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ORIGINAL ARTICLE

NEW WAYS OF EXPRESSIONS IN ELECTRONIC WORLD

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Abstract:

In common use, a person reveals his emotions by certain expressions which are the outcome of his mental state. In recent years an upright turn in the manner of communicating with the world and expressing oneself has been noticed. During older times only by way of verbal and gestures a person could express his feelings but now the scenario has changed greatly. A person can lay his expressions non-verbally and even in more convenient manner. The communication with the dear one at a distant used to be a costly and time consuming affair, but a drastic drift in the medium of communication has introduced the concept of real time communication. A person in the modern world of electronic is able to communicate by way of emails, blogs, chats etc. The use of Webcam, emoticons, signs, symbols, exclamations, toasted words, etc. have given new shape to the manner of communication.

KEY WORDS:

Communication, Electronic world, Emoticons, Expressions, Gestures.

INTRODUCTION

Electronic World refers to the world that depends on electronics or electromechanical energy to control its content. It is conjoint to physical world & a source of autonomous creation. Electronic Mediated Communication (EMC) has now become insidious in our daily life. Since last two decades, there has been a noticeable emergence of variety of electronic communication channels, such as E-Mails, SMS and orchestrated in recent years- free calling concept via internet using application carriers such as Viber, Skype etc. A remarkable change has been also observed in the field of communication by the use of webcam based video chat which helps in sensing the warmth of the message and gesticulations which otherwise is lost in imperceptible communications. All of the above the eventual revolution can be marked by the use of messengers such as whatsapp, hike, line etc. These messengers are being accessed by the consumers at different locations and help the friends to be in touch in real time. The urge of communication in consumers is highly being satisfied by these advancing EMC.

FACTS REGARDING ELECTRONIC WORLD:

In addition to physical world electronic world is also a reality.
Electronic world is not a model or recreation.
Electronic world is more rapid as compared to physical world when it comes to evolution.
Electronic world is more sensitive towards technological developments.

Electronic world is a new platform with ample of scope.
Unlike physical world it is immaterial.
It is a world where human can express himself as they can in the physical world.

Electronic world gives freedom of expression. It has become a manifestation of an emotion, feeling etc with or without words. It is possible now to have communication of emotion through music, painting etc. By simple use of emoticons and exclaimations the mood or emotions can be expressed. The formal use of languages and spellings are replaced by toasted English, signs, symbols and pneumatic short forms.

Developments in electronic world have unveiled the transparnecy in social life via use of online & social media. Examples of applications in social world where people freely express themselves:

Facebook- Highly accolade Facebook launched on 4th February 2004 basically is social utility which helps its members to connect with their friends. Its an online social networking application used by the people to express themselves. It allows member to express themselves by sharing videos & photos, by clicking like or dislike buttons & by updating their status.

Whats App: It is an ad free mobile messaging app that enables the users to express itself randomly. If someone want to go for flirting he can send wink face, for reflecting happy mood happy smileys & for sad mood sad smileys are readily available.

Viber: It offers free calling & free texting without strings. The greatest plus point of Viber is its cheap costing. Viber offers a range of animated & cool stickers which will explain the whole story & relax the user to write lengthy texts.

Wicker: It enables users to share end to end encrypted & self destructing messages including photos & file attachments. Commonly pronounced as wicker selects a time for media & messages to expire. It is top secret messenger which clean user`s device completely of deleted files.

Skype: Skype was founded in year 2003and is highly accolade. It allows its users to communicate through voice chat as well as instant messaging. It facilitates group chats, stores chat history & permit editing in previous messages. Users communicates with peers by voice using webcam, microphone & instant messaging via internet.

LINE messenger: LINE is another communication app which allows its users to make free voice calls & to send free messages. There is no limit & users can avail this facility 24 hrs. LINE has got 1st ranking in category of free app in 42 countries including Spain, Hong Kong, Russia, Japan, Thailand, Singapore, Malaysia, UAE, Saudi Arabia, Switzerland etc. It is available for smart tablets & PC.

Twitter: It is a micro blogging service that enables its registered members to send small text messages i.e. upto 140 character text messages known as tweets. Non registered users cannot send text but can only read tweets. It was created in 2006 by Jack Dorsey, Evan Williams Biz stone & Noah Glass. It allows its users to upgrade their profile & revolves around the principle of followers.

Quicker: If someone wants to get best deal for his product then quicker is an appropriate platform. Here seller can express his product through displaying product`s snap on quicker. It not only helps in getting best deal but also saves a lot of time, as the name suggests.

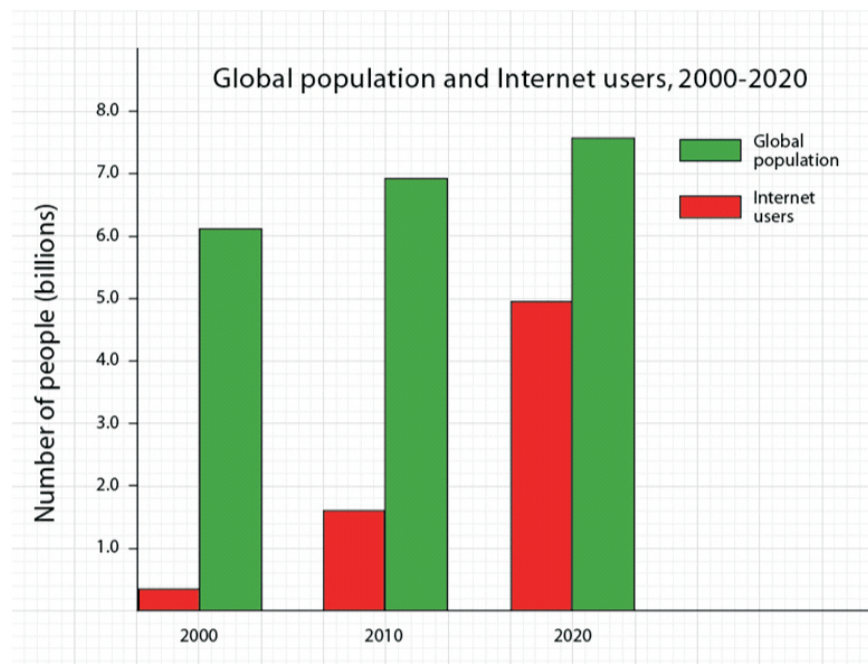**EMOTIONAL EXPRESSIONS:**

Charles Darwin wrote a book named "The expression of emotions in Man & Animals" where the extraction of basic model of emotions finds its roots. Darwin in his book claimed that the emotional expression comprises of:

Facial Expression
Behavioral Expression &
Physical responses

Emotional expression may be verbal or non verbal that reflects one`s state of mind. Emoticons are

the best examples of emotional expression. Emoticons are the smileys or ideograms conveying a specific expression such as laughing, crying, smiling, frowning etc.

(source: textiletoday.com.bd)

Benefits of New Ways of Expressions in Electronic World:

Time Saving: Unlike traditional ways of expressing oneself such as lengthy letters now one can use emoticons to express his/her feelings. If a person wants to say good morning then there are ample of good morning images readily available at a click. Same way if someone wants to appreciate any post, photo etc then just by clicking LIKE button on facebook he can do so. Frowning smiley, crying smiley, laughing smiley etc which are readily availabe are short & sweet way to express one`s mood & feelings.

Social Bonding: In todays world time is money. People are that very busy that they hardly find time for their friends & family. Social networking websites such as Twitter & Facebook have set new dimensions to socialize & communicate. People can remain in touch with each other despite of their busy schedule.

Economic: Expressing tools such as LINE, Viber, Skype etc are either free or making services available at a very cheaper rate. People can make calls, can do video calling, chat with others like the same way as if they are sitting in the same room. Even people with limited resources can now; with the help of these expressing tools can remain in touch with their beloved ones.

User Friendly: All these modern ways of expression are so user friendly that even person with less literacy level can operate them in a very efficient manner. Also new language has emerged due to which person not knowing English very well can also express himself. Examples LOL means laugh out loud , TC means take care ,ASAP means as soon as possible, OMG means oh my God etc.

Interesting: Ultramodern techniques of expression are very amusing & interesting. They are hard to resist. Users are obvious to become addict.

Removes Language Barriers: Emotional expressions enable two different users with different language background in communicating. These emotional expressions are to a great extent universal & self explanatory.

Easy Access: All these modern tools of expression require very limited resources e.g. internet, smart phone

or PC, microphone etc which are easily available. They can use these tools anywhere they want & at any hour of time.

Awareness: These expression tools are so user friendly & time economic that people do no hesitate in posting or sharing fruitful information whether it is related to health, corruption, laws, current affairs etc.

Entertainment: In todays world where nuclear families are taking place of joint families, where geographical distances are increases these modern ways of expressions are very helpful in killing boredom & removing depression. By sharing their problems people feel more relaxed. Also many puzzles, videos, audios, images could be shares which amuses the users to a great extent.

Business: Sites like LinkedIn promotes business & commercial connections. Quicker another social app helps in getting good deal for one`s product he/she wish to sell.

Political Tool: As per New York Times social sites like Twitter & Facebook were very helpful in organizing political revolutions. They provide platform to organize protest, to communicate grievances etc. Nowadays Political parties are considering these new ways of expression quite seriously. These new ways of expressions are emerging as the voice of common man in the electronic as well as physical world.

Civil Usage: If some mishap take place say for e.g. if someone`s relative is missing then just by posting his/her snaps on these sites will be a great help. Same way if some crime happens then police in addition to its official aids can use these new ways to alert general public & also can seek their help in arresting the culprit.

RISK IN EXPRESSING THROUGH NEW WAYS:

Even though these modern ways of expression have many advantages but they are also prone to some disadvantages. Some of the major disadvantages are:

Security: Sensitive information whether it be personal or business related are more subject to public sharing. Once shared it hardly matters whether it was done intentionally or happened by mistake.

Personal life going Public: Earlier all the personal conflicts whether it is husband wife, boyfriend girlfriend, friends etc used to be personal. Now through these modern tools the personal life is going online. What is going in one`s life, with whom he/she is having relation, when did break up happened, friends who now turn into enemies all such stuff is affecting relationship.

Fake & Weak Relations: People become friends, make commitments, share their feelings but still virtual relationship does not work when it comes to physical world. Liking someone post or putting smileys does not alone work. An illusion develops in the mind of user that he/she is having many trustworthy & real friends but in reality it might not be so.

Fraudulent Practices: In this electronic world which is immaterial unlike physical world people can cheat others easily. Many anti social elements pose themselves as someone else by using fake name and photo. One can be in relation with many at the same time without other person getting hint of it.

Misunderstanding: Texts containing pronouns, abbreviations, short description & smileys may create misunderstanding. If message is sent by mistake to someone else then also it can be a problem.

Hampering language originality : In todays world language in losing its originality. Users have start communicating via new language known as internet language which hardly considers spellings & grammar. Showing gratitude through thanks for e.g. can now be written in many ways such as TU meaning thank you, thnx or Tx.

Divert from goals: Young generation instead of spending time with grandparents, parents & siblings prefer to spend time with online friends. Youngsters instead of concentrating on studies & making careers are focusing more on making virtual circle. These temptations are diverting users from their basic goals.
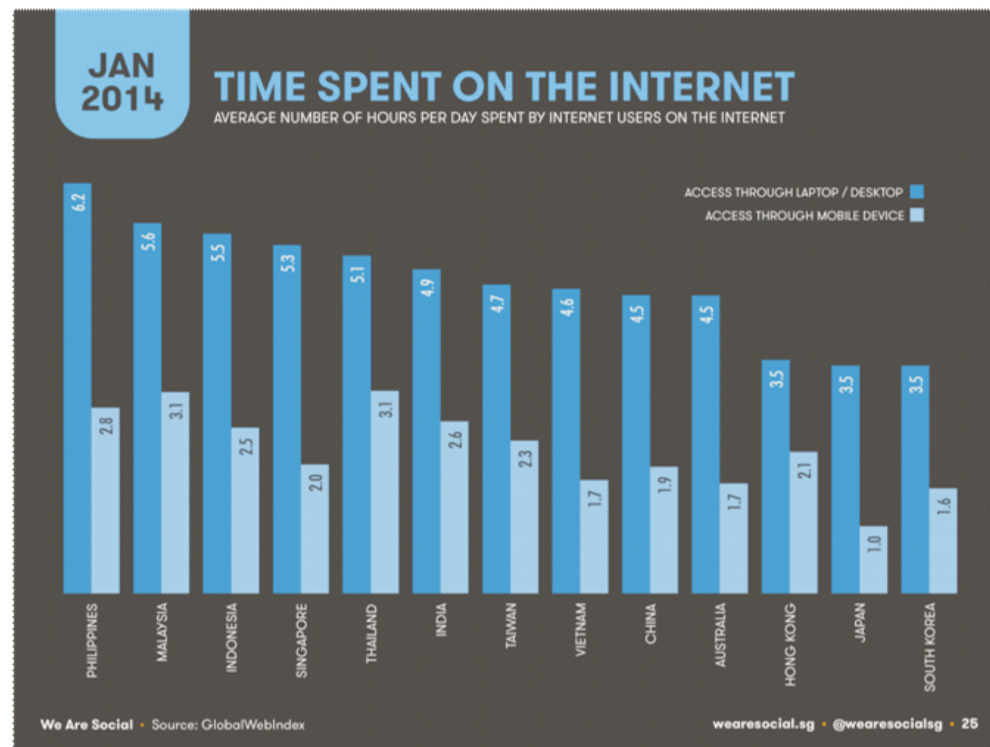
Unethical usage: These expression tools are not only used for sharing fruitful information but also being

used for sharing unethical stuff. These tools are spoiling users. After seeing such immoral stuff users try such things in their real life.

Emerging as a need: These tools are no more luxury now but have become necessity. They have become status symbol. Keeping latest mobile has gone trendy. People who lack resources or lack technological knowledge faces inferiority complex.

Hours spent in hours by users in different countries:

(Source : wearesocial.sg)

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2.Lynn Westbrook, (2007) "Chat reference communication patterns and implications: applying politeness theory", Journal of Documentation, Vol. 63 Iss: 5, pp.638 – 658 is of the view that Syntactic formality markers include regular use of contractions, slang, sentence fragments, and non-standard punctuation as well as limited use of acronyms and abbreviations with rare use of emoticons. Content-based markers included apologies, self-disclosure, and expressions of extreme need. Use patterns are related to the level of responsibility assumed by the librarian as well as the interview stages.
3.Ohbyung Kwon, Choong-Ryuhn Kim, Gimun Kim, (2013) "Factors affecting the intensity of emotional expressions in mobile communications", Online Information Review, Vol. 37 Iss: 1, pp.114 – 131 reported that emotional intensity had a closer relationship to user acceptance than was expected. Second, the use of exclamation marks and emotional messages are far less acceptable in negative messages. Third, the high formalisation group has a more positive emotional intensity in their basic expression. The use of text-based communications such as instant messaging or social media such as Twitter has been growing significantly as the use of mobile devices increases. Not only do people share information via mobile communication, there are significant implications for advertising and marketing. Due to display limitations, however, the

message senders use various conventions in addition to the text-based message to more clearly and richly express emotions. Since users use a range of expressions to convey these emotions, it would be very useful to verify the relationships between users' emotional expressions and receivers' perceptions of the expressions.

4.Tshinakaho Relebogile Seaba, (Informatics Department, Tshwane University of Technology, Pretoria, South Africa), Raymond Mompoloki Kekwaletswe, (Faculty of ICT, Tshwane University of Technology, Pretoria, South Africa) argues that an e-collaboration environment, driven by awareness of social presence, may provide the just-in-time learning support needed by postgraduate students. The academic challenges faced by students may be alleviated if a correct electronic platform is provided for them to be able to consult with each other or their instructors, regardless of time or their locations. Thus, the paper conceptualises how awareness of social presence may help address the challenges by facilitating e-collaboration of postgraduate students.

CONCLUSION:

We have stepped in 21st century with ample of technologies in electronic world. Technology is scientific expansion that not only helps in solving problems but also enhance human capabilities. These modern ways of expression are the gift of technology & are omnipresent. These modern tools of expression have taken over almost every aspect of our lives whether be it professional, social or personal. Further they are so well mixed in our daily life that without them we cannot imagine our social life. However there are both pros & cons of these trendy ways of expression in the electrical world. It is thus the need of the hour that excessive dependence on it shall be avoided. Over dependence on anything will not do any good vice versa will hamper the human development. As Acier & Kern (2011) have noted "extended use, which does not present a problem in itself, is part of the process of adapting to a new technology& this adaptation should be taken into consideration when determining whether behavior is abusive or problematic".

These modern expression tools are now considered by many companies for hunting young talents. IT companies like HCL are using social sites like facebook for hiring talent segments like Oracle,SAP, Peoplesoft etc. On the other hand companies like Ingersoll Rand International are using social media to communicate with passive candidates who have left their resumes on social network. Organizations with a well-evolved social media policy and presence will have an advantage in capturing the interest of Gen Y," says Rohit Thakur, head human resources, Microsoft India. "We look at the pattern of the candidates' updates on Twitter, LinkedIn and Facebook to understand their interests and thereby find the best fits for our company," adds Jayantika Dave, vice president - HR, Ingersoll Rand International.

Anything in itself is not good or bad, it depends on the way it is used. Thus in a nutshell we can say that these ultramodern tools of expression in electronic world shall be treated with utmost care.

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