Internet communication. The rubik cube of computerized speech

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Abstract: In an ever-changing society, where contemporaneousness uses globally communicational technologies, to be effective in action, is necessary to know the new communication media: the *Internet, World Wide Web, Web 2.0, chat* etc. The subject of our research is the *electronic communication* (and therefore *computerized speech*), a form of mass communication, mediated by the Internet.

Keywords: computerized speech, Internet, electronic comunication.

The Internet offers the possibility of using different expressive resources, used as *alternative discourses*, *discourses with public visibility* or *reflexive discourses*. It promotes the convergence between communication modes „from one to another" (by e-mail), „from one to many" (website), „from many to many" (realtime interactive online spaces).

We considered communication – a socio-discursive practice, justified by distinct approaches, sliding on an *informational, constructivist, semiotic* and *pragmatic* approach.

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By *electronic communication* we understand *a process by which a complex organization produces and transmits, using technological means, messages directed to a huge audience, heterogeneous and dispersed.* If the traditional model of mass communication, described by Wilbur Schramm[1] proposes a one-way communication, of „one-to-many" type, with receptors which decode and interpret identical messages, the web reverses the communication scheme and creates a different type of communicator. The Internet user has more control over the process, he can customize and „pull" only the information he wants.

Electronic communication is a challenge, both at the level of theoretical approach and applicability. We believe that the Internet is an important articulation factor for thr modern society, which makes the symbolic transition from „Gutenberg civilization" to „Google civilization". This type of communication raises the attention not only of linguists, but especially that of sociologists, computer scientists and those interested in marketing politics.

We defined *electronic communication a form of mass communication, mediated by Internet*, a process by which, a complex organization produces and transmits, using *technological* means, messages directed to a huge audience, heterogeneous and dispersed. The analysis perspective was performed according to the two constitutive poles: 1. *Online communication – chat* type of communication (a program that allows many people to simultaneously talk on the Internet), an interaction like phatic conversation, on the border between verbal and nonverbal; 2. *offline communication* – which contains, in its turn, two conversational subtypes: *e-mail* and *discussion groups* (spiral letter).

We joined the central ideas conveyed by *social semiotics*, seen as a way to use semiotic resources to produce and interpret communicative acts. By defining *resources* (signifiers, physiolo-

[1] Wilbur Schramm, 1954, *The Process and Effects of Mass Communication*, Urbana, University of Illinois Press, in Joseph R. Dominick, 2009, *Ipostazele comunicării de masă. Media în era digitală*, Editura Comunicare.ro, Bucureşti, p.21.

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gical and / or technical actions and objects), we reconfigured the semiotic research domain, updating its analytical components. Therefore, *semiotics becomes the science that explains the relationship between communication content and form, based on the theory of signs and resources.*

A reconsideration of semiotic landscape was imposed due to the development of technological factors. The sliding of computerized speech onto the shaping of some social practices, was proposed to justify the multidisciplinary triangle speech-society-knowledge.

We defined *computerized speech* as *a triptych-scripto-audio-visual communication process, designating individual linguistic activities, carried out under all forms of electronic communication.*

The term of *computerized speech*[2] designates the individual linguistic activity in all forms of communication, via the computer in general and the Internet in particular. The computerized speech is presented as an intermediary between the *oral speech* and *the written speech*, possessing distinctive features, own communicative strategies, by specific means of *coding*, both at *frastic* level (phonetic spelling, vocabulary), and at *transfrastic* level (mimicking the commonly used extra-linguistic means from face to face conversations, emoticons, punctuation etc.). The code used for communication on the Internet is, usually, composed of the *verbal* (communication language) and the *iconic* („emoticons").

The language is no longer the only means of information and representation, that is why it was imposed the equivalence of *linguistic elements* with *verbal objects*. Semiotic boundaries were gradually dissolved, due to the momentum of technology and to the global information circuit. Associated with the semiotic

[2] Elena Trohin, 2003, "Comunicarea mediată de computer – etapă în dezvoltarea comunicării verbale", in *Analele Ştiinţifice ale Universităţii de Stat din Moldova*, Series "Ştiinţe Filologice", Chişinău, and *Particularităţi lingvistice ale comunicării în Internet*, thesis available at http://www.scribd.com/doc/6709069/Elena-Trohin-Thesis.

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system of interactive participation, the transmiter and the receiver from the classical communication scheme become the protagonists of a *semiotic action* or of a *speech act*.

Cyberspace – a concept of the 90s, becames a metaphor used to describe the representation and communication space of the Internet. To materialize the hybrid internet user space and to view relationships that are established between the components of computerized speech, we proposed, as an example, the *discoursive rubik cube*, a three-dimensional geometric representation, a „dialogue of the facets". It offers the opportunity to understand how essential *signs* of Internet communication are governed by visible and invisible sides, by centripetal and centrifugal forces. *The three-dimensional geometric representation* that we propose, allows many possible permutations, to obtain the intertextuality in computerized speech. The duality between the visible and invisible faces can be interpreted as necessity to move beyond the textual surface, to „see" beyond the text, to interpret the message also in other contexts, to acknowledge the existence of the implicit in the structure of the discourse. The equal faces of the cube (rubik) leads us to assign the same importance to all discursive components, the tabular model helps us build „network" type meanings, like those obtained on the Internet by accessing a *link*.



Figure no. 1. The rubik cube of computerized speech

In the computerized speech reception we identified two antagonistic camps in relation with the Internetul: that of enthusiasts (in which we are included) and that of skeptics. We consider that

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the Internet is already an integral part of our existence and, once „Pandora's online box" opened, there is no way to return.

The Internet is not just a source of information, but an integral part of our social life, which allows a local and global ubiquity of communication, an interactive dialogue, synchronous and symphonous, with virtual communities. The study of digitized community is useful not only for the linguistic research field, because the technology has a real potential for education and culture.

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