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**Stylistic dominants of Internet communication. A book review:
Klushina N. I., Nikolaeva A. V. Introduction to Internet stylistics. Moscow:
FLINTA Press, 2020. 240 p.**

Abstract

The reviewed book presents the innovative concept of Internet stylistics as a part of university curriculum with its own goals, interpretation of basic concepts and terms. The authors focus on the stylistic dominants of Internet communication (clickbait, holivar, hype, etc.) that give Internet discourse a specific perspective of structuring. The authors scrutinize (a) the concepts of stylistic dominants, (b) their characteristics, and (c) the themes where they can be implemented. The book also examines the stylistics of Internet genres and discusses their main definitions and new phenomena of information transmission to society (fakes and post-truth), new Internet strategies (trolling, elfing, and hate-speech). The description of communicative spaces through a system of functional and stylistic dominants gives the author an understanding of the stylistic specifics of these spaces and enables to evaluate them on the scale “constructive – non-constructive – destructive communication”. Noting the correlation of the stylistic dominance concept with the concept of constructive-stylistic vector and the discursive dominance concept, the authors discover that the constructive-style vector reformats the system of functional styles of the literary language but does not affect the structuring of communicative spaces. The authors convincingly argue that implicitness in intercultural communication is conditioned by the communication norms accepted in each culture and determined by a number of important factors: (a) dominant social distance, (b) the type of distribution of power in a small group, (d) the degree of emotional self-control communication participants.

Keywords: Internet communication, style dominants, intercultural communication, constructive / non-constructive / destructive communication

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