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## Internet Communication and the Role of Nonverbal Means in It

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### ANNOTATION

The article provides information about Internet discourse and Internet communication. In particular, the concept of internet communication, form of communication in internet communication, non-verbal communication tool and the tool that creates it are discussed.

**KEYWORDS:** internet, internet communication, internet discourse, internet communication, non-verbal communication, non-verbal communication toolb.

Nowadays, several forms of communication are recognized. Speech can be done verbally, non-verbally, through gestures, live - directly, and online through the Internet. This has led to an increase in interest in the Internet discourse in world linguistics, and its study in various aspects.

As the Russian linguist A.H. Gayfullina noted: "Electronic communication is used for the interaction of people in the cyber area, that is, in the virtual space of the Internet, and is also expressed through the development of the metasystem of signs of human communication. The term "electronic communication" or "electronic discourse" describes the importance of speech activity and the functioning of language in an electronic environment, which is any communication carried out by means of an Internet network for the transfer of information. [2, b. 15].

There are several concepts for the general meaning of computer-aided communication. In scientific linguistics, the concept of computer-mediated communication is used (Computer-mediated communication — CMC). This term is used today for the transfer of information through computers, including the Internet. Currently, we can see several forms of such concepts in our language: virtual communication, computer communication, electronic discourse, Internet discourse, network discourse, electronic communication and Internet communication.

Today's linguists distinguish between the concepts of "electronic communication" and "electronic communication". The term "virtual discourse" was first used by the Russian linguist O. B. Lutovinova. Through this, he understands the text in the situation of communication in the virtual world, which is created with the help of computer technologies and implements the principle of communication. [4, b. 35]. Russian linguist P.E. Kondrashov brought the term "Computer discourse" into science. Computer discourse encompasses all areas of computer-related communication in addition to computer-assisted communication:

communication with professionals, printed materials, transmission of this type of information, texts of com With the advent of the World Wide Web, completely new ways of storing, searching and transmitting information have been created, and therefore a new form of communication has appeared - Internet communication. T.Y. Vinogradova: "Increasing personal opportunities on the Internet,... the emphasis is on the result, that is, on the coverage of texts, on the joint creative process of their creation, will undoubtedly cause a wave of language creativity, a new attitude to language, not only as a means of production, but also as a form of expression of one's creative abilities computer games, and the like". [3, b. 70].

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In written communication, when we communicate through text messages, non-verbal means of communication have a special place. It should be remembered that body language cannot convey all the elements of Internet communication. Without speech and body movement during communication, we rely on other aspects of communication, such as word choice, punctuation, and message structure. For example, text messages don't show hand gestures or facial expressions. Therefore, we must rely on other nonverbal cues such as word choice, tone, and message context to fully understand emotions and attitudes in online communication. Non-verbal communication plays an important role in the formation of mutual relations between the participants of the Internet discourse. If we understand another person's emotional state and mental state, we can better communicate with them and avoid misunderstandings.

In written communication, nonverbal communication tools can be expressed through word choice, punctuation, and text formatting. For example, using bold or capital letters can indicate the emotional state of a particular idea. Also, using exclamation points or question marks can add to the emotional tone of the message. The use of exclamation marks can indicate emotional excitement or importance of a message, while the use of question marks can indicate uncertainty or a request for confirmation. One of the most common non-verbal signals used in online communication is the use of emojis. Emoji is a collection of symbols that can express emotions and moods. For example, the ":-)" emoticon is usually used to express happiness or friendship, ":-(" emoji can express sadness or despair.

One form of online communication where non-verbal communication plays an important role is video chats and video conferencing. In video chats and video conferences, our physical presence is visible to other participants, allowing us to use body language to convey emotion, attitude, and a level of trust. A smile or other facial expression can help convey the emotion of a message, while hand gestures or body posture can complement our expression. In addition, in video chats and video conferences, we may use non-verbal signals, such as eye contact, to show our attention or interest to the other participant.

Emojis and GIFs play an important role in non-verbal online communication. They help convey an emotional state and mood that text alone cannot convey. For example, laughter, joy, sadness or frustration can be more clearly expressed using emoticons or GIFs. However, it's important to keep in mind that the use of emojis and GIFs should be balanced. Using emojis too often or incorrectly can create a negative impression or cause misunderstandings. That's why we need to be careful about this form of communication and use it wisely. Non-verbal signals in video chats and video conferences may be limited by internet connection or camera

quality. Therefore, to fully understand nonverbal cues, we need to pay attention to other aspects of communication, such as word choice, intonation, and message context.

In Internet communication, especially when communicating with representatives of other cultures, it is necessary to pay attention to non-verbal signals and take into account cultural differences in communication. It helps us to avoid misinterpretation and to build effective and harmonious relationships with other people. Non-verbal communication plays an important role in our online interactions, even without physical contact. Understanding non-verbal cues such as emojis, emoticons, written communication styles, and body language plays a vital role in helping us understand each other better and communicate positively in a virtual community. However, offline communication can also be subject to misinterpretation and cultural differences. Therefore, it is important to be careful in communication and to consider context and cultural characteristics. Understanding cultural differences in nonverbal communication is an important aspect of online communication. It is important to consider that what is common or acceptable to us may be completely incomprehensible or offensive to other people. In addition, some participants in online communications may misinterpret nonverbal cues due to their biases or limited experience. Differences in cultural attitudes can play a role in understanding nonverbal cues. A certain gesture or facial expression may have one meaning in one culture, but may be interpreted differently in another culture.

Developing non-verbal communication skills online takes practice and awareness. Using emojis, paying attention to the tone and context of messages, and being aware of cultural norms can help us improve our communication skills and create deeper, more effective relationships in the virtual world of the Internet.

It is necessary to improve the communication in online communication using non-verbal signals and to study them scientifically. The results of the study of Internet discourse as one of the genres of electronic communication showed that it is currently relevant in linguistics due to the existence of different approaches to studying its many boundaries and aspects.

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