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**GENERAL DESCRIPTION OF MODERN INTERNET SPACE IN THE APPLICATION OF ONLINE SOCIAL NETWORKS**

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***Research methodology.*** *The article uses general scientific methods of analysis, synthesis, simulation, prediction, comparison. In the applied aspect, historiographical, analytical and typological, comparative, structural, problem-thematic, theoretical methods have been applied.*

*In the context of the disclosure and presentation of research results the main goal, which was presented in the paper as separate tasks, we have used the above methods as follows. For the analysis of previous work in this theme we have used general scientific methods of analysis and comparison, as well as the applied aspect - historiographical and problem-themed. To determine the basic formats of web, we have applied general scientific methods of analysis, synthesis, comparison, and in the applied aspect – analytical and typological, comparative and structural methods. To determine the current state of and prospects for future development of innovative communication Internet technologies we have used general scientific methods of analysis, modeling and forecasting, and in the applied aspect – theoretical, structural, and problem-themed methods.*

***Results.*** *Presented in the article studies have shown the nature and specifics of modern Internet technologies of network communication, in the creation, dissemination and retrieval of thematic content, which is the main essence of scientific progress today.*

***Novelty.*** *The study, presented in the article, makes it possible to consider a generalized, schematic picture of modern communication online technologies and determine the prospects for their further development.*

***The practical significance.*** *The research results and recommendations presented in the article are important for further development of the system network online communications. In particular, it focuses on future features and benefits of the format of web 4.0, which must fundamentally change the human imagination about the possibilities and potential of communication technologies.*