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CHANGING INTERNET COMMUNICATION FROM VERBAL INTO GRAPHICAL

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Abstract: Article discusses transformation of verbal language into graphical communication in the internet. Several forms of current verbal communication, clarification of graphics and their semantic features are analyzed in this research. Modern types of graphic information are claimed as a prior means of communication.

Key words: *graphics, symbol, sign, verbal communication, internet language, diagram, table, electronic literacy.*

People have been communicating with each other since their early evolution. They exchange information not only with verbal language but also early groups cooperated by using graphical language. During several centuries symbols and signs have been equally used with alphabetical system of languages. In this modern life communication moved to the internet, at the same time individuals are using graphic signs in the virtual world as well.

Even graphics could be understandable for every nation and user, we cannot explain detailed information with them. However, it has been observed non-linguistic data, while people are speaking. In fact, facial definition, “body language”, appearance and environment inform to the listener about speaker’s attitude. At the time of expressing ideas with non-linguistic factors, graphics are not often characterized alone. They usually comes as a system of signs.

As we paid attention graphic representations utilized in the transformation of meaning. It could be interesting that language users observe differences and similarities between graphical communication and verbal language. Graphics are

expressed by different sorts of shapes, curved patterns of the objects, textures and colorful symbols to inform clues. For example, google maps, financial graphs, several sorts of tables and diagrams transfer data as a form. In fact, pictures and images are also covered as a graphics. In contrast, a particular sign is presented as a member of united symbols in systematic graphics.

Computer Mediated Communication expressed by hybrid forms of information with its perspective information on electronic literacy. There was a historical movement of using graphic information and the theory named “from book to screen” which has the meaning of text versus images. A visual type of cooperation which is expressed by the virtual image is replacing the print type of verbal communication and it also form visibility of words to illustrate latest tendencies in internet media to change text with graphics. Additionally, it is also considered as a main readjustment of graphics in common collaboration. (Richards, 2000)

As we can see Graphic Communications are used more than other means for the reason of technological advancement. Unparalleled situation of users is not only appeared in the internet but also it may be observed in printing media. Youth usually use high technology as a means of conservation in social network services such as TikTok, YouTube, Facebook, Instagram or Telegram. As a result, digital world changed personal communication and cultural attitude as well. (Brain, 2020)

According to the historical facts, pictorial images was syntactical and semantic base of writing, symbols are representation of interpretation. Symbols are often used when people communicate with each other at a different time. For instance, a member of a family wants to transfer their thoughts by leaving messages to others. At the same time, they may decide the usage of types of graphics and transformation design as well.

Actually, there are numerous kinds of graphics in our daily communication and they are presented by different purposes. For example, tables show absolute figures, trends of progressive quantities are expressed by line graphs, histograms

illustrate rates or pie charts demonstrate the analysis of data with round forms. Obviously, individuals express information by various signs. If we discuss about line graphs, horizontal axis shows the period, vertical axis often presents amount of products, lines inform about types and categories, inscription define the relations or caption supports needed data to exchange the message into clauses.

While analyzing graphical semantics of tables, language user might observe a relation between texts and forms, one cell can be turned into texts, there is also the relation between columns and caption, content of the cell presents value, every type of table could generate several sentences by different orders of columns and rows. However, not all sentences inform table incompleteness, empty cell organizations or specialized language.

Graphic information may not contain a lot of senses inside the sign, while verbal language often claims much data with given words of the sentence. If we convert graphs into clauses, they do not express the same meaning. Sentence is based on string structure of syntax and this form is interpreted semantically. However, intervening syntax is not appeared in graphics and signs are directly interpreted. As a result, symbols only illustrate a limited series of connection, such as saturation and icons. Many dimensions are represented indefinitely in texts, through them several syntactic connections are clarified between words.

Several types of graphics appear as language and they may be transformed concretely or interpreted abstractly. For example, circuit diagram or maps can be interpreted directly and languages of visual programming interpreted indirectly. Every note in circuit diagram stands for one component, various nodes express different components. Therefore, if there is no connection between two terms, it means that there is no chain between them. If the link is abstractly interpreted, nodes clarify similarity and link absence does not express the absence of coherence.

As we have discussed, internet binary is appeared in the formation of texts and illustration of graphics. Consequently, this is not the analysis of signs by the

meaning of information, but it is the observation of communication. Implementation of internet communication demand the analysis of graphic literacy in virtual world. As a result, novel ways of electronic literacy and utilization of informational technologies changed according to the interaction of internet users. According to the analysis that the process of communication in the internet is not only technological action, but also it is considered as hybrid reaction of people to each other with verbal and graphic interaction.

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