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METHODOLOGICAL JOURNAL**<http://mentaljournal-jspu.uz/index.php/mesmj/index>**NEW MEANS OF WRITTEN COMMUNICATION AND THEIR IMPACT  
ON THE MODERN VIRTUAL COMMUNICATION PROCESS****Erkin Toilibayevich Kenenbayev***Doctor PHD in Philological Sciences, Associate Professor**Chirchik State Pedagogical University**Chirchik, Uzbekistan**E- mail: [Pargos1@mail.ru](mailto:Pargos1@mail.ru)***ABOUT ARTICLE**

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**Abstract:** The subject of the study is the patterns of modern written communication during its use in Internet communication. The structural basis of the study is the examination of the development of symbols in nonverbal components of communication (SNCC). The research hypothesis posits that SNCC is evolving into a new means of communication that combines features of both written and oral speech. The result of the study was the conclusion that SNKK are becoming a necessary means of Internet communication, as well as a certain cultural code reflecting the cognitive characteristics of a virtual personality.

**INTRODUCTION**

In the modern information field, written communication, from being limited to certain time and spatial boundaries, has become a full-fledged means of communication. Written communication on the Internet is now no different from a real conversation in terms of intensity, time range, saturation, and the possibility of dialogue. The reason for this change in the status of written communication was the emergence in it of a completely new type of means of communication in the form of graphic symbols of the NMC, called emoticons, smiles, emoji's, gifs, demotivators, etc., which, to a certain extent, became a solution to the problem of the lack of necessary means of communication for a full-fledged using the possibilities of written communication presented by a new level of technical capabilities.

These graphic symbols themselves, despite their large number, at this stage of development cannot be full equivalents of the NMC.

Displaying the entire spectrum of NSCs in graphical form is currently an impossible task due to their enormous diversity and functional differences. Paul Ekman discusses the various nuances of the same emotion: "There is no one expression of surprise - there are many: silent surprise, questioning, weak, amazement, moderate, or extreme surprise" [1, p. 272]. In many cases, the names of certain symbols indicate different reflections of the NMC.

## **MATERIALS AND METHODS**

For ease of use, after analyzing the stages of their appearance in written communication, we will denote them in our work by the general term "symbols of non-verbal components of communication" (SNCC). The first of these SNCCs was emoticons, which acquired this name by combining two English words, "emotion" and "icon." The name itself already indicates their essence and main function - the depiction of emotions.

In the further development of SNCC, emoticons are replaced by emojis. Emojis have become so popular in the communication sphere of the Internet that very often all existing SNCCs are referred to as them. They are very easy to interpret, which helps those communicating to perceive them in the same way. The simplicity of their imagery also determines the versatility of emojis. In practice, they can reproduce the entire range of everyday human emotions: lift your spirits, show your interlocutor your mood, reduce the intensity of negative emotions, or conversely, raise their degree. All this has led to the fact that emojis have turned into universal SNCCs. The possibility of using them in a wide variety of communication situations is proven by the constant quantitative growth and ubiquity of use. An analysis of more than 31 million tweets and half a million Facebook posts revealed that positive emojis can become social media markers. [2.]

## **RESULT AND DISCUSSION**

The practical results of the emergence and use of SNCCs in social networks do not escape the attention of the scientific community. Recently emerged SNCCs embody not just one, but two ancient ideas that have troubled humanity since antiquity. One of these ideas, as previously mentioned, is the notion of bridging the gap between written and oral communication through novel means of expression. SNCCs have become the very tools facilitating this bridging, a necessity that has persisted throughout the evolution of written language.

A second idea that has become synonymous with SNCC is the notion of a universally understood language. Alice Robb has surveyed the opinions of linguists on this subject in an article on the New Republic website. In her commentary, linguist Benjamin Zimmer

mentions the utopian ideal of a common language for all, emphasizes that such a language should be illustrative, and draws a comparison between the contemporary use of SNCC and the Wild West era, viewing it as a wholly organic process in which people create the rules as they go along.[3] Tyler Schnoebelen, a linguist at Stanford, endeavored to study the usage of SNCCs in social networks. His research has led him to the conclusion that the principles underlying the construction of SNCCs depend on various factors, such as location, age, and membership in particular social groups. On this basis, he has compared them to the development of dialects and regional accents. During communication, a group formed around common interests typically employs certain words that are only comprehensible within its circle. Similarly, by using specific SNCCs in their interactions, they establish a sort of lexicon that is frequently employed within the group. The idea of a language that could transport us back to pre-Babylonian times was the dream of Francis Bacon and John Wilkes. An endeavor to create a language embodying this notion was the development of symbols by Charles Bliss, who hoped that these symbols would facilitate communication among people and forestall future conflicts.[4]

The function of SNCC, aimed at uniting people, is not as noticeable as its communicative side, but nevertheless, it is very important, and this has been noted in the scientific world. British scientists have become seriously interested in considering the possibilities of emoticons, emojis, and other SNCCs for drawing up a psychological map of those communicating, character traits, and mental characteristics. Linda Kaye and her colleagues from Edge Hill University in Ormskirk (UK) drew a parallel between SNCC and the nonverbal means of communication they reflect. The scientists drew attention to the fact that SNCCs, being virtual analogs of NMCs, also serve to indicate emotions. Gesticulation in real communication is different for everyone, and its characteristic features can tell a lot about the interlocutor. SNCC, reflecting the features of these gestures in written speech, accordingly, also emphasizes the features of a person's character [5. P.66-68].

The dynamics of the development of SNCC (Social Network Communication Channels) on the internet encompass distinct stages of formation. A study conducted by the American Pew Research Center revealed that from 2009 to 2011, the daily volume of short messages sent by teenagers residing in the United States increased by an average of 20%, reaching 60 messages per day. Among teenagers aged 14-17 years, this number escalated to 100 messages per day [6].

Given the relatively short period since the emergence of internet social networks, such dynamics are deemed impressive. Additionally, alongside the external transformations in SNCCs, internal qualitative changes in their application must also be acknowledged.

Emoji was named Word of the Year 2015 by the Oxford Dictionary, as the “word” that best captured the spirit, mood and concerns of 2015. [7]. In awarding this emoji the title of word of the year, Oxford Dictionaries President Casper Greatwall went even further in characterizing the emoji and stated: «The most striking discovery in the world of written communication is that emoji are going to a whole new level, leaving ordinary words behind». [8] Their popularity is so great that July 17 is World Emoji Day, which has been celebrated since 2014. [9]

There is no longer any doubt that SNCCs used on the Internet have become an integral part of mass culture in the communication sphere. At the same time, used at the early stage of their emergence as funny images, now they tend to develop into a kind of cultural code. Their use is no longer purely entertaining but is becoming part of written communication, capable of replacing words and even entire remarks.

Speaking about the cultural code, we mean the ability of SNCCs not only to transmit connotative or any other part of information but also to influence the psychological side of communication, to a certain extent characterize a personality, and even influence the formation of this personality. The use of SNCCs reveals the culture of a person’s behavior, indicates their preferences and temperament, their view of certain social processes more than if they communicated in a real situation, as we say, face-to-face. At first glance, this may seem strange. After all, we are accustomed to asserting that reflexive, uncontrolled movements, facial expressions, posture, in a word, everything that in graphic designation we refer to as SNCCs, identify a person. In fact, these uncontrolled movements are often misinterpreted by one of the parties to the communication or express something completely different from what the speaker intended in the message. These movements are simultaneous and can often appear independently of the transmitted information. For example, in the course of communication, a party suddenly remembers some negative fact from their life, which is reflected reflexively on their face or in a gesture. Since this movement is uncontrollable, they themselves did not pay attention to it. However, the interlocutor recorded this movement and, correlating it with the transmitted information, noticed their discrepancy. They, of course, will interpret this as the unreliability of the message in semantic or connotative terms.

When communicating on social networks, interlocutors experience what is known as delayed feedback. This implies that before sending a message, the sender has the opportunity to review the graphical representation of the intended action to ensure its alignment with the internal message embedded within the communication. In essence, the

recipient receives confirmation of the sender's intention, at least in the form intended by the sender.

Through the use of Social Network Communication Channels (SNCC) in electronic communication, individuals gain the ability to convey their emotions accurately, as they can monitor and adjust them to align with their intended expression. While it is commonly believed that such control serves to conceal one's true intentions, we argue that it also facilitates their accurate transmission.

An experiment led by Simo Csoknai showed that positive emoticons definitely increase people's popularity on social networks [10]

In addition to their simplicity and versatility, emoticons also exert influence on individuals at a subconscious level. Dr. Owen Churches, a researcher from the School of Psychology at Flinders University in Adelaide, explored the impact of emoticons on perception and concluded that they activate the same brain regions as real-life communication in individuals viewing them. Consequently, he regards emojis as a novel form of language that elicits a distinct pattern of brain activity for interpretation by individuals. [11 pp. 196-202]

Alina Tugend, in her review article, quotes Clifford Nass, a professor of communication at Stanford University, as saying that “almost all people remember negative things more clearly and in detail”. In the electronic world, this statement is confirmed by the fact that messages on the Internet have a negative effect [12]

If previously, due to the inability to convey these nonverbal signs in a message, the recipient did not pay attention to it, but now, with existing technical capabilities, the absence of these nonverbal signs is perceived as dryness and formality in communication. Therefore, to counteract this effect of negative perception of a message, emoticons are increasingly used. This statement is confirmed by a study conducted by scientists at the University of Florida [13]. In the study, 152 working professionals answered a series of questions after reading emails with and without emojis. The results showed that emojis reduced the negative affect in business email messages, making the same message sound less negative when combined with a positive emoticon.

A group of Chinese scientists studied the possibility of using emoticons to obtain the correct, objective reaction to your critical feedback on the results of his work or some other action. [14] The use of emoticons gives a feeling of pleasure, a more emotional perception of information, which ultimately leads to greater benefits for recipients

Constantly adding emoticons when communicating leads to comfort and positivity. This conclusion was confirmed by a study conducted by scientists in 2008. [15]

Speaking about the positive aspects of using SNCC, we should also note the possibility of using them in creating a psychological portrait of a person. If oral conversations, as a rule, are never recorded, then correspondence is most often preserved. By analyzing the nonverbal behavior, calculated using certain SNCC by the interlocutor, you can learn no less about them than by gestures in face-to-face contact.

### **CONCLUSION**

Summarizing the points discussed above, it is evident that significant changes are occurring in the modern information and communication sphere due to the adoption of new technological tools. These tools facilitate a seamless and comprehensive communication process, which was previously hindered by technical limitations such as the absence of Internet connectivity. The integration of electronic capabilities into written communication has led to the emergence of new forms of communication, referred to as SNCCs, which aim to bridge the gap between written and oral speech. This convergence has long been a goal of writing, and the incorporation of an emotional dimension into written communication through SNCCs marks a significant milestone in achieving this objective. SNCCs serve a similar function to graphic signs representing phonemes in writing, capturing emotional nuances, intonation, and expressions that were previously inaccessible in written form. This interplay between different communication modalities has resulted in the creolization of message transmission, where graphic representations now convey a broader range of non-verbal communication cues. Moreover, the utilization of these new communication tools offers several advantages over oral communication, notably the enhanced ability to convey the connotative aspects of a message through information control prior to transmission.

Based on the results of the study, it can be concluded that there is a certain degree of chaos in the development of communication tools of this kind. The utilization of the most popular tools occurs through a process akin to natural selection, which inherently yields positive outcomes. However, the vast array of systematized non-verbal units that have recently emerged on the Internet impedes individuals' ability to evaluate new symbols physically, as they may not have encountered them previously. Consequently, individuals tend to rely on a limited set of emoticons.

A situation analogous to the utilization of verbal communication tools exists. The restricted vocabulary of individuals with limited education prevents them from fully conveying the semantics and emotionally expressive nuances of transmitted information. Consequently, the extensive repository of available tools for communication remains untapped due to ignorance or inability to employ them effectively.



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