As far as *addressing* is concerned, it fulfils several functions: it identifies the addressee, attracts his / her attention, and expresses a certain attitude towards the viewer. The most common means is *guys: All right, **guys**, so we're doing a quick little stop here; I'm gonna give you, **guys**, my initial reactions; I'm taking it, I'm taking it as a win. All right good job, **guys**, that only took me like 15 minutes.*

Let's-constructions are actively used as well, which reflects their orientation towards the addressee along with a speaker's invitation to do something together: ***Let's take a look** out the window and **see** what we see; Now **let's talk** things to do in Madrid; **Let's go** to the palace, shall we?; **Let's wander around**; **Let's get in** the car.*

Rhetorical exclamations help to enhance the expressiveness of the blogger's speech, convey his / her emotions, such as joy, delight, disappointment, anger, surprise, fright, etc. For instance: *How creepy is this!; What the heck!; Oh, the cats are so scary; It's too dark to see but there is a — oh my God! I hate this so much!; Wow! This view is stunning!;Yeah, I'm really digging the crust, too!*

The results of the study indicate that the use of linguistic means of dialogueness forms an integral part of travel bloggers' messages. The study revealed that most of the techniques are created with the help of syntax. Thus, the means of dialogueness help travel bloggers to establish contact with the audience and facilitate the perception of the message conveyed.

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INTERCULTURAL COMMUNICATION STRATEGIES IN SOCIAL MEDIA

Стратегии межкультурной коммуникации в соцсетях

At the present stage of the society's development, the use of Internet technologies in interpersonal communication occupies place an important role. Therefore, the multidimensional study of new linguistic and communicative forms of interpersonal interaction seems very relevant.

The purpose of the study is to identify the most common intercultural communication strategies in social media.

A social network is a platform, an online service or a website designed to construct, verbalize and organize interpersonal relationships in the society. In the 21st century, social networking is the most popular way of virtual communication.

The prominent representatives of social media are Twitter, LinkedIn, YouTube. These social networks have different target audiences. For example, Twitter is an open global network for communication, a network of personal contacts. LinkedIn, in its turn, is an

example of an open professional network where communication is carried out according to the parameters of professional activity. YouTube, on the other hand, is primarily used for sharing media content.

Based on the contextual analysis of the above-mentioned social media, we have been able to form a complete picture of intercultural communication that covers the maximum target audience. The four main strategic lines of speech behaviour of communicants in social media have been analyzed.

The analysis has shown that 4 strategies (contact, information, coordination and emotive) are dominant. Let us describe them in more details.

The contact strategy aims to create a communicative field, to attract a virtual recipient. The strategy is implemented in the first stages of dating by tactics such as greeting, addressing, inviting to a meeting, exchanging comments, and asking questions.

The information strategy is organized through the reception and transmission of messages from a communicant to an addressee and back again. This is primarily represented in statuses, messages where virtual users exchange some information with each other.

The coordination strategy involves mutual coordination and coherence in joint activities. Tactics for this strategy can be identified in messages relating to future meetings, events, or discussions about organizational issues in groups.

The emotive strategy is a unique to social media line of communicators and addressees speech behaviour. This strategy and its tactics are found in the comments to the topics discussed by social network users. The emotive line does not carry a semantic meaning, but through various graphic means (emoticons, gif-images) it expresses the emotional state of active and virtual communicating users.

Thus, we can make a conclusion that social media users apply different communication strategies and tactics when practicing intercultural communication. The chosen strategic and tactical lines of behaviour form the linguistic and cultural portrait of both an individual and the society as a whole.

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PRINCIPLES OF AESTHETICISM IN ZADIE SMITH'S ESSAY *JOY*

Принципы эстетизма в очерке Зэйди Смит "Радость"

Aestheticism was an art movement of the late 19th century, which centred on the doctrine that art exists for the sake of its beauty alone, and that it does not need to serve any didactic, political, or other purpose. Perhaps, no other writer is more closely aligned with