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THE SPECIFICITY OF SPEECH INTERNET COMMUNICATION***I. S. Klimovich****3rd year cadet of the police department,
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With the development of information technologies and the widespread use of the Internet, the field of communication has undergone significant changes. Online speech communication has become an integral part of daily life, influencing social interactions, business relations, politics, and other aspects of society. This article examines the characteristics of online speech communication and identifies relevant challenges. Understanding online speech communication is essential for effective interaction in digital environments, fostering a positive atmosphere for communication, resolving potential conflicts, and adapting to emerging technological trends. The relevance of studying online speech communication is driven not only by the rapid advancement of information technologies but also by the linguistic and cultural specificities of different regions.

Online speech communication refers to the process of interaction via the Internet using textual, verbal, or other forms of communication. It encompasses all aspects of language-based communication in digital environments, ranging from chat messages to audio and video calls [1]. When analyzing online speech communication, it is crucial to consider the cultural context. Each country has unique characteristics, traditions, and values that can influence online communication practices. Understanding cultural contexts helps to prevent conflicts and misunderstandings in digital interactions. Language plays a key role in online communication, particularly in multilingual environments. It is important to promote multilingualism and support linguistic diversity on the Internet to ensure equal access to information for all users [2].

Users face several challenges in online speech communication, including language barriers, a lack of digital literacy, the spread of fake news, and unethical online behavior.

Priorities in online communication increasingly focus on data protection, privacy, and cybersecurity. It is essential to promote experience sharing in the field of online speech communication. Such efforts can significantly enhance communication

quality, support multilingualism, respect cultural differences between countries, and contribute to the development of technological infrastructure while improving the rights and freedoms of Internet users as a whole.

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