

## Evolution of communication tools based on the virtual communication process

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#### ABSTRACT

The subject of the study is the patterns of combination of non-verbal and verbal means of communication, in the process their appearance and interaction in written forms of Internet communication. The structural basis of the study is the study the development of symbols of non-verbal components of communication (SNCC). The hypothesis of the study is that SNC are becoming a new means of communication, combining the features of both written and oral speech.

#### INTRODUCTION

The research objectives set in our work required, first of all, an analysis of the means of information transfer, which are the direct mechanisms that set the communication process in motion. At present, these are the means of communication, which are commonly referred to in the scientific community as verbal and non-verbal. Based on the use of these means, the concepts of verbal communication and non-verbal communication have become generally accepted in linguistics. An analysis of the terminological accuracy of the use of these terms in scientific

works became the basis for replacing them with the terms written and oral communication. This terminology made it possible to structure the means of communication in accordance with their role in creating a full-fledged communication process. A further goal of the study was to study the formation of writing in its historical retrospective, as a means designed to, as far as possible, more accurately reflect oral speech. Such a study was necessary to identify the underlying causes of the emergence of new means of communication in the form of emoticons, emoji, stickers and others that emerged due to the emergence of the Internet and are designated in our work as symbols of non-verbal components of

communication, abbreviated as SNCC. The work shows the fundamental difference between these symbols and traditional non-verbal means of communication, such as gestures, facial expressions, etc. These SNCC and the rules of their interaction with traditional means of written communication served as material for studying and substantiating the theory of the emergence of a new means of communication, which, due to its recent emergence, has not yet received a sufficient scientific basis for its systematization. Experimentally, different interpretations of the same SNCC by users of social networks were confirmed, which showed the need to bring them to uniform norms and rules. Based on studies conducted by scientists from different countries, an assessment was given of the role of SNCC in the social life of society and the resulting need for a scientific linguistic examination of their semiotic component.

Section 1. Justification for the need to use the term written and oral communication instead of the generally accepted terms verbal and non-verbal communication.

The phrases verbal communication and non-verbal communication are used in many scientific works as two types of communication. The legitimacy of using these phrases in relation to the concept of communication caused us certain doubts, as a result of which, in the course of the study, their analysis was conducted to study the meanings invested in them. For this purpose, the structural component of the concepts of verbal and non-verbal communication was considered. The supporting projection of such an examination was the impossibility of the communicative process without a complete understanding of the general meaning of interaction in a situation of information exchange. As a consequence, the question arises about the possibility of an accurate interpretation of the meaning of information transmitted by us only in words, without the help of non-verbal means of expressing our thoughts and, conversely, only by non-verbal means without the help of words.

For this purpose, let us try to carefully consider both of these concepts from the standpoint of the terms that define them. N. Koryagina, defining the concept of verbal communication, characterized it as follows, quoting a statement on this topic by V. A. Labunskaya: "Verbal communication uses human speech, a natural sound language, as a sign system, i.e. a system of phonetic signs that includes two principles: lexical and syntactic" [1. P. 419].

This definition is one of the most cited and used in Russian-language scientific works, which can serve as an indicator of its acceptance as the main one in the scientific community.

M.S. Andrianov defined the concept of non-verbal communication as follows: "non-verbal communication is the exchange of significant information that is not expressed in words. <...> non-verbal information can enhance the meaning, allow for a more accurate and complete understanding of what is said." [2. P.2]. There is no doubt that in the above definitions, the term verbal is understood as the use of words, just as the term non-verbal is understood as their absence. No contradictions arise in such an interpretation of these definitions. The problem in the terminological projection begins when they are placed in a single phrase with the word communication.

The absence of non-verbal means of communication leads to monotonous speech without pauses, without intonation, not supported by facial expressions, a look, or expressive silence. This will make it extremely difficult, and most likely impossible, to understand the meaning of the transmitted message. "Reading non-verbal signals is the most important condition for effective communication," says G.G. Molchanova, referring to the American sociopsychologist A. Mehrabian, who "derived the famous model of the relationship between verbal and non-verbal in interpersonal communication: "55 - 38 - 7", where 55% is non-verbal, 38 is voice, i.e. para/extralinguistics, and only 7% is verbal, the meaning of the spoken words." [3.13-30] Here we are talking about oral speech, but the situation will be no better with written speech, in which we will remove all symbols that reflect the non-verbal component of information - periods, commas, spaces, hyphens, exclamation and question marks, etc. Even in the Braille font (French: Braille), created for writing and reading by blind or visually impaired people, the above-mentioned punctuation marks of non-verbal means are provided.

On the other hand, how correct will be the decoding of information transmitted to us without verbal content, by means of non-verbal signs alone.

At first glance, the possibility of such communication is confirmed by the communication between deaf-mute people, which they conduct only with the help of gestures. However, upon careful study, this communication does not correspond to the concept of the exclusive use of non-verbal means. The fact is that the main part of the gestures of the deaf-mute is only a special reflection of words that have their own specifics, but, in essence, are a verbal component of information.

Thus, we come to the conclusion that verbal and non-verbal means of information cannot separately create the process of communication. Accordingly, such concepts as verbal communication and non-verbal communication, in our opinion, do not meet the requirements of terminological precision accepted in science. The concepts of verbality and non-verbality are inseparable from each other in the process that we designate as communication and can be considered separately only as verbal signs and non-verbal signs of information.

In the future, we will not use the concepts of verbal communication and non-verbal communication in our work, but will use the terms written communication and oral communication, which clearly define this concept from the standpoint of all its components. This refers to the concepts of a communicative situation, communicative behavior, communicative action and other aspects that build a general designation of communication. To designate the verbal or non-verbal component of communication, we will use the terms non-verbal means of communication and verbal means of communication (abbreviated NMC and VMC). When using these terms, the order of words in these phrases is also very important. Often in publications you can find this phrase, in which the words are arranged in the following order - means of non-verbal communication or means of verbal communication. In our opinion, this fundamentally changes the meaning of what was said and can again lead to an erroneous judgment about the possibility of the separate functioning of this type of communication.

In our work, the consideration of NSC is carried out from the position of their close interaction with VSC in the communication process, therefore, first of all, it is necessary to consider the definitions of VSC that occur in the works of individual authors, in order to establish the scientific validity and terminological accuracy of their application.

Here is a quote from a scientific paper, where verbal means of communication are equated with oral and written language. "One of the main universal means of communication in the modern world is verbal communication. A huge amount of information is transmitted through verbal means, that is, oral and written varieties of language." [4. C1030-1032].

When reading carefully, it is unclear how language, as a means of transmitting information, can be synonymous with verbal means of communication, if the presence of non-verbal means of communication is mandatory in language for this process.

The concepts of verbality and non-verbality are inseparable from each other in the process that we designate as communication and can be considered separately only as verbal means and non-verbal means of information. As early as 1955, Charles Bally wrote about a comprehensive approach to studying the processes of verbal transmission of information, in which he recognized the need to take into account non-verbal factors. He called verbal and non-verbal factors articulated and non-articulated signs. [5. P.416]

All of the above, in our opinion, confirms the correctness of the position we have adopted, in which in this study it is sufficient to limit ourselves to the general name of written communication and oral communication, which clearly defines this concept from the point of view of all its components.

Section 2.

*The possibility of creating a full-fledged communication process by written means.*

Thus, we approach a very important question for the topic of our research, namely, whether traditionally used written speech is capable of creating a communication process.

E. Sapir in his work [6 pp. 223-247] reduced the entire history of writing to the desire to form an independent system of symbols based on graphic signs reflecting certain human ideas.

This specificity is due to the historically developed lack of interactivity in the transmission of written speech, characterized by the absence of feedback, and, as mentioned above, due to the stretched out time, which cannot serve as a form of formation of a common meaning. It is this specific feature of written texts that in modern conditions has a tendency to significant changes. This is facilitated by the emergence of such high-speed transmission of written information as a mobile phone and the Internet. The interactivity of communication that appeared thanks to them led to the fact that the previously developed specific features of written texts now determine not all written communication, but only its individual parts, non-interactive and monologue by nature - literature, epistolary genre, documentation, announcements, etc. Based on this position, we come to the conclusion that written speech has two specific features. The first feature is due not even to the form of information transfer itself, but to the insufficient development of the technical means that implement it. Due to the slowness of communication, it could not serve as a means of communication, and therefore was limited to recording information for transmission in situations inaccessible to oral communication.

Much more clearly in written speech another specificity is manifested, directly following from its very essence. Written speech, in its essence, did not have the possibility of full use of non-verbal means of communication (hereinafter NMC), which led to an inadequate, to a certain extent, reflection of the emotions intended by the author. The inadequacy of such an equivalent is inherent in the very nature of written speech, as a means intended to record information for long periods of time or transmit messages over long distances.

Intuitively, a person still strives to convey more than is hidden behind the external, verbal content of speech. In the work of E. Sapir, which we have already mentioned, the author attributes one of the most important functions of language to the exchange of signs, not always controlled, emphasizing one's status in society. [6 pp. 223-247].

The absence in written speech of a direct non-verbal channel for transmitting the emotional component of human relationships led to the search for verbal means, albeit not in a direct, but indirect form, expressing these very relationships.

M.A. Mayakina, considering in her work [7. 248-250]. the description of non-verbal communicative behavior in fiction, linked it with the communication process, thereby indirectly confirming the impossibility of creating a communication process exclusively by verbal means of communication. Verbal means of emotionally expressive expression of certain relationships in literature could not fully replace their real manifestations in the process of direct communication.

If we turn to the grammatical categories of written communication, it will become clear that there is no such category in the language that would directly express one or another type of emotion. Such a lack of means for expressing the connotative part of the message created a situation in which a person, as far as possible, came up with a way out of a difficult situation using the means at his disposal. For this purpose, written signs were used that did not receive official recognition in the academic projection of written speech, but, nevertheless, were actively used in it. We include such signs as writing all letters in capital letters, several spaces between letters in a word, question marks and exclamation marks written two or three times in a row, alternating uppercase and lowercase letters in a word, and other similar tricks used to give greater emotionality to a message.

Until recently, written communication was satisfied with this state of affairs. It did not serve as a means of live communication and therefore it was enough to describe emotions indirectly. The report form was convenient for written communication as a means of recording and storing information. All this remains in force, has not disappeared anywhere and is used, as before, in classical written genres. The problem is that in written speech, as a result of a technological breakthrough in communication tools, a new genre has appeared, which has become widespread mainly in social networks of the Internet. Without going into the detailed

characteristics of this genre, we note that it is characterized by the maximum desire for brevity and the use of non-verbal means of communication in the form of figurative graphic signs, which are new means of communication.

The understanding of the need to introduce some additional signs of transmitting information into written speech began to appear at the beginning of the 20th century. In 1913, Baudouin de Courtenay wrote about unsuccessful attempts to introduce a special sign of irony into written speech. [8. P. 238-239] There he also points out the reasons for the failure of these attempts, linking them with a special, mental shading of the spoken word, which, in his opinion, should fundamentally distinguish such signs from those traditionally used.

T. G. Vinokur prophetically wrote about the need to change the existing state of affairs back in 1980, speaking about the need to take the first step towards creating new ways of stylizing colloquial speech. She saw this need in the absence of non-verbal informational aspects of living speech, which deprives writing of the opportunity to fully record oral speech, [9. P. 172] Apparently, T. G. Vinokur foresaw the situation of inconsistency between traditional forms of communication and the ever-accelerating pace of life. G. G. Pocheptsov went even further, characterizing the close relationship between the NSC and the VSC. He defined the communication process as "the transition from the speaking of One to the actions of the Other." Accordingly, from the point of view of linguistics, all communication consisted of alternating moments of "recoding the verbal into the non-verbal and the non-verbal into the verbal spheres," [10. P. 15].

### Section 3.

The emergence of symbols of non-verbal means of communication as a solution to the problems of bringing written speech closer to oral speech.

As we can see, the problems of the relationship between NSC and VSC, associated with the changing rhythm of communication, have been noted by a large number of the previously mentioned famous linguists, starting from the 80s of the last century. The problem of introducing changes in written speech, caused by the emergence of new technical capabilities, urgently required a search for ways to solve it.

The solution to the current situation could only be the emergence of some new elements, by using which, both as independent units and by combining them, it would be possible to eliminate this drawback. The existence of the problem was confirmed by the fact that a number of scientists began to study it and search for a solution. In order to understand the difficulties of solving this problem, let us turn directly to the very fact of using non-verbal means of communication.

Serious study of NSC began in the scientific world relatively recently, which is confirmed in the statement of the famous scientist Allan Pease: "It seems almost incredible that in more than a million years of human evolution, nonverbal aspects of communication began to be seriously studied only since the early 60s, and society became aware of their existence only after J. Fast published his book in 1970" [11. C 1].

The amount of information carried by NSC gestures significantly exceeds the amount of information transmitted by VSC. Many works in the scientific world, considering the interaction of nonverbal and verbal components in expressing a particular meaning in the process of communication, are written from the position of its linguistic aspect cf., for example: Bogdanov 1987; Vereshchagin, Kostomarov 1981; Katznellenbogen 2008; Krasilnikova 1977, 1983; Chebotnikova 2011 and others. From a purely linguistic standpoint, E. M. Vereshchagin and V. G. Kostomarov characterize units of non-verbal behavior (facial expressions and gestures). The authors describe how facial expressions and gestures are reflected in forms of verbal language. To do this, they define the term "kinesics" as "any complete (having a certain structure, method of execution and equally stable meaning) gestural movement" [12. P. 37]. Birdwhistle Rey, an American anthropologist and psychologist, the founder of kinesics as a special field of research, Paul Ekman, a professor at the University of California, each from their own position, tried to identify units of NSC, which could then be combined into structural forms of communicative behavior in written speech, but

these attempts, as the authors themselves later admitted, were unsuccessful.

The attempts made in this direction by some scientists are interesting. E.V. Krasilnikova studies gestures in relation to statements within the framework of colloquial speech and tries to answer the following questions: "The structure of a communicative act in colloquial speech should be described as a combination of verbal and non-verbal components according to certain rules. But what are these rules? Firstly, are they directional? Can we talk about the subordination of the gestural series to the linguistic structure? Is the appearance of a gesture in the flow of speech associated with certain linguistic characteristics? Secondly, how is the semantic content distributed in terms of expression across verbal and non-verbal components? How does the choice of verbal and non-verbal means occur?.." As a result, the author comes to the conclusion "about a certain degree of adaptation of the two codes at the systemic level" [13. 214-235].

Attempts by scientists to identify units of NSC, which could then be combined into structural forms of communicative behavior in written speech, cannot be called successful [ 14, 15 ]. The reason for this was the presence of a huge number of NSC, each of which had its own shade of meaning. In fact, this would be equivalent to an attempt to introduce all existing speech sounds into writing. The solution, on an intuitive level, was found precisely by analogy with the solution that facilitated the possibility of using articulatory-acoustic sounds in writing. As is known, in writing, not all of their varieties are used to designate sounds, but only sounds in strong positions, which are designated as phonemes. Letters-symbols of these phonemes are formed to designate phonemes. In the same way, users of social networks translate real signs of NSC into symbols, turning them into average concepts of the emotional-expressive assessments they express. Reading a message with such a symbol, we do not see in it a specific emotion of a specific person, but decode it as we imagine it. The use of such symbols became the basis for fundamental changes in the use of written language.

Written communication has gone from being limited by certain time and space boundaries to 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, richness, and the possibility of dialogue. The reason for such a change in the status of written communication was the emergence of a completely new type of communication tool in the form of graphic symbols of the NSC, called emoticons, smileys, emoji, gifs, demotivators, etc., which have become, to a certain extent, a solution to the problem of the lack of necessary communication tools for the full use of the possibilities of written communication presented by the new level of technical capabilities. The volume of our article does not allow us to provide examples of the use of these graphic symbols, but their widespread use allows us to assume that they are sufficiently familiar to all Internet users. These graphic symbols themselves, despite their abundance, cannot be full equivalents of the NSC at this stage of development. Displaying the entire spectrum of the NSC in graphic form is an impossible task today, due to their enormous diversity and functional differences. Paul Ekman talks about many shades of the same emotion: "There is no single expression of surprise - there are many: silent surprise, questioning, weak, astonishment, moderate or extreme surprise." [14 C.272]. In many cases, the names of certain symbols denote different reflections of the NSC. For ease of use, having analyzed the stages of their appearance in written communication, we will designate them in the work by the general name of symbols of nonverbal components of communication (SNCC). The first of such SNCC were emoticons, which received this name by merging two English words "emotion" - emotion and "icon" - sign, image. The name itself already indicated their essence and main function - the depiction of emotions. Usually, emoticons were combinations of punctuation marks, similar to images of certain human emotions. Interesting in this sense is the warning that "the face depicted by punctuation marks works only in the left-to-right format. In other words, people now read ":-)" the same way as a human face, but not "(-:". [15.] For people who read from right to left, for example in Japan, everything happens exactly the opposite. Therefore, apparently, their own system of creating an image using

punctuation marks was developed there. We will dwell on the analysis of emoticons in more detail in the part of the article that examines the development of graphic symbols of non-verbal means of communication.

Emoticons in the further development of the SNCC are replaced by smileys. Smileys have become so popular in the communicative sphere of the Internet that very often all existing SNCCs are called by them. They are very easy to interpret, which helps communicators perceive them in the same way. The simplicity of their image also determines the multifunctionality of smileys. In practice, they can reproduce the entire range of everyday human emotions: raise the mood, show the interlocutor your mood, reduce the intensity of negative emotions or, conversely, raise their degree. All this led to the fact that smileys turned into universal SNCCs. The possibility of using them in a 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 messages revealed the fact that positive smileys can become markers of social media." [16].

Section 4. The role of the SNCC in the social life of society.

The practical results of the emergence and use of the SNCC in social networks do not remain outside the field of view of the scientific world. The recently emerged SNCCs have become the embodiment of not one, but two old ideas that have worried humanity since ancient times. One of them is, as we have already said, the idea of bringing written speech closer to oral speech by using some new means of communication. SNCCs have become those very means that bring written speech closer to oral speech, the need for which arose throughout the entire path of the creation of writing.

The second idea that became the embodiment of SNCC is the idea of a language that would be understood throughout the world. Alice Robb, in her publication on the New Republic website, conducted a review of the opinions of linguists on this topic. The review writes that linguist Benjamin Zimmer, recalling the utopian ideal of a common language for all, notes that such a language should be illustrative, and, comparing the modern use of SNCC with the era of the Wild West, considers it an absolutely organic process that people make up rules on the fly. Tyler Schnoebelen, a linguist from Stanford, led the study of SNCC used in social networks. Research led the scientist to the conclusion that the principles by which SNCCs are built depend on many factors, such as, for example, location, age, belonging to a particular social group. On this basis, the scientist compared them with the development of dialects and regional accents. When communicating, a group formed on the basis of common interests usually uses some words that are understandable only to their circle. In the same way, by using certain SNCCs in their correspondence, they form a kind of lexicon, which is most frequently used in the group. A language capable of returning us to the era preceding the Babylonian was the dream of Francis Bacon and John Wilkes. An attempt to create a language that embodied this idea was the creation of symbols by Charles Bliss, who hoped that these symbols would help increase communication between people and prevent new wars [17]. 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 are seriously interested in examining the possibilities of emoticons, emoji and other SNCC for compiling a psychological map of communicators, character traits, and mental features. Linda Kai and her colleagues from Edge Hill University in Ormskirk (UK) drew a parallel between SNCC and the non-verbal means of communication they reflect. The scientist drew attention to the fact that SNCC, being virtual analogues of NSC, also serve to indicate emotions. Gestures in real communication are different for everyone and their characteristic features can tell a lot about the interlocutor. SNCC, reflecting the features of these gestures in written speech, accordingly, also emphasize the features of a person's character [18. P.66-68]. The dynamics of the development of SNCC in Internet social networks has its own specific stages of formation. A study conducted by the American scientific center Pew Research Center revealed that from 2009 to 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. For teenagers aged 14-17, the number reached 100 messages per day [19].

Considering the short period since the emergence of social networks on the Internet, such dynamics should be considered impressive. In addition to external changes in the SNCC, internal, qualitative changes in their application should be taken into account.

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

Speaking about the cultural code, we mean the ability of the CNCC not only to transmit connotative or any other part of information, but also to influence the psychological side of switching, to a certain extent to characterize the personality and even influence the formation of this personality. The use of the CNCC reveals the culture of a person's behavior, indicates his preferences and temperament, view on certain social processes in a much larger volume than if he 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 a person is given away by his reflexive, uncontrolled movements, facial expressions, posture, in a word, everything that in graphic designation we attribute to the concept of the CNCC. In fact, these uncontrolled movements are often incorrectly interpreted by one of the parties to communication or express something completely different from what the speaker wanted to put into the message. These movements are momentary and can often appear without any connection with the information being transmitted. For example, during a conversation, the communicating party suddenly remembered some negative fact from his life, which was reflexively reflected on his face or in a gesture. Since this movement is uncontrollable, he himself did not pay attention to it. However, the interlocutor recorded this movement and, having correlated it with the transmitted information, noticed their discrepancy. This, of course, will be interpreted by him as unreliability of the message in semantic or connotative terms.

When communicating on social networks, the parties to the communication have the effect of the so-called delayed time. This means that the communicating party, before sending a message, has the opportunity to check the graphic display of that very reflexive movement for compliance with its internal message embedded in the message. In other words, the receiving party receives a confirmed intention of the interlocutor, at least in the form in which the other party wanted to present it.

By using SNCC in electronic communication, a person gains the ability to accurately transmit his emotions, since he can control them for compliance with what he wanted to put into them. There is an opinion that such control helps to hide a person's true intentions, however, we believe that, to the same extent, it helps to accurately indicate them.

In addition to their simplicity and versatility, emoticons affect people on a subconscious level. Dr. Owen Churches, a scientist from the School of Psychology at Flinders University in Adelaide, while studying the impact of emoticons on their perception, came to the conclusion that they activate the same areas of the brain in a person looking at these emoticons that would be involved in real communication. Thus, he designates emoticons as a new form of language, for the decoding of which a new pattern of brain activity is created in a person. [20 C. 196-202].

If earlier, due to the impossibility of transmitting these non-verbal signs in a message, the recipient did not pay attention to this, now, with the existing technical capabilities, the absence of these non-verbal signs is perceived as dryness and formality in communication. Therefore, when it is necessary to eliminate 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 [21]. In the study, 152 working professionals answered a series of questions after reading emails with and without emoticons. The results

showed that emoticons reduce the negative affect in business emails, so that the same message sounds less negative when paired with a positive emoticon.

Speaking about the positive aspects of using SNCC, it is necessary to note such an opportunity as using them to create a psychological portrait of a person. If oral conversations, as a rule, are never recorded, then correspondence is most often saved. By non-verbal behavior, calculated through the use of certain SNCC by the interlocutor, you can learn about him no less than by gestures at the moment of real contact.

Section 5.

Ambiguous interpretation of SNCC and the reasons contributing to this.

An important aspect of such unification of people in the process of communication is the unambiguous interpretation of SNCC, uniform rules for their encoding and decoding. In the course of the SNCC study, we conducted an experiment to consider the most popular, frequently used in social network communication emoticons from the point of view of their interpretation by the recipient. As an experiment, students of a group of 34 people from the Chirchik State Pedagogical Institute were asked to indicate their interpretation of the emoticons offered to them. [22.] Then their interpretation was compared with the original, author's reading. The overall picture of the survey revealed a large spread in the interpretation of what seemed to everyone to be simple symbols. The discrepancy in reading and discrepancy with the interpretation accepted in the international Unicode (symbol encoding standard) reached 80%.

## CONCLUSION

To summarize all of the above, we can state the fact that in the modern information and communication sphere we are observing significant changes associated with the use of new technological means. Such means include the possibility of a one-time full-fledged communication process when exchanging messages, which was previously impossible for technical reasons, namely, due to the lack of the Internet. The use of electronic capabilities in written communication became the basis for the creation of new SNCCs, which made it possible to bring written speech as close as possible to oral speech. Such an approximation of written communication to oral communication has been the goal of writing since its inception. This convergence of the two types of communication was a consequence of the possibility of including an emotional component in writing, through SNCCs, which previously simply could not appear due to the lack of a technical solution for their inclusion in written communication. SNCCs began to perform a function similar to the function of graphic signs reflecting sound phonemes in writing. In this case, they reflect conditional emotion, intonation, expression and other non-verbal signs of communication, which was previously not possible in a written message. Such interaction of two types of means of communication determined creolization of graphic representation of the transmitted message. Use of new means of communication has a number of advantages over oral speech, in particular, it can more accurately convey the connotative side of the message, due to the possibility of information control before sending.

The results of the study suggest a certain degree of chaos in the development of means of this type of communication. The use of the most popular means occurs through natural selection, which in itself leads to positive results. But the huge number of unsystematized non-verbal units that have recently appeared on the Internet causes a person to be physically unable to evaluate a particular newly appeared symbol, since he simply has not seen it. As a result, he is content with a limited number of emoticons.

The situation is similar to the use of verbal means of communication. The limited vocabulary of a poorly educated person does not allow him to fully display the semantics and emotionally expressive assessment of the information being transmitted, and the entire huge base of existing means for this remains unused due to ignorance or inability to use them.

If written speech has been subjected to the most careful study for many centuries, broken down into its smallest components, starting with the letter designations of sounds, and taught from a very young age, then modern symbols of non-verbal means of communication from a scientific point of view are studied only as a

special science and are accessible to understanding by a limited circle of specialists.

The topic of SNCC itself has not been sufficiently studied from a scientific point of view, which is expressed in the lack of a systematic approach to their use, the development of uniform standards for their decoding. If, at the everyday level, such a state of affairs still suits interlocutors, then in the scientific, legal and officially business spheres, where SNCC is also actively used, it leads to certain problems. As an example, we can cite court proceedings in the United States, in which linguistic expertise had to assess the emotional component of messages in which SNCC was used. Joan Oliveira in his article gives an example of how in 2016 in France a French citizen was sentenced to three months in prison for sending his girlfriend a message with a gun. After this incident, Apple replaced the revolver symbol with a water pistol. [21]. Thus, we believe that SNCC, which brought written and oral communication as close as possible, have great prospects for further development, limited only by the level of the technologies used to transmit and receive information. The vector of their development, as before, will be aimed at maximum compliance of non-verbal means of communication with their reflection in writing. There is every reason to believe that their development can initiate the formation of an international language understandable to all, in the event of the unification of the efforts of the scientific community to systematize them and develop common rules of use.

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