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## AXIOLOGY OF GENRES IN PROFESSIONAL COMMUNITIES ON THE INTERNET

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### Abstract

Digital communication has been affecting modern social relations; however, digital communication models have been developed insufficiently. In this regard, the paper offers the analysis of professional Internet-communities discourse in the social network VKontakte. The authors aim to reveal how on-line professional groups are organised in terms of communication, axiological values and principal genres that actualize common ideologies. The study is based on the assumptions made by the school of Critical Discourse Analysis and speech genres theory. The findings include the following genres: self-presentation, exchange of opinions, request, asking for advice, advice, gratitude, deprecation, accusation,

insult, approval. The conclusion is drawn that professional competence is the key axiological value typical of the groups in question. The authors also point out other values actualized in the genres identified, such as exchange of practical skills and experience, community trust, authoritative opinion, professional loyalty and commitment, constructive approach to the matter, and focus on the result. Genres perform a regulative function: they contribute to the selection of participants and posts as well as maintaining professional values in the community. The novelty of the study and its results resides in revealing the structural role of genres and values in Internet communication. The results of the study theoretically conceptualise Internet communication as well as having practical applicability: they can prove useful in developing and altering the state youth policy.

**Keywords:** professional communication, internet-community, genre, axiology.

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