











Since one goal is a consequence of the other, it is obvious that the ultimate communicative goal in the social media discourse is the ultimate desire to receive a response. This is the dialogical essence of the discourse of the communicative space in question: one sentence automatically assumes a response to it in the form of another statement - and then along the chain.

Thus, the speech strategy of the language personality in social networks is aimed at achieving exactly this result: feedback-response which in its essence is potentially endless. Various pre-communicative and communicative mechanisms are applied for achieving these goals.

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