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Some peculiarities of effective online interaction

The study in this article is aimed at assessing the effectiveness of virtual communication and analyzing the needs of representatives of various fields of activity in the online communication process. To provide the communication process effectiveness, a combination of different interaction forms is required to compensate for the lack of personal communication through virtual communication. The data was gathered through an online survey. The survey was formed using the Google Forms online tool and was carried out in the form of anonymous survey sent by link through social networks. The aim of the presented study review was to reveal the current situation with the beneficial implementation of online interaction tools to solve variety of communication problems. The questionnaire analyze showed that online communicators consider the ZOOM platform an important online communication tool. According to the study, language in remote communication is endowed with new functions related to communication tactics and strategy. Social and cultural factors affecting the structure and properties of the communicative situation, as well as the characteristics of communicants, determine the success or failure of communication. Qualitative and quantitative indicators of online software tools are of interest for research of online discourse from different aspects.

Keywords: virtual environment, computer-mediated communication, online interaction, remote technologies, communication strategy.

Introduction

In recent years, we have faced such a global problem when traditional forms of communication have become impossible for a number of reasons. In these difficult conditions, we were forced to communicate using remote technologies.

The communicative process includes not only linguistic, but also contextual properties of communication that determine the choice of discursive strategies of interlocutors.

Communicative tactics considered being a set of practical moves in the real process of speech interaction. At the same time, strategy is associated with the concepts of communicative intention, defined as “a way of combining theoretical moves into a single whole” and a communicative goal, defined as “a strategic result aimed at by a communicative act”, and tactics with the concept of communicative intention “a communicative task”, interpreted as “a tactical move that is a practical means of movement to the corresponding communicative goal” [1].

Turning to the traditional interpretation of language, it should be emphasized that language as a multifaceted, complex phenomenon can be considered as a psychological, cognitive or social phenomenon.

In modern science, language is considered as a dynamic phenomenon that is constantly undergoing changes. Scientists at the origins of linguistics also often noted the dynamism of language and speech: V. von Humboldt defined language as an “open system” that should be considered as a process [2], and A.A. Potebnya said that language is “complete creativity” [3].

This paper studies the forms of computer-mediated communication to organize effective online interaction and their difference over traditional forms of communication. As part of the study, the needs for using online communication tools to perform various tasks were studied.

Communication in the virtual space is associated with certain difficulties, and it is the problem of non-verbal communication that comes to the fore. It should be noted that language, as a method of communication in remote communication, is endowed with new functions determined by the tactics and strategy of communication. That's why the study also sought to find out how respondents used interactive strategies to organize effective interaction via the Internet.

Communication via internet, in particular, was pointed out as an important factor which impacts the existence of stable interaction for professional needs, training and social communication, user engagement and actually positively influencing their satisfaction with the communication process.

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Significance of this research consists in the fact that it is useful for a wide range of users who are interested in finding ways to participate in a virtual society for self-realization and the realization of other goals, despite the restrictions and circumstances that arise from time to time.

Experimental

The purpose of the survey of the presented study was to identify the current situation in the successful use of online interaction tools in the framework of solving various communication tasks; studying the opinions of different categories of respondents on the use of online platforms.

The most commonly used, both in personal life and in the professional environment, digital means of communication can include:

1. chats – an online space for written and oral communication, where people communicate face-to-face or in groups;
2. email is a technology that allows users to create and send messages and files to other users or companies;
3. forums – sites for communication on certain topics;
4. instant messaging is now one of the most popular interactive tools;
5. comments on websites and forums are an integral part of the culture of online interaction;
6. social networks that allow you to interact verbally and nonverbally.

During the survey, data were collected to evaluate the effectiveness of using the ZOOM platform as one of the opportunities for online communication.

Respondents who are specialists in different fields of activity and students of various educational organizations participated in the data collection through a cross-sectional study based on an online questionnaire. The questionnaire is one of the modern informative research methods and provides ample opportunities for obtaining reliable results. The questionnaire was created using the online tool Google Forms and was conducted in the form of a voluntary anonymous survey, which was sent by link via social networks. The analysis of the study data was provided through quantitative, qualitative and frequency methods.

The study was also aimed at studying the online communication skills of representatives of various fields of activity, because the restrictions affected all spheres of society and also the sphere of communication. The online space creates an environment in which participants can share their views, engage in dialogue and learn from each other by applying a variety of strategies to influence communication participants.

Results and Discussion

The founder of the systematic approach in linguistics, the Swiss scientist Ferdinand de Saussure, divided the phenomenon of language as a whole into two sides: the “executive” side associated with the production, transmission and reception of speech, and the underlying language system. According to N. Chomsky, the opposition “language – speech” can be designated as “language competence” and “language efficiency”, L. Hjelmslev distinguishes them as “linguistic scheme” – “language use” or “linguistic system” – “linguistic process”.

Although the terms “language” and “speech” are widely used, in online communication, the above two aspects are identical with R. Jakobson's designation “code” and “message”, since segmental and supra segmental language units form a single line of speech [4]. The code as a sign system used to transmit a message manifests itself in different ways depending on the type of communication. Among its functions are distinguished:

- informative, when the addressee focuses directly on the content of the message;
- fatal, when the addressee focuses on establishing contact;
- expressive, when there is an impact on the emotions of the addressee;
- voluntary, when the recipient's urge to action is realized;
- poetic, when the form of speech itself is important to the addressee and there is a focus on the code.

Online communication can be conducted with the greatest efficiency using qualitatively different means, as indicated by the following authors Divakova G. [5], María A.B. del Río, Concetta M. Sigona, Leticia B. Arribas, Elena A. Peñalver [6]. One of the types of communication tools that have a different nature from the language is the means of non-verbal communication.

Mechanisms and sign composition of non-verbal communication, along with an understanding of the importance of eloquence, focus on the melodic, acoustic design of speech, gestures and facial expressions.

In other words it is named among people as non-verbal or “body language”. Psychologists believe that the correct interpretation of non-verbal signals is the most important condition for effective communication.

Non-verbal means play a central role in social interactions, and their role is clearly decreasing when going online, but the relevance of this change is still not clear. Allowing for the fact that non-verbal communication is the interaction between individuals in the act of communication without the use of words and the transfer of information is carried out through images, intonations, gestures, facial expressions, pantomime, etc., without speech and language means presented in direct or any sign form, then the body of a person becomes an instrument of non-verbal communication, which has a wide range of means and methods of transmitting information or exchanging it, which includes all forms of human self-expression.

In communication via Internet, the geometric distance separating the screen image and the real interlocutor is several tens of centimeters, which is less than the distance between people participating in a social / public conversation face to face. For instance, such physical proximity suggests closeness between people and a mutual predisposition to the potential use of a tactile channel (handshake, hug, and pat on the shoulder). But despite of this virtual closeness, we cannot touch.

In online communication frequently used gestures are: 1) gestural stresses synchronous with speech; 2) accompanying speech; 3) spatial markers; 4) temporary markers; 5) ideographic markers by which a person's condition can be determined. Dialogical speech is established, maintained and regulated by movements which can be both verbal and non-verbal and are classified into three types.

The first group: points — movements of the head, neck, eyes, hands, postures. To the second class — gestural configurations and complexes — show various relationships that have arisen in the dialogue. The third includes complexes of movements, including positions, distances between interlocutors, postures that indicate the social status and orientation of bodies that determine the nature and type of communicative interaction.

In general the questions mentioned above suggest that the transition from face-to-face to online communication is complex, since the direct proportion between apparent geometric distance and interpersonal familiarity changes profoundly both quantitatively and qualitatively.

Means of non-verbal communication in the process of online interaction, allow us:

- to replace or supplement your speech;
- to express one's emotional state or read the emotional state of participants in a remote act of communication;
- to correct understanding of the content of verbal communication;
- to maintain an optimal level of emotional aspect;
- to strengthen the impact of verbal means of online communication.

Effective communication in a remote format begins with building an interaction strategy. Discursive strategies for choosing language forms for expressing communicative meaning and performing communicative actions in an online environment are also determined by the intention of communication participants, the meaning and functions of the language means used, contextual parameters and genre features of discourse, as well as social and cultural factors that define the structure and properties of the communicative situation and the characteristics of communicants.

Considering the influence of the discursive strategy on communicative interaction, it can be argued that the presence of differences or similarities in the communication strategy of the participants of the discourse determines the success or failure of communication.

Within the framework of a speech event, verbal and nonverbal means of communication are connected by a single goal and general conditions of the communication situation. The speech act is only a part of the interaction, in which the addressee must also perform various communicatively significant actions, depending on which the development of the communication situation develops in the future.

Communication strategies play an important role in remote communication. Nonverbal signals (intonation, looks, poses, distance, facial expressions, and gestures) allow the recipient to get 70% of the information, while verbal transmits only 30%.

While communicating online, we interact in a limited format, and given that a person perceives a large amount of information by exchanging emotions, it is possible that the recipient's emotionality can have both positive and negative consequences. That is, remote interaction can bring discomfort into communication, a sense of loss of contact, as emphasized by researchers Lin, C.-H., Zheng, B. and Zhang, Y. [7], Joost W.M. Verhoeven, VibekeThøis Madsen [8]. Actually, in the communication space, communication participants first come into contact with emotions, and only after that they move on to concrete, factual information, discussion of plans, goals, tasks, and collaboration [9–11].

Remarkable is that some forms of online communication do not allow you to get immediate feedback. That is why, in order to achieve a communicative goal, it is important to use non-verbal means of communication along with verbal ones to enhance the effect of interaction. Interacting directly, communication participants have the opportunity to influence the perception of information by receiving feedback through various channels, perceiving all the variety of signals and changing the conversation strategy.

Successful online interaction process requires following some recommended to observe rules of communication. There is a number of useful online communication skills that will allow communicators to avoid situations of misunderstanding, for example:

- observe the framework of generally accepted communication norms, in particular, such as the culture of speech, respect for the individuality of the interlocutor, privacy, appealing with verified information and prompt response to messages from the addressee;
- pay attention to lexical-stylistic, grammatical, prosodic and spelling aspects when writing content;
- be able to use non-verbal cues, such as facial expressions, gestures and tone of voice, when necessary, given that some forms of online communication differ from face-to-face meetings;
- be ready to quickly and effectively answer the questions presented to you and predict subsequent questions in the course of online interaction;
- try to maintain a high level of professionalism in the online environment in order to establish mutual understanding in order to maintain structured communication and induce goodwill among communicants [12-13].

According to results of questionnaire the online communication skills of the respondents were average, the knowledge of their functionality was at a high level, and the quality of access and communication in the virtual environment was at a low level.

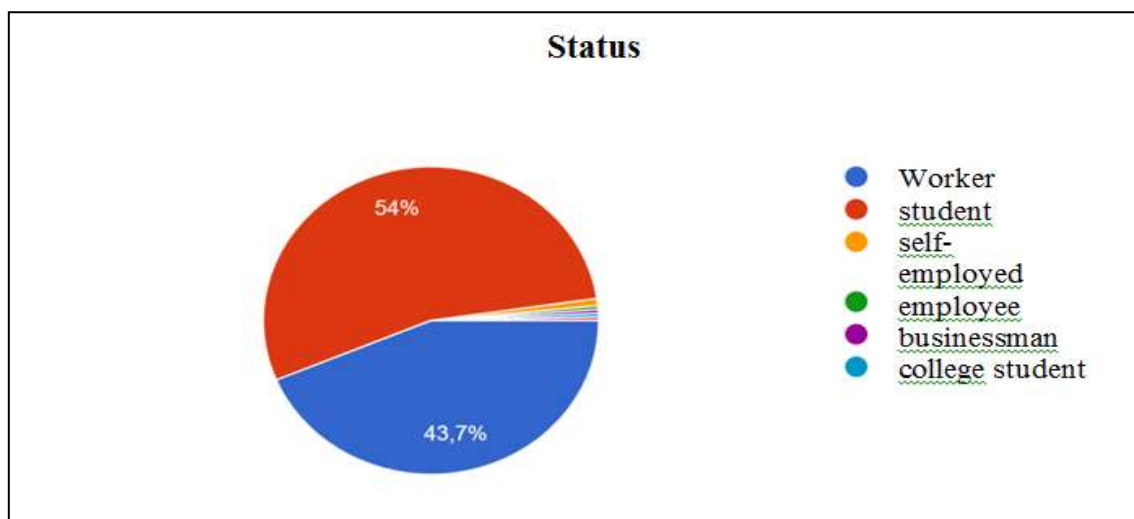


Figure 1

The skills of using online resources do not differ depending on the field of activity of the respondents (Fig. 1). Pursuing particular communicative goals, each act of a discursive event acts as a strategic means used to solve a common communicative task [14]. Private communicative goals may vary, but as our research has shown, online discourse is used most in the context of education. The speaker's choice of certain means to achieve a certain goal in certain conditions of communication is considered as the implementation of a certain strategy in discourse.

We revealed interesting fact that only 20% of users use the ZOOM platform for communication, 94% for study (Fig. 2).

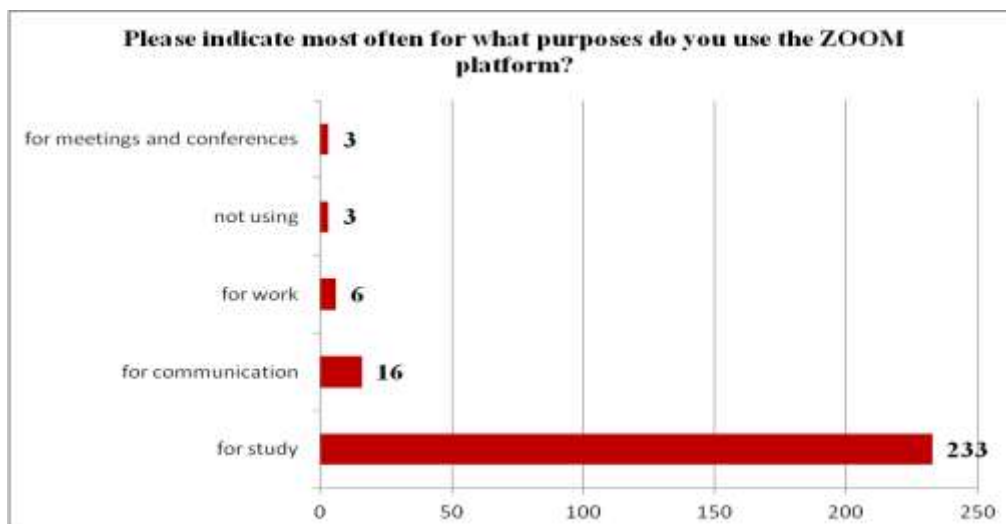


Figure 2

Digital advances have a profound impact on interpersonal relationships. Nowadays, the natural form of face-to-face communication is often replaced by interaction through online communication platforms through videos. In addition, the duration of the restrictions due to the COVID-19 emergency determines the acceleration of the spread of the media and the intensification of the use in a very short time.

Actually, mediated communication is currently common in meetings and courses in different contexts, such as the work environment, education and any activity related to social interaction in general, thus determining rapid changes in people's daily lives [13].

The new form of communication has greatly improved communication capabilities, overcoming the limitations of time and space. However, mediatized communication has also been modified by communication rules, such as those associated with proxemics. Proxemics implies a direct proportionality between the geometric peripersonal/extrapersonal space and various types of interpersonal acquaintance: intimate, personal, social and public [13].

Most of people still ignore communication in the online world, but digital skills are very important to ensure the timely exchange of information, since much of our daily life is associated with the use of interaction through a computer.

The following diagram shows that the platform is in demand among respondents, despite the transition to normal work and traditional forms of training. So, 5.7% use it daily, 17.2% — several times a week, 10.3% — several times a month, 48.3% — if necessary, participate in online events, 16.5% of respondents use it very rarely. Only 1.5% do not use the services at all (Fig. 3).

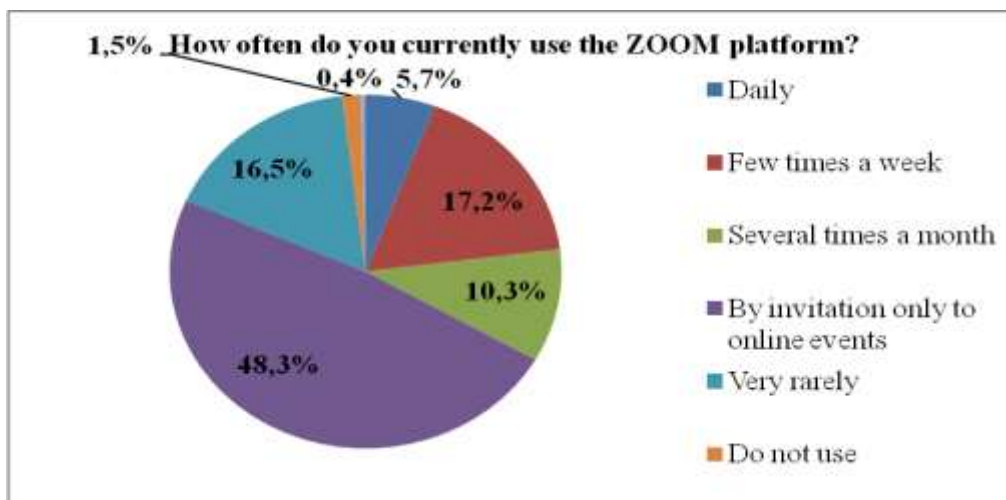


Figure 3

Conclusions

The ability to organize computer-mediated communication confirms that we now live in a unique time that allows us to change the forms and means of communicative interaction with society and the surrounding reality, as a result of which the language also undergoes significant modifications.

Successful computer communication requires compliance with the norms of online communication, which guarantees the success of interaction. Such norms make virtual communication real and predictable. At the same time, norms can be set on a personal level and take into account, say, the desired response time, communication style and tone.

Consciously or unconsciously, communicants build their discursive strategies based on knowledge about the communication situation, knowledge of the principles of speech communication and the illocutionary forces of speech acts, knowledge of the conditions of discourse functioning, both in the generation and in the perception of speech.

The totality of these basic knowledge and cognitive structures serve as the basis for the perception, processing and generation of information in the process of discursive interaction. Thus, the questions discussed above suggest that the transition from live to online communication is difficult, since the direct proportion between the apparent geometric distance and interpersonal acquaintance changes profoundly both quantitatively and qualitatively.

In this sense, it is necessary to take into account different strategies for influencing communication participants during the period of globalization and integration. Taking into account the results of the study, further consideration of the qualitative and quantitative indicators of various online software tools is of interest.

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Тиімді онлайн өзара әрекеттесудің кейбір ерекшеліктері

Мақалада виртуалды кеңістіктегі байланыс мәселелері қарастырылған. Зерттеудің мақсаты виртуалды қарым-қатынастың тиімділігін бағалау және онлайн-байланыс процесінде әртүрлі қызмет салалары өкілдерінің қажеттіліктерін талдау. Байланыс процесінің тиімділігін қамтамасыз ету үшін виртуалды байланыс арқылы жеке байланыстың жоқтығын өтеу үшін өзара әрекеттесудің әртүрлі формаларының үйлесімі қажет. Деректер онлайн сауалнама арқылы жиналды. Сауалнама *Google Forms* онлайн құралының көмегімен жасалды және әлеуметтік желілер арқылы сілтеме арқылы жіберілген ерікті анонимді сауалнама түрінде жүргізілді. Ұсынылған зерттеу сауалнамасының мақсаты әртүрлі коммуникациялық мәселелерді шешу шеңберінде онлайн өзара әрекеттесу құралдарын сәтті пайдалану бойынша ағымдағы жағдайды анықтау. Сауалнама нәтижелері онлайн коммуникаторлар ZOOM платформасын онлайн байланыс үшін маңызды құрал ретінде анықтағанын көрсетті. Атап айтқанда, онлайн өзара әрекеттесу кәсіби қызмет, оқыту және әлеуметтік қарым-қатынас және олардың жалпы қарым-қатынас процесіне қанағаттануына оң әсер ету үшін тұрақты өзара әрекеттесуді сақтаудың маңызды факторы ретінде сипатталды. Зерттеуге сәйкес, қашықтықтан қарым-қатынаста тактика мен стратегияға қатысты жаңа мүмкіндіктер беріледі. Коммуникативті жағдайдың құрылымы мен қасиеттеріне, сондай-ақ коммуникаторлардың сипаттамаларына әсер ететін әлеуметтік және мәдени факторлар қарым-қатынастың сәттілігін немесе сәтсіздігін анықтайды. Әр түрлі онлайн-бағдарламалық құралдардың сапалық және сандық көрсеткіштерін нәтижені болжай отырып одан әрі зерттеу, онлайн-дискурстың лингвомодельін жақсартуға қызығушылық тудырады.

Кілт сөздер: виртуалды орта, компьютерлік байланыс, онлайн өзара әрекеттесу, қашықтағы технологиялар, коммуникация стратегиялары.

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Некоторые особенности эффективного онлайн взаимодействия

В статье рассмотрены вопросы коммуникации в виртуальном пространстве. Целью исследования является оценка эффективности виртуального общения и анализ потребностей представителей различных сфер деятельности в процессе онлайн общения. Для обеспечения эффективности процесса коммуникации необходимо сочетание различных форм взаимодействия, чтобы компенсировать отсутствие личного контакта посредством виртуального общения. Данные были собраны с помощью онлайн анкетирования. Анкета была создана с использованием онлайн инструмента *Google Forms* и проводилась в виде добровольного анонимного опроса, который был разослан по ссылке через социальные сети. Целью опроса представленного исследования было выявление текущей ситуации по успешному использованию инструментов онлайн взаимодействия в рамках решения различных коммуникационных задач. Результаты опроса показали, что онлайн коммуникаторы определили платформу ZOOM как важный инструмент для онлайн общения. Онлайн взаимодействие, в частности, было названо важным фактором поддержания стабильного взаимодействия для профессиональной деятельности, обучения и социального общения, вовлечения пользователей и позитивного влияния на их удовлетворенность процессом общения в целом. Согласно исследованию, язык в дистанционном общении наделяется новыми функциями, касающимися тактики и стратегии общения. Социальные и культурные факторы, влияющие на структуру и свойства коммуникативной ситуации, а также характеристики коммуникантов определяют успех или неудачу коммуникации. Дальнейшее изучение качественных и количественных показателей различных онлайн программных инструментов представляет интерес для улучшения лингвомоделирования онлайн дискурса с прогнозированием результата.

Ключевые слова: виртуальная среда, компьютерно-опосредованная коммуникация, онлайн взаимодействие, удаленные технологии, коммуникативные стратегии.

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