



# USE OF SYMBOLS IN ADVANCED ONLINE-COMMUNICATION

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## ABSTRACT

*Non-verbal communication means communication with the help of body language. Everyone who wants to improve his communication skills should know the effective use of body language. When a person interacts or communicates he uses some gestures, postures, eye contact, etc. consciously or unconsciously this is called body language. The personality of a person is not only judged by his spoken words but with the help of the body language he uses during the communication. The people know less about the conscious use of body language. This paper definitely helps to understand various types of body language and how one should be aware of his own body language. The research paper mainly will focus on Computer-Mediated Communication (CMC) which has influenced day-to-day human life. It has many advantages in this technological era for people using Android mobiles and computers. So, this paper aims at knowing Computer Mediated Communication use of symbols and cues in social media for communicating.*

**Key Words:** emoji, Computer Mediated Communication, Emojipedia, Body Language

## INTRODUCTION

Thorough knowledge and understanding of the concept of body language and its various types are necessary for every field of communication such as day-to-day dealings, business,

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private, public, political fields, etc. The various types of body language are -1. Kinesics- a) Facial expression b) Postures c) Gestures d) Eye contact 2. Physical appearance 3. Haptics 4. Vocalic 5. Paralanguage 6. Chronemics 7. Proxemics 8. Artefacts 9. Olfaction, etc. Computer-Mediated Communication (CMC) has influenced daily human life to a greater extent. It has many advantages in this technological era for people using Android Mobiles and computers. It is the effective, fast and easy communication. It has improved the quality of interrelations and strengthens emotional communication.

The lack of non-verbal cues such as facial expressions, intonation, and gestures in CMC could affect the transmission of information and message. To make Computer-Mediated Communication more useful for social media communicators have devised new non-verbal symbols and cues, such as capitalization as a substitute for shouting, several exclamation points for excitement, and symbols for facial expressions. As a result, emoji, which are a set of expression symbols, came into existence. Now Emojis are used frequently for diversified purposes in network communication. They not only have unique semantic and emotional features, but are also closely related to marketing, law, health care, and many other areas.

In current years, online communication uses smiley, emoticons, emojis, and stickers for transmission of information and express emotions, opinions, and intentions to achieve communicative flexibility. This type of body language can be used for strategic purposes such as self-presentation, impression management, establishing social existence and maintaining social relationships. It has the influence of many factors like cultural background, living environment, language environment and user group. This type of communication can form a high level of understanding. Smiley, emoticons, emojis, and stickers vary in form and content, and have been liked by users in different periods. Smiley is used in advertisements and product packaging. It can increase positive moods and improve morale to influence the status of emoticons to a certain level.

Emojis are developed from smiley. smileys are regarded as the first expression symbols, which evolved into emoticons, followed by emoji and stickers in recent years. The online usage of Emojis is in Marketing, Computer Science, News Broadcasting, and advertisement. It is related to psychological differences and used in marketing activities to boost interaction and promote consumers' willingness to purchase. In order to make better use of this symbol, researchers from the field of marketing draw on relevant theories in the field of linguistics, especially in rhetoric, to enhance the demand of emoji in marketing activities. As a significant visual symbol in computer-mediated communication, emoji can express content, including people, animals, food, actions. Emoji can be used both as a separate language and a non-verbal cue to convey meanings, which is the semantic function of emoji. In addition,



emojis also have emotional functions. Emojis are classified as positive, negative and neutral emojis.

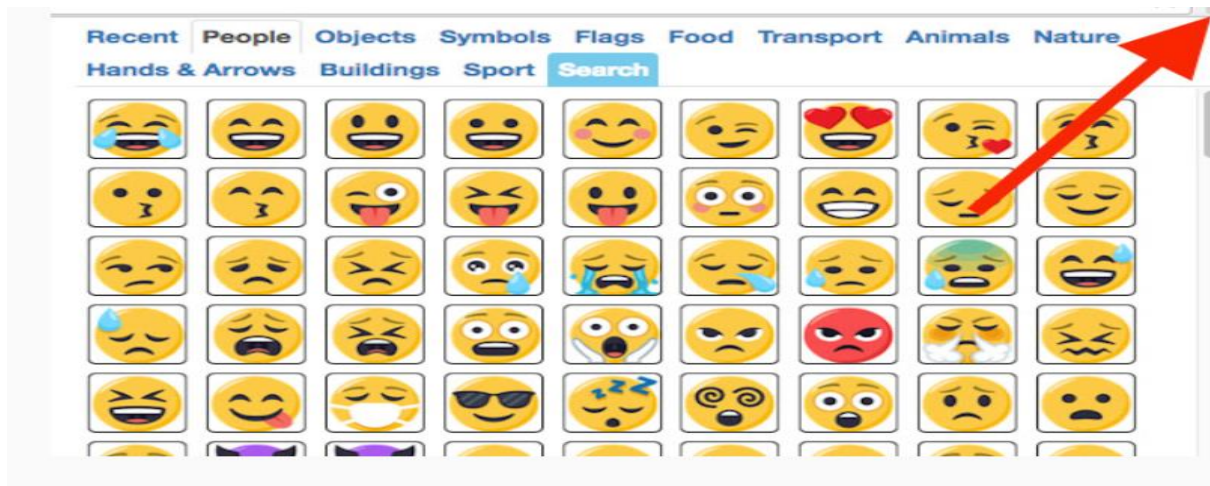
This *Emojipedia* is modern concept in communication. *Wikipedia* defines the term *Emojipedia*, “*Emojipedia* is an emoji reference website. It documents the meaning and common usage of emoji characters in the Unicode Standard. Most commonly described as an emoji encyclopaedia or emoji dictionary, *Emojipedia* also publishes articles and provides tools for tracking new emoji characters, design changes and usage trends.”.

The Use of Nonverbal symbols (Emojis) in Psychology focuses on two aspects. The first one is the relationship between individual psychological features and standard of emojis, and the other is the introduction of emoji into the scale design and the implementation of new measurement tools in psychology. Emoji usage was found to be closely related to some psychological traits such as the personality traits, self-monitoring and emotional stress.

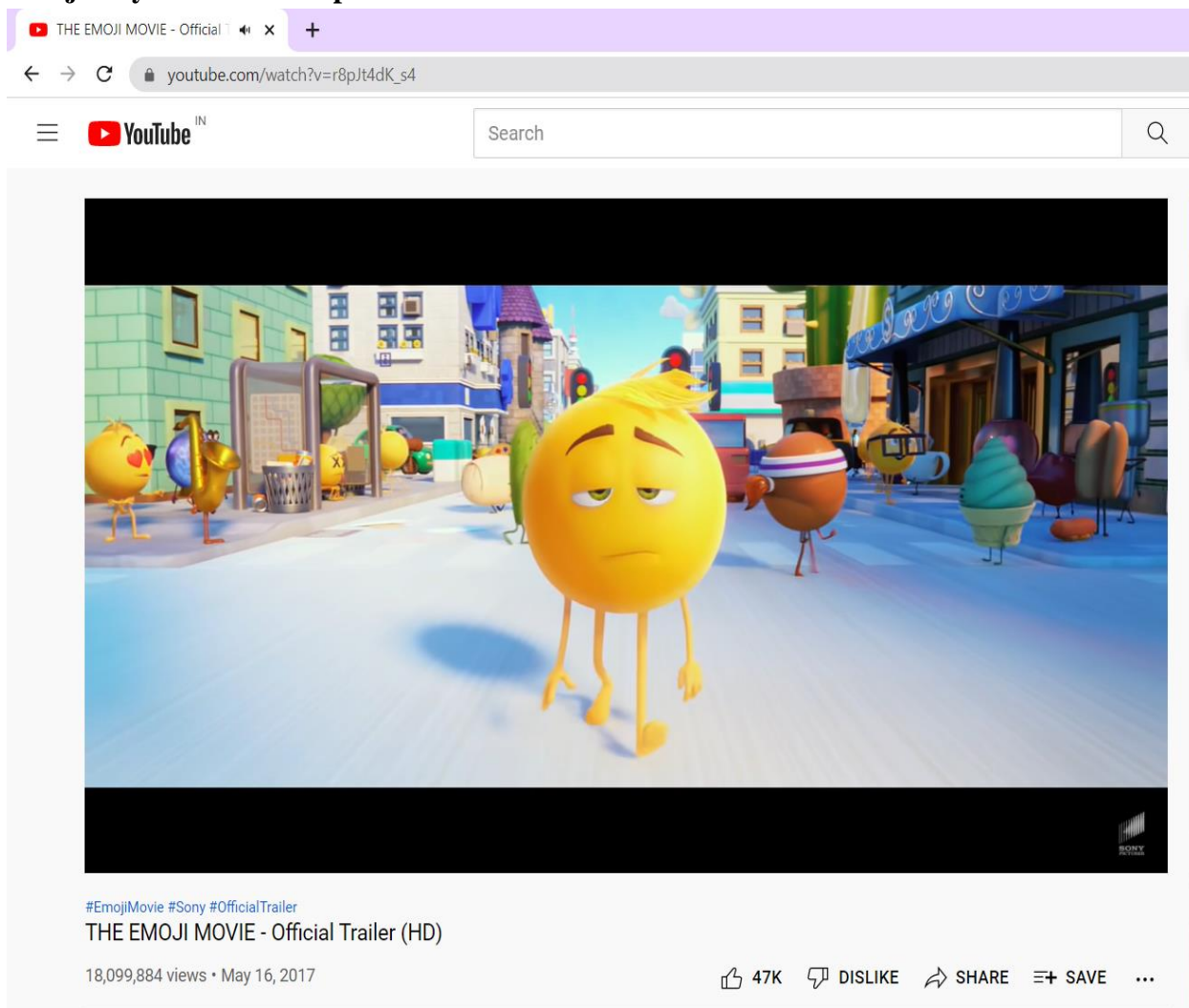
In education field emojis and other nonverbal signs are used in classroom activities. It helps students for better understanding. Model, charts, graphs, especially in computer-mediated teaching are frequently used in schools and colleges. Emojis and other nonverbal cues can help young children to understand abstract concepts such as security, interpersonal management and emotions and also improve their ability to express themselves. In schools, at very early stages of learning body language in the form of sign language plays very significant role.

The use of nonverbal symbols in linguistics focuses on the pragmatic functions of emojis and the possibility that they could become an independent language. Emoji have been identified as having semantic properties, and can be used both as an independent language and as a component of a paralanguage providing users with a means of communication and promoting speech acts and mutual communication.

Various facial expressions are used as emojis to signify the meaning, which can be easily understood. These faces now are used in informal ways in the telephonic text messages. The type of Emoji movies is also emerged. Examples of facial emojis: Zipper-Mouth Face, 🗑️ Face with mask, 😭 Face with tears of joy, 😡 Loudly crying face, angry face, etc. In addition to this, hands, arrows, animals, flags, food, etc. are used as emojis.



### Emoji Keyboard for computers







## CONCLUSIONS:

The Research has shown that if a person changes his body language, he can change many things about his approach to life. he can alter his mood before going out, feel more confident at work, become more likeable and be more persuasive or convincing. When he changes his body language, he interacts differently with people around him and they, in turn, will respond differently to him. When he first starts increasing his awareness of body language, he will probably feel uncomfortable and self-conscious. He will be aware of practically every expression he makes, surprised at how many gestures he makes and he feels as if everyone around is seeing it all too. Most people are completely unaware of what their bodies are doing and they are so busy trying to make an impression on others that they are not consciously noticing what they are doing. It may seem strange at first to consciously have one's palms open and keep steady eye contact, if one has spent one's life keeping one's hands in pockets or holding hands with oneself and looking away. The emojis is the modern way of communicating it saves time and words. Though words and language has flourished human life, nonverbal communication has made life more expressive and interesting.

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