

ABSTRACT

Discord is a voIP (voice over application protocol) founded by Jason Citron in 2015. It was created as a medium for the *gamer* sub-community to engage in communication interaction and activity. The problem of the research becomes the analysis and discussion of the communicative patterns that exist within specific sub-communities of various Discord servers. The objective of this research is to determine and analyze the existence of communicative patterns that exist within the sub-communities of the Discord application, while also being directly involved via observation of their activities in a virtual ethnographic setting. The method of research used in this paper will be that of a qualitative nature with a virtual ethnographic approach. The focus of the approach is the analysis of communicative patterns, speech, language, tone and gestures found within specific sub-communities in the Discord voIP, in the form of servers.

Keywords: communicative pattern, virtual ethnography, Discord, Discord community, Discord users