Abstract: Communication in social networks is an integral part of the life of a modern person. Comments under publications in social networks allow users not only to express their point of view on the issue under discussion (approval / criticism, agreement / disagreement, surprise, etc.), but also to interact with the author of the publication and with many other people around the world. The purpose of this study is to identify ways of expressing emotions in Internet communication, as well as to establish the features of a new style of speech behavior in social networks.