



## The Reflection of Non-Verbal Means of Communication in Written Speech

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**Abstract.** This article explores the problems of the emergence of new non-verbal means of communication in the social networks of the Internet. In the projection of historical development, the reasons for their appearance, formation and dynamics of development are shown.

**Keywords:** communication, writing, emoticons, emoji, oral communication.

**Introduction.** In fact, the entire history of the creation of writing is the history of attempts to solve problems associated with the lack of means designed to equalize written speech with oral speech. Interestingly, each time this was associated with the emergence of new writing opportunities.

**Material and methods of the article.** An example of this is the history of the creation of punctuation marks in writing. Aristophanes, who lived in the 3rd century BC, is considered to be the first to use a punctuation sign (1), however, due to the lack of need for such a sign, it was soon forgotten. The need for signs that help bring written speech closer to oral speech appeared in the 4th–5th centuries AD (2). It was associated with an increase in the number of books written, which was caused by the emergence of Christianity, which, unlike paganism, preferred to store its knowledge in written form. The punctuation marks that appeared, quite different in quantity and functionality from the current ones, were nevertheless sufficient for the demand for them.

The impetus for the emergence of a new system of punctuation marks was the development of printing. There was a need to correctly convey the content of a written text to the reader. The problem was solved in punctuation marks created by the Italian brothers Manuzi, who had their own printing house. In fact, the punctuation marks they created became the basis for all punctuation marks adopted in most European countries at that time.

The difficulty in determining the status of punctuation marks can also be traced to the fact that their exact number has not yet been established. The officially accepted point of view has 10 characters. However, they do not include the red line and the space between words, which can also be considered punctuation marks due to their significance and functionality. Such ambiguity in the interpretation of signs is also a sign of the nonverbal nature of this means of communication.

**Issues raised in the article.** The first signals that it was necessary to include some additional signs of information transfer in written speech began to appear at the beginning of the 20th century. In particular, in 1913, Baudouin de Courtenay writes about unsuccessful attempts to introduce a special sign of irony into written speech (3). There he also points out the reasons for the failure of these attempts, linking them with a special, mental connotation of what is being said, which, in his opinion, should fundamentally distinguish such signs from those traditionally used.

The historically established need for written transmission of information, fully reflecting both its semantic and connotative components, has received a new impetus at the present stage



of development of human society. The problem of introducing changes in written speech due to the emergence of new technical capabilities urgently required finding ways to solve it. The only difference between written communication and oral communication, due to the elimination of spatial and temporal boundaries through new technical means, was the lack of sufficient means of transmitting the emotional component.

It follows from this that the solution to the current situation could only be the emergence of new means through the use of both independent units and their combination, which makes it possible to eliminate these shortcomings. In this case, one should take into account the difference between the concepts of functional units of language and their semantic combinations. To confirm this judgment, E. Sapir writes: "Although the functional units of the linguistic mechanism are phonemes, the true units of language as a symbolic formation are the conditional combinations of such phonemes" (4).

However, the current situation with written speech did not suit humanity, which entered the 20th century and, accordingly, received an unprecedented acceleration in the information component in the social life of society. Difficulties in using emoticons associated with the increased pace of information transfer on the Internet did not correspond to the conditions of network written communication and required some new solutions. And it appeared in a fairly short time.

**Solution to the problem.** The function of reflecting the emotional-expressive state was taken over by intonation emoticons. As graphic signs, they were distinguished by a wide range of meanings and shades.

Simplification of the use of means of communication led in the shortest possible time to the displacement of previously used symbols from the fields of the Internet. An analysis of the most popular emojis shows that the most popular of them were emotionally charged ones. Such selectivity is due to the fact that in written communication, as already noted, commuting persons lacked precisely non-verbal means that could convey the emotions inherent in the transmitted messages.

Two or three years later, a change in emoticons occurred; they turned from symbolic to graphic and in a ready-made, illustrative form denoted the necessary emotions, without requiring any preliminary preparation. These graphic symbols are called emoji. It should be noted that in everyday use, people usually do not see the difference between the names emoticons and emoji. However, in our work, we will take emoticons to be graphic representations of faces "created from text, mainly using punctuation marks, letters and numbers, for example :-)" (5). The Japanese expression "emoji" literally means "word in a picture." represent the next stage of SNCC (symbols of non-verbal components of communication) reflecting in more detail the essence of the transmitted message and its connotative part than emoticons, and also capable of indicating the movement or state of the sender.

The dynamics of development of SNCC in social networks on the Internet has its own specific stages of formation. A study conducted by the American Pew Research Center found that between 2009 and 2011, the number of short messages sent daily by teenagers living in the United States increased by an average of 20% and amounted to 60 messages per day. Among adolescents aged 14–17 years, their number reached 100 messages per day (6). Considering the short period since the advent of Internet social networks, such dynamics should be considered impressive. In addition to the external forms of SNCC, internal, qualitative changes in their application must also be taken into account.

Summarizing the above, we can note the following stages in the emergence of SNCC:



virtual symbols of SNKK are not a modern version of the iconic writings of antiquity, since, fundamentally, they perform a connotative function that radically changes their place and meaning in the process of communication;

the connotative function of SNKK determined the variety of forms of their research, expressed in the manifestation of interest in their study from various fields of science;

The evolution of SNCC since the advent of electronic forms of communication can be indicated by the following chain: abbreviation of the spelling of words emoticons in the form of punctuation marks emoji memes animoji, memoji.

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