

[8, . 392–393].

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[1, . 59].

[9, . 105]. “

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4:) ("Live Journal",

5: , -

6 = 1 + 4: ,

7 = 2 + 4: 8 =

3 + 4: - 9 = 1 +

5: 10 = 2 + 5: 11 =

3 + 5:

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[1, . 62-64].

[1, . 65].

" [5].

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[3, . 259]: "

" [5].

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This article is devoted to the analysis of network diaries in line of the virtual genological research. The paper focuses on the main approaches to study the genre; outlines the author’s views of the blog’s typological features according to the T.V. Shmeleva’s model of speech genre; gives scenarios of communication within the genre of blogs.

Key words: *blog, genology, genre, Internet communications, network blog.*