

PHILOSOPHY

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Internet and transformation of the "I-image" in modern culture

It is considered the theme of a special virtual environment of social interaction, which becomes the dominant sphere of communication in the XXIst century culture. Analyzing the historical context and the modern specifics of cyberspace, the author reveals its main characteristics and denotes changes of the personal identity, which are related to the "Internet communication society". Expanding the boundaries of the "horizon of life", cyberspace turns the identity of a person into a difficult question, various responses to which are trying to provide all sorts of electronic communities and portals, individual and thematic.

Key words: Internet, cyberspace, modern culture, personal identity.

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