

## **THE IMPORTANCE OF POLITENESS IN ONLINE COMMUNICATION**

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### **ABSTRACT**

*This article discusses the importance of linguistic politeness in online communication, the main principles to be followed. How the recent events influenced on online communication and what should be avoided. Internet communication is popular. People of all ages have the opportunity to freely register in social networks, communicate on forums and chats, quickly inform each other etc. Without networking, it is already difficult to imagine modern education: more and more school teachers and university professors communicate with school children and students via e-mail, Skype and even through social networks.*

**KEYWORDS:** *Polite, Internet, Online Chat, Etiquette, Netiquette, Culture, Digital Etiquette, Linguistic Consciousness, Basic Notion, Concept of Politeness, Manner.*

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### **INTRODUCTION**

In modern society, there are many types and forms of communication, of which today the most popular is Internet Communication.

Internet communication is popular. People of all ages have the opportunity to freely register in social networks, communicate on forums and chats, quickly inform each other etc. Without networking, it is already difficult to imagine modern education: more and more school teachers and university professors communicate with school children and students via e-mail, Skype and even through social networks. All this suggests that Internet communication is becoming important. Element in human life. Internet communication is becoming important. Element in human life. Its role has grown markedly during the COVID-19 pandemic, when many people were forced to switch to online communication in its various manifestations. Students are the most active users of the Internet; they spend a lot of time on the Internet every day. The preferred way to communicate online is social networks. The most popular social networks among students today are instagram, telegram.

### **LITERATURE REVIEW**

It has been said that mostly our communication takes place online. There are two ways of interactions due to technological revolutions: face to face interaction and cyber interaction. We can say that both of them are made of the same mechanism but in reality they differ from each other. Now communication has changed into a virtual environment almost completely. Scientists say that the experience of quarantine will not pass without a trace, and we will transfer new models of communication to ordinary life. Internet etiquette aims to streamline communication. It essentially has one rule- do not complicate the life of another.

Speech communication is tightly connected with the main types of activity. It is the subject of

study of various scientific disciplines: psychology, sociology, linguistics, etc. At present, issues of interpersonal communication occupy a special place in linguistic research. Politeness is one of the essential elements of communication so that they proceed smoothly, successfully and without conflict.

The Cambridge Dictionary gives definition to the word “Politeness”: “Behaving in a way that is socially correct and shows understanding of and care for other people’s feelings”. Traditionally, a polite person - one who does not champ at the table - gives way and greets you warmly when you meet. However, for a modern person it is no longer enough to follow the rules of secular etiquette in order to be considered cultural. A person living in the information age now also needs to observe digital etiquette.

## MAIN PART

Let’s turn to some features, advantages and disadvantages of Internet communication. Electronic communication, on the one hand, removes a number of communication restrictions that arise in normal communication process. However, in my opinion; this negatively affects the ethical aspect. The ability to express opinions anonymously on the Internet allows users to create texts, violating not only linguistic, but also moral norms. This cannot be allowed. We believe that the most important regulator of communicative behavior on the Internet is precisely politeness, without which it is very difficult to achieve mutual understanding between interlocutors both in Internet communication and in real.

Therefore, let’s turn to the problems of compliance with the basic rules of politeness in the Internet communication of students.

The category of politeness is one of the main categories of communication, which contains behavioral strategies that express a friendly, respectful attitude towards a person [1, p. 242]. Politeness is of paramount importance for organizing successful harmonious communication between people of all ages and all social strata and professions. Students and teachers actively communicate in social networks and instant messengers. Messengers - it is an informal environment in which face-to-face communication takes place through short texts. It's in first of all, a conversational style environment, a distinctive feature of which is emotionality. Norms of scientific or official business style do not apply here. But even if the student communicates with the teacher in instant messengers, it is undeniable that you need to write correctly and clearly, according to creature. However, we believe that the most important thing is to be polite. Of course, it is important to comply with all spelling and punctuation rules, but tech students cannot always 100% correctly compose text (this is where automatic spell checking comes in handy), but the politeness category should be taken into account by the creator of the message in full.

Rules of conduct and good manners for Internet users are often referred to as "network etiquette or netiquette". Netiquette is the Russian version of netiquette, which appeared in the West in 80s. These are the rules of behavior and communication on the network that most users adhere to. [2].

Network etiquette is simple rules invented by people who communicate a lot with each other through the Internet. It is needed. To make sure everyone – both experienced and novice – feel comfortable, communicating with each other on the Internet. Netiquette is based on universal norms and principles speech behavior, on respect for the addressee (whoever he may be) [3, p. 32]. Netiquette is one way formation of the linguistic culture of a linguistic personality in an electronic communication environment, method self-regulation, consciously developed and supported by the virtual society itself [4, p. 98]. Most of the rules of netiquette, in my opinion, are not of a special nature, but are only repetition of the rules of good manners adopted in society as a whole. These rules are just wishes. But following these rules will increase credibility in the eyes of users and make everyone pleasant and interesting interlocutor. This is true not only in the framework of

communication between the student and the teacher, but also with any interlocutor. Although correspondence within Internet communication is carried out on "informal" territory. The use of emoticons should be treated with caution. Of course, they will help to express emotions, which are so lacking in indirect communication, but, as in any business letter, these symbols can show the frivolous position of the interlocutor in the conversation [5]. We believe that emoticons in Internet communication are appropriate only if the interlocutors know each other personally and the communicants sure of the correct response of the addressee.

Let's pay attention to one more important fact for Internet communication. Students often divide their message into small parts, short messages, sometimes one sentence or even individual words. This is a feature of spoken language. But in Internet correspondence, we believe doing so is not possible, it is necessary to enter the entire text in the message without breaking it, and the phrases should be short and logical. It is incorrect to force the interlocutor to scroll through a long correspondence in search of the essence of the issue. It is also considered bad manners to use the second case, that is, Caps Lock [6] - such text is always is perceived as flashy, and this is beyond the scope of business etiquette.

Thus, the rules of "netiquette" must be observed not only by students, but by all Internet users, regardless of age, type of activity and other conditions. We formulate the basic rules that must be observed in the process of Internet communication:

- You cannot insult people, even if you were offended;
- Try to adhere to the same speech norms (correctness, relevance of speech, logic, etc.), as in real communication;
- Respect the time and opportunities of your interlocutors;
- Always introduce yourself and identify yourself;
- Do not get involved in conflicts and do not allow them;
- Do not disclose confidential information in private correspondence.

To support the creation of good imagery of the users' online identities, SNS users are provided with features that allow them to share their thoughts, photos, or videos on their accounts. Since the contents are shared publicly, they can be seen by their audiences or followers. Besides being seen, the audiences can also react or give feedback by giving a like or comment. People's reactions in the form of comments are varied in meanings. Some show admiration or compliments, and some others exhibit dislikes criticism, disapproval, or even hatred depending on how they perceive the post. Giving comments to compliment the other is very common to be found on social media. It is a form of politeness in SNS because it is less likely to cause conflicts since every human being would love to be praised and appreciated. [7]

People usually found themselves in a dilemma when getting a compliment in person, whether they should accept the compliment but have the risk to sound arrogant, or decline it to avoid arrogance but risk being considered ungrateful. People usually end up with several alternative ways in reacting to compliments such as accepting it by humbly saying "Thank you", decline it with a "You're just trying to cheer me up", give credit to someone else "All credit should go to my coach who has helped me a lot ", or say something nice back to the complimenter "It means a lot, coming from such a great artist as yourself." Cultural norms can influence how

people react to compliments. People living in eastern cultures are more likely to decline compliments than those who adopt Western values who are more likely to accept them. Meanwhile, social media provides a varied set of choices. Because the conversation does not happen face-to-face and in real-time where an immediate response after getting a compliment is highly required, the lag between the compliment and response can change how strong the receiver feel the will to respond. People might respond to each compliment or state a mass reply as "Thank you, everyone, for all of the birthday wishes!" The new norms of online interactions also allow the receiver to just give a "like", respond with an emoticon or simply ignore the message as alternative ways of responding.

People, especially women have several considerations to reply to comments. First, they reply to messages that they consider the matter. For instance, people appreciate more personalized message such as a compliment posted directly to their Facebook wall or comment section of their post than a comment on a friend-of-a-friend's photo where they are tagged in. Besides, the quality of the compliment also matters. Specific compliments are more likely to get a response than an ambiguous short message like "nice". People are more likely to respond to compliments from people they are close to with longer comments, not just simple "like" or saying "thank you." In the term of politeness, people will respond immediately to their superiors without hindering because it will be considered as impolite if the response is too long (or withhold politeness according to Culpeper (1996), even though comments on social media is asynchronous in nature.

Politeness can be also shown through the use of expression or acronyms of laughing such as "Hahaha", "Lol," "Oho" etc. These expressions are intended to add humorous nuance to the text. Whatever tone, mood, and/or words used in a posting, which may be serious or insulting, these aforementioned expressions will negate the previous sentence or phrases and changes it to humor or jokes—unless the expressions are meant to be irony or derogatory.

Example: "Exactly five years ago on this day, we both made a promise to annoy each other for the rest of our lives ha-ha. Seriously through, wow five years of being your wife and yet still get butterflies as if I am meeting you for the first time!!!"

A sample of status above shows that the writer makes a joke on her statement that she would love to annoy her husband forever. Her statement is supposed to be romantic, but she conceals it by using a joke. If she had not put the expression "ha-ha" and at the same time, we don't really know about the context or have no idea who Zee and Marco are, the first sentence would suggest that they were merely friends who sometimes disturb one another. However, the choice of "made a promise" between a man and a woman is usually an under politeness term which actually refers to marriage. Thus, the use of the verb "annoy" gives a sense that the couple loves to make a joke with each other and marriage can give them long time together to be happy together.

## **CONCLUSION**

In general, we believe that the standards of netiquette are similar to those of traditional etiquette.

At the same time, in comparison with universal ethical standards, netiquette has a number of its own characteristics. Despite this, Internet communication is very effective and necessary in today's society, especially now, during the COVID-19 pandemic, however, it is important for all participants in such communication to observe netiquette rules, be polite to each other. Interestingly, social distance is a relatively unstable factor in deciding cyber politeness. The familiarity between cyber interlocutors cannot determine the degree of politeness or impoliteness.

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