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CYBER-ETHNICITY OF THE CHUVASH: REPRESENTATIONAL PRACTICES

The article examines the structure of the Chuvash cyberspace, characterizes the ethnic (Chuvash) content, describes the forms and methods of representing ethnicity, and evaluates the role of the Internet in the shaping and maintaning the Chuvash ethnic identity. The virtual space of Chuvash ethnicity is a projection of the real one, it reflects the self-awareness of the people and their regional communities, contains current forms and ways of expressing identity in the public environment through ethnically marked cultural elements, which help to construct an ethnic image that influences the formation and preservation of Chuvash ethnicity in the real world. The cyberspace of the Chuvash is an effective way of satisfying ethnic needs and familiarization with the cultural and linguistic values of their people when real communication is limited, promotes the transmission of knowledge about the history of the traditional culture of the people, intra-ethnic communication, the exchange of information among network users and their integration into the virtual space.

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