INFLUENCING FACTORS FOR THE EVOLUTION OF THE GRAPHICAL SYSTEM IN THE INTERNET LANGUAGE

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ABSTRACT

This article is devoted to the analysis of linguistic and extralinguistic factors in the development of the graphical communication in the internet. On the one hand, several linguistic factors, such as, phonological, pragmatic and lexicological points are discussed in the work. For example, abbreviations and acronyms in texts, context meaning and graphical characters are analyzed according to the linguistic point of view. On the other hand, social, cultural, demographic and psychological points are explained as extralinguistic factors of graphical internet communication. As a result of implementing such elements of graphical systems, internet texts save their comprehensibility, readability, appropriateness, and practicality.

Keywords: *linguistic factors, extralinguistic factors, character, demographic change, emoji*

АННОТАЦИЯ

Данная статья посвящена анализу лингвистических и экстралингвистических факторов развития графической коммуникации в Интернете. С одной стороны, в работе обсуждаются несколько лингвистических факторов, таких как фонологические, прагматические и лексикологические моменты. Например, аббревиатуры и акронимы в текстах, контекстное значение и графические символы анализируются с лингвистической точки зрения. С другой стороны, социальные, культурные, демографические и психологические моменты объясняются как экстралингвистические факторы графической интернет-коммуникации. В результате внедрения таких элементов графических систем интернет-тексты сохраняют свою понятность, читабельность, уместность и практичность.

Ключевые слова: *лингвистические факторы, экстралингвистические факторы, персонаж, демографические изменения, эмодзи.*

INTRODUCTION

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.

The Internet has penetrated almost all areas of human activity, such as shopping, communication, economic control, education, and politics in recent years. As an information and communication platform, the Internet has played an important role in our daily lives. The latest media, alongside other media, has significantly changed our communicative behaviors. Computers, in particular, play a key role in this. Internet users know that a variety of texts can be found in it: artistic and scientific texts, all possible types of text available in the media. There is particular interest of the connection between people on the Internet and the different types of websites. A means of communication called electronic language has aroused great linguistic interest among scholars.

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.

The use of online graphic systems is becoming increasingly popular, based on text, which is a means of communication to express actions and situations that cannot be expressed by words in human communication. The use of graphical systems makes it possible to analyze a situation or movement. However, many factors affect the development of a graphical system in the language of the Internet. For example,

we can include social factors such as users' age, gender, or type of communication. From a linguistic point of view, the factors influencing the development of a graphical system are divided into two types: linguistic and extralinguistic factors.

LITERATURE REVIEW

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. [10]

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 a 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. [3]

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 massages 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 shows 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 informs about types and categories, inscription define the relations or caption supports needed data to exchange the massage into clauses.

Research by Tariq Khan examines the effects of linguistic and extralinguistic factors on the sign system in Internet message exchange. Abbreviations of words and phrases, creative abbreviations, letter-number exchange, structure and grammatical

simplification, and configuration changes are clear examples of the linguistic reduction of words. Special words that are modified or abbreviated by Internet users result in text messages that are vague to the general audience. The reasons for this can be explained by the following linguistic factors [11]:

- phonologically, abbreviations and acronyms in texts are not optional, based on phonologically variable word forms in the language;

- context is used to give meaning to pragmatic, vague-looking phrases. The sender is confident that the recipient can understand. The receiver also makes a little extra effort to make sense. In a message exchange, it's like a collaborative game where both sides have to win;

- lexicologically, new sets of characters are conveniently developed or created as new words.

Some of these factors are applied simultaneously, while others are applied sequentially or alternately. However, the use of words and phrases does not change much due to linguistic factors. This in turn indicates that there are social factors that govern them across languages. It can be understood as an axiomatic fact that all types of text messages follow the abbreviated principle. Thus, users adapt to their SMS writing habits, styles and techniques are fully shared among internet users.

According to the study, linguistic and extralinguistic factors are generally involved mainly in text message exchange. The lexical, phonological, and pragmatic factors involved in text writing are used together in such activities. Their combined use means that the use of symbols in texts has a positive effect on the exchange of messages. Over the years, the writing experience and with it the behavior of the users has changed. The emergence of new applications for communicators on the Internet shows a more dynamic situation in the development of graphics systems than expected. This suggests that lexical and semantic factors are important in short message exchange. The closeness of the graphical systems and their representative meaning shows that they have a common brevity technique. This has a positive effect on the development of graphic symbols reflected in devices and equipment based on short messages.

Many authors are always ready to acknowledge the benefits of the Internet, such as its achievements, communicative features, and social use. However, when it comes to the downsides of the international network, their tone will change a bit. Sociologists, political commentators, or economists may be concerned about the negative aspects of the Internet, such as the misappropriation of intellectual property rights, the openness of private life, and the insecurity of slander and crime. On the

other hand, linguists, are puzzled by the fact that the Internet has become a common language for all, resulting in the disappearance of individual languages.

Of course, the emergence and use of new communication technology is nothing new to us. Around the beginning of the twentieth century, when society began to struggle with the political consequences of telegraph, telephone, and radio technologies, a number of problems arose in controlling them. There were speculations that the telegraph could ruin the family and promote crime, that the telephone could disrupt society, and that television could be a source of negative propaganda. The ease of publication has led to an increase in the number of reviews and copies of many religious books, and there has been a debate over the use of local languages in the religious environment. As we listened to the radio broadcasts, the criteria of the speaker's pronunciation, the clarity of the voice, the use of local dialects became one of the main objects of information exchange.

In the 1960s, the Internet developed in the US as a network of experiences that encompassed military, federal, regional, higher education, business, and personal users. It is now the largest international network in the world, with more than 100 million users connected in 2000, providing ever-expanding services and allowing unprecedented people to communicate with each other via email. Virtual discussion groups were formed, and digital pages on any topic were provided. Functional information such as e-procurement, commercial information, advertising and posters, poems and movie scripts, TV shows and other similar entertaining creative works have become available [5, 2].

People who are unfamiliar with the mechanisms of virtual communication and are familiar with the habits of face-to-face communication believe that there is no similarity between speech and Internet communication. An example of a comparison of two different dialogues is the online chat circles and the slow pace of writing in the conversation, the need for responsiveness in face-to-face communication. Pragmatic situations such as communicative effectiveness, blacklisting or restrictions, emotional signs or abbreviations, the relative reduction of online communication, the lack of formality and boundaries in it, the publication of web pages, emails and other mechanisms, easily replaced by a printed alternative. This is an example of the differences between online communication and face-to-face communication.

In this regard, the Internet has become popular, especially among the younger generation, who grew up in the computer age, and therefore we cannot distinguish the technical features from it. Virtual society only exists through mass use of the keyboard. User identification is created by using language and typography. In such

technical processes, physical presence is not taken into account. On the other hand, relationships, are formed without restrictions in real life, such as pre-existing physical presence between participants: age, gender, race, skin color, facial expressions, facial expressions, and clothing. Interlocutors can also learn about each other from the text they write. However, this information can be quite the opposite, as people express their antonyms in written speech. Interestingly, the ability of the interlocutors to express emotions graphically and to simulate speech-phonology (through phonetic spelling) undoubtedly creates a social conflict created by gestures and linguistics [2, 24].

The results show that people who share information in English prefer to shorten words when communicating when using electronic discourse. Although abbreviations should be used in electronic data exchange, they seem to be universal. Its frequency and its appearance vary depending on many factors, such as language, exposure to electronic speech, and sitting where the language is used [1, 143].

Linguists are puzzled by the impact of this system on existing languages. The Internet is such a general information network that it contains all kinds of means of communication. For example, radio, television, telephone communications and print sources are also reflected in it. Due to the spread of the Internet, the following terms began to be widely used among users [2, 23-24]:

-Cyberspace - a universal information network;

-Netizens - all people who use online communication;

-Webies - regular users;

-Newbies - new Internet users;

-Netspeak - a language used within the network.

It is widely believed that Internet discourse is a language vandalism that lacks grammar and spelling and leads to illiteracy. However, the language of the internet is designed for people with different qualities and thinking and is not checked by editors or publishers. In this case, the language change will also affect people who have never used the internet or who regularly use abbreviations such as AWHF (are we having fun?), TMOT (trust me on this). Therefore, unlike the library, the internet is a world of interactive and dynamic communication.

METHODS

The analysis of Internet texts and research on the range of words used by users in the interaction were conducted on the basis of a survey. The survey involved 84 number of first and second-year students studying at the Kokand branch of the

Tashkent State Technical University. The first survey, which asked students what method they would use to send messages to each other online, was conducted in early March 2020. In particular, participants should choose one of the most commonly used forms of information exchange, a combination of punctuation, word shortening, graphic symbols, voice or video communication. The next survey has been conducted via Telegram social messenger in May of this year, and students should choose the writing system that is most convenient for them (Arabic, Chinese, Cyrillic, Latin).

Nowadays, as short message exchange develops, we can observe the impact of social and psychological factors on the development of the graphics system. In Western Europe, 72.1% of people have mobile phones, and in the UK alone, more than one billion short messages containing more than 160 characters are sent every month in a modern way to communicate. Young internet users are a force for the development of the graphics system and at the same time they are slaves of growing number of text messages. According to a survey of Nokia's 3,300 people worldwide, the main mobile phone market is made up of people under the age of 45. More than 80% of them registered text messages as the most used function of the phone. Other research has shown that almost 80% of 14-16 year old users in the UK have their own mobile devices and 90% of teens use text messaging more than verbal communication through them. But the less attention paid to the quality of their texts, we can feel the psychological impact of texts on the social relations of regular users, the development and supply of graphics systems.

RESULTS AND DISCUSSION

According to the preliminary results of the survey, the use of punctuation in the exchange of information is 10%, the reduction of words in messages is 35%, the use of graphic symbols is 25%, the ability to communicate with each other by voice is 25%, or the use of video communication forms is 5%.

If we analyze the above percentages, we can see the least number of cases of using video communications. In contrast, the percentage of abbreviated words was higher than the rest. Also, communicating through voice or graphic symbols shows the same result.

According to the results of the next survey of 84 students, 3 (4%) of them prefer the Chinese script, 7 (6%) students prefer the Arabic script. The number of applicants who prefer to exchange ideas in the Cyrillic alphabet shows 18 (21%), and the number of requests that they found it convenient to communicate in Latin script is 57 (68%).

The results show that most students who use Uzbek as a language of communication find the Arabic and Chinese scripts to be difficult to communicate on the Internet. On the other hand, those who prefer the Cyrillic alphabet, have an average index, and we can see that the exchange of information on the basis of this graph is also approved by a number of users. However, according to most students, out of the 4 different writing systems given, it turns out that the Latin alphabet is a set of priority characters.

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 ans caption, content of the cell presents value, every type of table could generated 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 sin 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.

In a short message study of emoticons, which are a unit of graphic systems (such as facial expressions are depicted with text symbols :)), revealed several extralinguistic factors. For example, acquired knowledge, culture, and gender affect the status, speed, and meaning of emoticons in instant messaging. These factors are also observed in the process of using emoji.

Studies have shown that people use emojis in different situations and styles and can interpret the same emojis differently. But it should be noted that there is a lot of unknown information about the factors that affect the interpretation of emoji.

Different platforms, genders, countries and regions affect people's use of different emoji views. Even in a single cultural environment and platform, people interpret emojis differently. In general, users are divided into positive and negative types of emojis. Many possible factors can also affect the use of emojis, such as emojis within the text, information known only to communicators, close emojis, socio-demographic and behavioral factors. Emoji can be a rich resource for emotional analysis and emoticon measurement, while at the same time enhancing the experience of internet users.

A study by several researchers at Beijing University found that age and communication factors influence the use of emojis:

(1) People prefer to use emojis that have simple and positive meanings when talking to friends or interacting with people of different ages. They use a series of many emojis, which is probably a way to bring them closer together.

(2) Some emojis, such as "smile," may have a negative connotation for young people at a time when they represent positive perceptions for adults.

(3) Unlike previous studies, the gender factor does not affect the use of emojis. This may be the result of cultural differences or a range of different attitudes.

This study provided basic information about the factors that affect people's use of emoji and differences in the concept of emoji. As a result, users have the opportunity to develop the experience of using emojis and analyze the meanings of the characters.

According to Allen [9, 66], many higher education institutions organize or modify their information systems according to internal and external factors. Dawson also reported [9, 66] that internal and external factors may include technology, society, the economy, government decisions, globalization, political influences, organizational improvements, tasks, and governance structures.

Research shows that the adoption of technological change in different organizations has a positive effect on many factors. For example, budget and prices in domestic and foreign funds are important factors. At the same time, skills and competencies are important in increasing the knowledge of workers to use ICT. But such users are not able to fully master the new technological knowledge because they do not have enough knowledge and information about the usefulness of this system. These analyzes show that organizational actions such as qualifications and fund affect users' attitudes toward information systems [9, 65].

CONCLUSION

Depending on the scope of communication in the language of the Internet, their factors will change. In communication in the field of marketing, mainly, the factors influencing the exchange of advertising messages depending on the desire of the buyer will be divided into 3 types: message, profile and personality elements [7, 100].

Elements of messaging include content demand, privacy and interactivity of SMS ads, received messages, and regional ads.

In content demand, advertising will have to convey as much information as possible, depending on the needs of the customers. In the identity of advertisers, messages are sent via mobile phones based on factors such as customer demographics.

The following factors are mainly important for character selection when using graphic communication: comprehensibility, readability, appropriateness, and practicality [1, 23].

Thus, no force can hinder current social and technical development, and the Internet is a shining result of such development and achievements. Despite the contradictions and contradictions, people, especially teachers and psychologists, should do everything possible to teach the younger generation the traditional norms of behavior and speech. In this way, the next generation will be able to use the letters and display the sentences more easily. Any type of communication will need to be used to make it easier for the learner to master the spelling rules or for the successful communication of the interlocutors, even if it is harmful. From a linguistic point of view, you need to know when and where to use virtual communication. We need to keep in mind that our means of communication are not living beings, but from a psychological point of view, the regular use of computer technology can lead to a change in human behavior. As a result, communication may not be successful. This is because it is difficult for the sender or recipient of a written message to fully express their opinion in the text of the Internet, as in face-to-face communication. However, the number of Internet users who prefer such communication is growing. In the process, word abbreviations have become popular and convenient for people. In particular, the fact that most users exchange ideas or have a conversation based on Latin script contributes to the success of the conversation.

The intelligibility of the characters in the form of numbers and letters makes it easy to see and grasp. Before using a symbol, it is important to think about how visible it is, how long and close it can be perceived, and whether it can have a similar or suitable shape to use. The readability of communication units helps to easily understand their meaning. To this end, if the information is to be provided for cultural

recreation, the signs shall be appropriate to the movement of the eye and shall not be exhausting, and the message shall be given for safety or emergency.

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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