

PHILOSOPHY
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The purpose of the given work: to carry out the structural analysis of a phenomenon of communications as process of an establishment of communication and to reveal the methodological bases for the analysis of a virtual reality in a communicative context. Novelty of article consists in judgement of structure of communications depending on a direction of an establishment of communication concerning the subject of last and revealing of the theoretical basis of existence virtual. In article following conclusions become: the communications structure (understood as an establishment, the first turn, emotional communication) includes daily, colorable (virtual) and mixed communications. Meanwhile, the brightest phenomenon embodying the mixed the reality is game activity in its computer and natural (not computer) variant.

Key words: connection setup, structure, virtual reality, simulative communication, communication.

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