURSE OF COMMUNICATIONAL PLATFORMS: CRITICAL AND DIGITAL TYPOLOGY

The aim of the article is to study the culturological and critical discourses of communication platforms, which will help to better understand the nature of this phenomenon.

Research methodology. *The article implemented a comparative analysis of scientific points of view, content monitoring of modern popular local communication platforms, analysis of existing platforms.*

Results. *The phenomenon of discourse is multifaceted, has an ancient etymology, which today will continue to be studied by specialists.*

Network types of discourses studied by scholars, in particular journalistic, which found itself in the field of CP is formed as an element of the general discursive canvas, which has a number of components and generates the emergence of new types. It is the emergence of online communication and digital genres (which today form a separate group without which the existence of online journalism is impossible) that digital discourse emerges.

Digital discourse of communication platforms should be defined as a general process of Internet broadcasting, writing, formation of information space of worldviews of the audience, as well as the process of emergence of fundamentally new concepts and units directly related to this process of network content (media languages, amateur media). downloads, social networks, communication platforms). The study of discourse becomes a trendy and necessary process.

According to modern scientists, the current conditions for entering the global media market are due to trends and popularity, the ever-growing needs of consumers. One such market is the modern Internet communications market, where competitive communication platforms now exist. The article analyzes the content of the platforms Thirst, Hearing, Your Love, The Troya, Your Healthy choice.

Novelty. *The article traces the dynamics of the concept of discourse on communication platforms and its types.*

Practical significance. *The results of the study can be used to further study the development of Internet communications as an industry.*

Key words: *discourse, critical and culturological discourse, communication platform, applied social and communication technologies.*

I. Introduction

Communication platforms today are interpreted as a conceptually new concept in the field of applied social communication technologies. It stood out due to the evolution of modern amateur media and social networks, moving to a new understanding, fundamentally new approach, creating a unit that should be studied and described, detailing its significance for modern communication and information field, especially in remote living.

Communication platforms (CP) in the modern scientific world is a phenomenon little studied, because only recently it began to be distinguished from social networks and amateur media downloads, noticing fundamentally new features of the phenomenon that give grounds to study it as an independent theoretical unit.

It is worth noting that among modern scholars it is easy to find the works of those who described this issue indirectly, not directly. But at the same time, it should be noted that special attention in the field of discourse research should be noted: Bozhkova V., Dosenko A., Skoryk A., Prokopenko O., Rodina V. Among foreign scholars: Bacchus R, Italy L., Talbot M, Carvalho A, Torfing J. and many others.

II. Problem statement and methods

The aim of the article is to study the culturological and critical discourses of communication platforms, which will help to better understand the nature of this phenomenon.

The task was to study the possible discourses of the CP: culturological and critical.

The following methods were used to achieve the set goals and objectives: comparative analysis of scientific points of view, content monitoring of modern popular local communication platforms, analysis of existing platforms.

III. Results

In general, the phenomenon of discourse is multifaceted, has an ancient etymology, which today will continue to be studied by specialists. According to V. Rodina, the phenomenon of «discourse» at the beginning of the twentieth century began to have different definitions. However, the platform for its fundamental development was structural linguistics. One of the first such works is a book by Vladimir Propp «Morphology of a folk tale» and structuralist studies of the discourse of the original mythology of Levi-Strauss. Initially, the discourse was considered quite narrowly: as «...two or more sentences that are semantically related to each other» [3, p. 102]. Given that network communication has adopted and synthesized artistic and journalistic genres, it is natural that the phenomenon of discourse passed into network communication and began to function there.

There is a conceptually new kind of discourse the discourse of network communications, which over time is classified into varieties and categories at the beginning of the XXI century. It is obvious that CP (like amateur media) have a journalistic discourse that emphasizes the affinity with traditional genres, determines the roots of hypertext, which is now the leading tool for shaping the information field. Studying the history of development and mechanisms of formation of communication platforms, in our opinion, it is necessary to distinguish the following types of discourse: journalistic, culturological, critical, digital.

Each of these species should be considered as a separate and self-sufficient type that needs to be detailed in the context of research in the field of applied social and communication technologies. Jean Baudrillard singles out the discourse of things, where special attention is paid to advertising, «... discourse-thing, by which he means the signs of social stratification, which retransmit socio-cultural meanings» [1, p. 177]. Network types of discourses studied by scientists [6; 9; 10; 11], in particular journalistic, which found itself in the field of CP is formed as an element of the general discursive canvas, which has a number of components and generates the emergence of new types.

According to our opinion, the digital discourse of communication platforms should be defined as a general process of Internet broadcasting, writing, formation of information space of worldviews of the audience, as well as the process of fundamentally new concepts and units directly related to the process of forming network content. The amateur media downloads, social networks, communication platforms). So. the study of discourse becomes a trendy and necessary process. According to modern scientists, the current conditions for entering the global media market are due to trends and popularity, the ever-growing needs of consumers. One such market is the modern Internet communications market, where competitive communication platforms now exist.

Jakob Torfing introduced into scientific circles the classification of discourse theories from the standpoint of the individual's construction of different types of identity, in particular, distinguishing them into social, political, cultural, and so on. Peat understands discourse as a way of constructing the world [11, p. 31]. The scholar emphasizes that discourse. It can act as a kind of social practice used for the political management of the collective consciousness. J. Torfing emphasized that... each historical period corresponds to its own discourse, which is a group of symbols that influence the pragmatics and semantics of actions. This is a group of cognitive schemes, rhetorical strategies, concepts, symbolic actions (rituals), images, etc.» [11, p. 28]. According to this view, the digital discourse of network communication platforms is now a trend of the time, an industry trend and a series of symbolic actions that provide a direct filling of the information field between communicators in the system «communicator-communicator» allowing direct communication between network users. Discourse contributes to the formation of «social practice, whether economic, political, aesthetic, discursive» [6, p. 78]. Norman Ferclo's theory of critical discourse analysis is interesting for the study of various types of discourse, including digital. The fundamental core of this theory, discourse should be studied given that it is one of the possible aspects of social practice of society. That is, digital discourse should be studied and interpreted in view of the content of the content, the formation of the level of influence of the informativeness of the CP, the authority of those who lead the CP, genre formation, hypertextuality, convergence of platforms.

Thus, we see this type of discourse as a multifaceted and multifaceted phenomenon, which falls under the direct influence of objective social reality, which has a significant impact on the discourse of the CP as a phenomenon of apply sosail and communication technology. Critical discourse, another kind of discourse that has now found itself in the network plane, in particular on the «pages» of the CP. The ability to criticize the environment, reality, to express one's opinion freely today allow to erase the boundaries of communication, to erase the positions of «communicator-communicator», allow to freely exchange views on various events. Such criticism makes it possible to look at the information field in a new way, to express oneself and not to be afraid of being unheard, caught, etc.

He possibility of using nicknames, random avatars contributed to the fact that today the network has become an environment for the formation of a center of free communication, the formation of the information field not from professional journalists, but from any citizen. This position has led to the fact that now social networks are beginning to enjoy greater authority than traditional media, which may

lead to a loss of media credibility, new priorities in the audience. «Critical discourse analysis focuses mainly on one side of the discourse: its power-political or ideological nature [3].

We can talk about the possibility of transition of the CP to a qualitatively new level over time. Potentially, CPs have the opportunity to directly influence the opinion and worldview of the audience, because they raise socially important topics, highlight painful issues for the audience, provide an opportunity to discuss, form a portrait and image of Ukrainians (or another nation). The tendency to form a power-political or ideological vector is absolutely real, due to the possibility of covering information resources and its further discussion by the masses in the CP.

It should be emphasized that «Discourse analysis is seen as a communicative resource or methodological tool designed to decode in discursive practices elements of incredible separation of powers. It allows to define power relations in discourse» [3, p. 109]. At the same time, it is the critical discourse of the CP (given its study in the context of Ferclo's theory) that the main task of communication platforms can be reduced to the formation of social order, saturation of the information field and generation of collective thoughts and consciousness. In general, the fundamental postulate of this theory was the role of the discourse itself in terms of the formation of general order in society and tracking current changes, and one of the leading concepts «communication event». It is not obvious that the CP, covering various events of social significance in the first place, become an ideal environment for the development and implementation of this form of discourse. Such changes are able to «combine» discursive practice with the objective logic of the existing economic and social order. Both logics are in a state of dialectical interaction, which leads to changes in the social sphere» [2, p. 199].

Given the communication processes of the network, the change of information volume, the restructuring of public information and new stages of development of journalism as a social institution, new approaches to cooperation with the audience, the emergence of new mechanisms of cooperation with the audience – it is necessary to talk about possible elements of critical discourse. We consider it expedient, because the psychological elements of behavior, the mood of the authors, etc., are reflected in the amateur media and content of the CP. The psychological state of the author can be especially clearly explored in the blogosphere, given the large number of existing types. For example, blogs, vlogs, podcasts, art logs, photo sieges, fan blogs, linklogs, doorways and more. Such diversity of the blogosphere gives grounds to claim that network communication is popular and in demand, and therefore, having a huge variety of textual and informational content, does not reflect (at least in part) the psychological mood of the audience. In general, the term «discursive psychology» was first coined by English scientists Jonathan Potter and Margaret Wetherell in «Discourse and Social Psychology: Beyond Attitudes and Behavior».

They, with the help of the term «discursive psychology» were able to make a detailed description of a number of psychological phenomena that arise, equip and then function as permanent social mechanisms and norms during the process of social interaction through the linguistic prism, which is the core of social coexistence, social archetype. a number of traditional elements and phenomena that shape society and the social.

We find a similar vision and similar mechanisms in the network, namely in the study of communication platforms and its content. After all, the mechanism of such influence can be realized only through the creation of powerful and high-quality content, ie through language, as emphasized by J. Potter and M. Wetherell. It is the tendency that puts at the center of the existence of its own paradigm the direct interaction of social elements, units, the significance of socially defined topics and thought leaders in the network. This theory and theoretical series is relevant and relevant for the study of CP as a unit of applysocial and communication technology. «Discourse is understood as the situational use of language in texts and speech. At the same time, the discourse has elements of dynamism and comprehensibility, thanks to it the social world is built and the personality is identified» [3, p. 109].

The network, as a unique synthesizing plane, allows a unique influence of each user on the communication and information field, while forming a subjective communicative psychological reality in the minds of each individual user. According to contemporaries, such a discourse can act as a «builder» of psychological reality «In the analysis of social reality, discursive psychology takes into account a number of factors that affect how a person divides the world into categories and conducts identification» [3, p. 160–161].

According to the founders of this theory, discourse should be studied and described from the standpoint of the flexibility of social resources, and therefore, attention should be paid to information resources that outline social reality, worldview and knowledge of the environment. All this is formed from network apply social and communication technology today.

We analyzed several communication platforms at the local level, at the expense of covering socially important topics that can influence the formation of society's opinion. These included: «Thirst», «Hearing», The Troya (Troieschyna platform, Kyiv), «Your Healthy choice». When studying the content of these platforms, it is impossible to speak unequivocally about the global communication effect, total imposition or manipulation of social thoughts, or full-fledged construction. These platforms are not large, but really effective, they work with a fairly narrow target audience. Each of the platforms operates on the basis of social networks and on the basis of communication programs such as Telegram. It is worth emphasizing that platforms of this level do not have their own site (ie network space), and

are conducted on existing ones, which also gives them a number of both advantages and disadvantages. The first is the possibility of repost, fast filling. The disadvantages are the lack of powerful large content, full-fledged cross-media links.

We analyzed the thematic content of these platforms. The first CP is «Thirst», which of all the above is the most powerful and operates the longest in the network. Its founder is a modern blogger, communicator, former journalist was Olga Karas. The author covers acute issues: social inequality, poverty, disease control during the COVID-19 pandemic. On the platform there are webinars dedicated to the discussion of the individual's own personality, a section on culinary art, there are materials on the psychological aspects of presenting oneself as a social unit. In general, this manual has existed for over 5 years, contains a wide variety of content and topics.

«Hearing» the CP has a rather strange and heterogeneous nature, which emphasizes the ambiguity and color. Founded in 2019 by Ksenia Garina. This CP was conceived primarily as a music portal, but later the author began to switch not only to cover musical conflicts or innovations in the field of music, but also to pay attention to sharp conflicts. volunteering of musicians, the image of performers who become political (or become ambassadors of good will, volunteers, etc.). The image of the platform: «We write about everything that is heard».

The Troya, a platform of Troieschyna, Kyiv, was founded in 2019 by Victoria Nozdrachova as an information portal of a district with a fairly high population. It covers issues of treatment of local retirees, issues of illegal development, seizure of territories, unfinished parks, abuse of power by local deputies.

This manual has a fairly strong feedback from users, more than 10 thousand subscribers. There is a large number of various discussions, on the platform there is a lively discussion of the topics proposed by the author. What is presented here at the local level is really interesting and relevant for the residents of the district and the city.

«Your Healthy choice», the platform was founded in 2018 by Anzhelika Dosenko and Larysa Honcharova. Here, the vast majority of topics cover important issues of medical reforms, social insecurity of the Ukrainian population, COVID-19 and Ukraine in the pandemic, the provision of free medicines to retirees and the vulnerable.

CP «Your Love» is platform of the charity fund, the founders of which are Julia Rizvanova and Nazariy Bigun in 2017. This platform has covered materials of charity events and gatherings, care for veterans, children with disabilities and orphans, presents horrible stories of everyday life of children and people who are not cared for (or cared for in insufficient numbers) by the state, emphasizes stories about unjust and cruel the twists and turns of powerful people with the defenseless. This platform has more than 40,000 subscribers. This topic is really touching, we can see cooperation with volunteers, sponsors, citizens willing to help. They started functioning initially as a page on the social network «Facebook», now they have their own full-fledged site.

IV. Conclusions

Modern social communications require the study of new stages of development, units that arise during new milestones in the development of science. In our opinion, one of such units today is communication platforms, which are undergoing a stage of restructuring and rethinking in scientific circles. CP is now perceived as an identical concept to social media, rather than an independent separate unit. At the same time, modern scientists are just beginning to pay attention to communication platforms, offering definitions, classifications, descriptions of the history of the concept.

Due to the diversity and saturation of content, the communication platform functions in different types of discourses, which gives grounds to define it as a full-fledged unit of apply sisial and communication technology. These types of discourses include: culturological, journalistic, digital, critical. Each of these types presents the CP as a full-fledged unit that has different topics, the level of impact on the audience.

Among the prospects for further exploration is the need to study the existing classifications of communication platforms as a full-fledged unit of applied social communication technologies. This will lead to the final separation of the characteristics specific to the manual. This trend will give an opportunity to look anew at this concept and distinguish it from social networks, amateur media downloads. It will allow to single out the mechanisms of platforms influence on the consumer audience.

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Стаття надійшла до редакції 03.06.2020.
Received 03.06.2020.

Досенко А. К. Дискурс комунікаційних платформ: критичний та диджитальний різновиди
Метою статті є вивчення культурологічних та критичних дискурсів комунікаційних платформ, що допоможе краще зрозуміти природу цього явища.

Методологія дослідження. У статті реалізовано порівняльний аналіз наукових поглядів, моніторинг контенту сучасних популярних локальних комунікаційних платформ, аналіз діючих платформ.

Результати. Загалом явище дискурсу є багатограним, має стародавню етимологію, яку нині продовжують вивчати фахівці. Мережеві типи дискурсів, досліджувані науковцями, зокрема публіцистичний, що знайшов себе у галузі КП, формується як елемент загальної дискурсивної канви, що має низку складових та генерує виникнення нових типів. Саме з виникненням мережевої комунікативістики та диджитальних жанрів (що сьогодні становлять окрему групу, без якої неможливе існування інтернет-журналістики) постає диджитальний дискурс.

Диджитальний дискурс комунікаційних платформ варто визначати як загальний процес інтернет-мовлення, письма, формування інформаційного простору світоглядних позицій аудиторії, а також процес виникнення принципово нових понять та одиниць, що безпосередньо пов'язані із зазначеним процесом формування мережевого контенту (мови ЗМІ, аматорських медіазавантажень, соціальних мереж, комунікаційних платформ). Тож, вивчення дискурсу стає трендовим та необхідним процесом. На думку сучасних науковців, нинішні умови входження у світовий медійний ринок зумовлено трендами та популярністю, постійним зростанням потреб споживачів. Одним з таких ринків є сучасний ринок інтернет-комунікацій, де нині мають місце й конкурентоспроможні комунікаційні платформи.

У статті проаналізовано контент платформ *Спрага, Слух, ТвояЛюбов, The Troya, Your Healthy choice*

Новизна. У межах статті простежено динаміку існування поняття дискурс на комунікаційних платформах та його типи.

Практична значущість. Результати дослідження можуть бути використані для подальшого вивчення розвитку інтернет-комунікацій як галузі.

Ключові слова: дискурс, критичний та культурологічний дискурс, комунікаційна платформа, прикладні соціально-комунікаційні технології.

Досенко А. К. Дискурс коммуникационных платформ: критический та диджитальный типы

Целью статьи является изучение культурологического и критического дискурсов коммуникативных платформ, что поможет лучше понять природу этого явления.

Методология исследования. В статье реализован сравнительный анализ научных точек зрения, мониторинг контента современных популярных локальных коммуникационных платформ, анализ действующих платформ.

Результаты. В общем явление дискурса – многогранное, имеет древнюю этимологию, которую сейчас продолжают изучать специалисты. Сетевые типы дискурса, которые исследовались учеными, в частности публицистический, который нашел себя в области коммуникационных платформ, формируется как элемент общей дискурсивной канвы, имеющий ряд составляющих и генерирующий появление нового типа. Именно с появлением сетевой коммуникативистики и диджитальных жанров (сегодня составляют отдельную группу, без которой невозможно существование интернет-журналистики) возникает диджитальный дискурс.

Диджитальный дискурс коммуникационных платформ следует определять как общий процесс подкастов, письма, формирование информационного пространства мировоззренческих позиций аудитории, а также процесс возникновения принципиально новых понятий и единиц, непосредственно связанных с указанным процессом формирования сетевого контента (языка СМИ, любительских медиаскачиваний, социальных сетей, коммуникационных платформ). Поэтому изучение дискурса становится трендовым и необходимым процессом. По мнению современных ученых, нынешние условия вхождения в мировой медийный рынок обусловлены трендами и популярностью, постоянно растущими потребностями пользователей. Одним из таких рынков является современный рынок интернет-коммуникаций, где сейчас имеют место и конкурентоспособные коммуникационные платформы.

В статье проанализированы контент платформ *Жажда, Слух, ТвояЛюбов, The Troya, Your Healthy choice*.

Новизна. В рамках статьи прослежена динамика существования понятия дискурс на комунікаційних платформах и его типы.

Практическая значимость. Результаты исследования могут быть использованы для дальнейшего изучения развития интернет-коммуникаций как отрасли.

Ключевые слова: дискурс, критический и культурологический дискурс, коммуникационная платформа, прикладные социально-коммуникационные технологии.