

NON-VERBAL COMMUNICATION IN THE ONLINE ENVIRONMENT

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Abstract: Emojis are the emoticons we all send through messages, on social networks, in games or various applications. Using an emoji can shape the state we are in when we choose it, without the need for other words. Due to the large number of active users, the online communication environment is an attractive platform for travel agencies, companies, etc., which can be promoted in a totally unconventional way. Social networks are an integral part of the phenomenon called new media.

Key words: emoji, communication, tourism, new media

INTRODUCTION

New communication technologies allow people to be heard and observed, to unite for a cause and to fight for it. [14] Virtual communication is the communication that is made through correspondence, telephone, internet.etc. [4] Replacing face-to-face communication with virtual communication is a big change in learning. [2]

Benefits include improved learning performance, more active participation, flexibility of access and ease of use, very specific interaction, more enjoyable learning, better adaptation, improved cultural understanding and reduced costs and time. [2]

Emojis are the emoticons we all send through messages, on social networks, in games or various applications. [5] Using an emoji can shape the state we are in when we choose it, without the need for other words. [3]

The icon was popularized in the early 1970s by brothers Murray and Bernard Spain, who joined in a campaign to sell new items. [15, 9] They produced buttons, but also coffee cups, T-shirts and many other objects on which were printed the emoticon and the phrase "We wish you a happy day", invented by Murray Spain. [11] Emotigrams have become a symbol of Internet culture, consisting of animated GIF images, or created using ordinary typefaces that can be typed on a keyboard or typewriter. [10, 12]

They are very successful, especially among young people and adolescents, giving them exactly the things they need at this age: opportunities for uncensored expression, socialization, making new friends, and developing their own personaliti. [5]

The Internet in general and social networks in particular are an extremely valuable source of information. [7,8] By initiating conversations, by involving consumers in seemingly trivial discussions, one can get real insights about the target's profile, about his lifestyle, about the values he is guided by, information that we would find very difficult otherwise and that can be exploited in developing the following communication strategies. [1]

The aim of the paper is to provide an perspective on how social networks and how they communicate on them can be used by users to promote an area or a tourist service. [13] Thus, the online communication environment offers advertising agencies the possibility for regular users to choose their payment method, a daily budget and the target audience depending on: location, age, gender, education, job, relationship status, interests. [6]

MATERIALS AND METHODS

The case study presents the way in which a situation was analyzed and researched, in order to make and apply decisions aimed at solving some problems, within an organization.

To conduct this case study, we applied a random questionnaire to a number of 123 people.

Through the questions asked I wanted to illustrate:

- how emoticons can help us in tourism promotion.
- how much people prefer to receive tourist offers in which there is the presence of emoticons.
- how easy we use emoticons in the tourist marketing activity.

RESEARCH RESULTS

The present study begins with the presentation of the sample used, we consider the number of respondents, sex and background.

The questions are asked in such a way that the respondent can easily answer them. The negative wording of the questions has been removed for a clearer understanding of the question. The participants in the questionnaire were respected the confidentiality of the data, they answered anonymously.

Most respondents were females rather than males and most are from urban areas. This influenced the way questions were answered, 88.62% of those surveyed come from urban areas and 11.38% come from rural areas

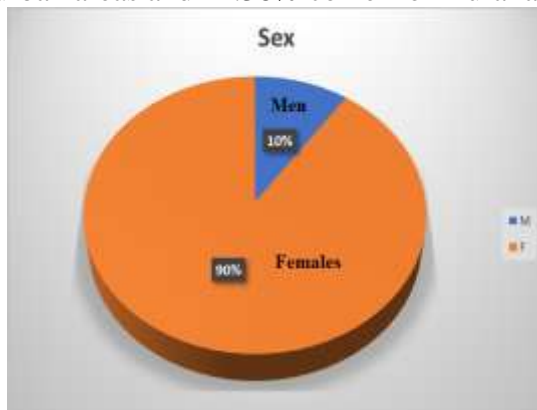


Figure 1. Sex

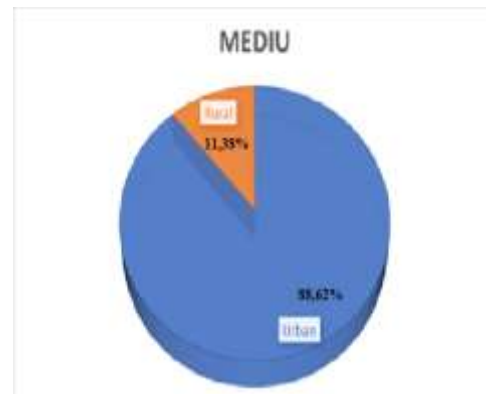


Figure 2. Mediu

Source: Own processing using statistical data

Most respondents, namely 57% chose do not agree, because I think that emoticons want to steal the reader's attention to make the message more attractive but at the same time can sometimes be unbelievable.

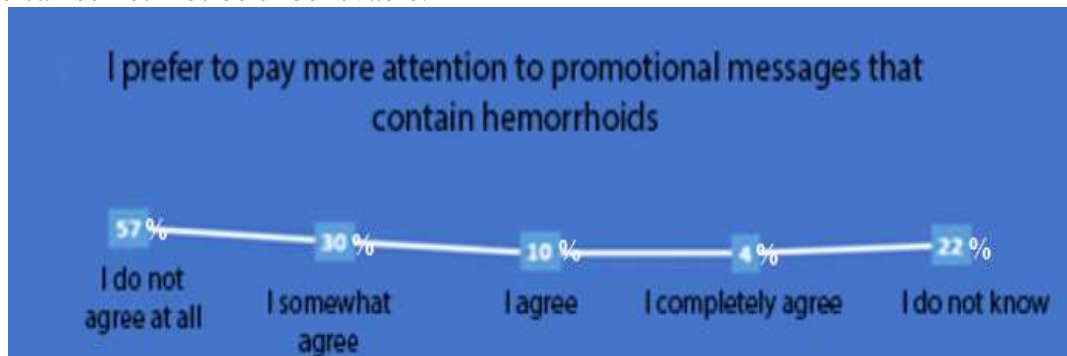


Figure 3. I prefer to pay more attention to promotional messages that contain hemorrhoids

Source: Own processing using statistical data

When asked, they often use social media to see when trips and tourist opportunities are organized, 44% of the respondents chose do not agree at all, because they consider that some trips and tourist opportunities are not real.

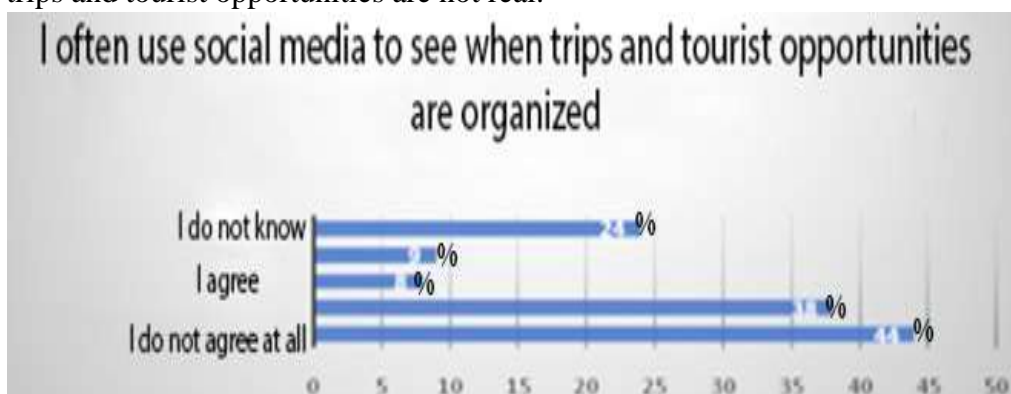


Figure 4. I often use social media to see when trips and tourist opportunities are organized

Source: Own processing using statistical data

When asked, I am influenced by what others say on social media when choosing a place to visit, most subjects have chosen not to agree at all because people's opinions are subjective.

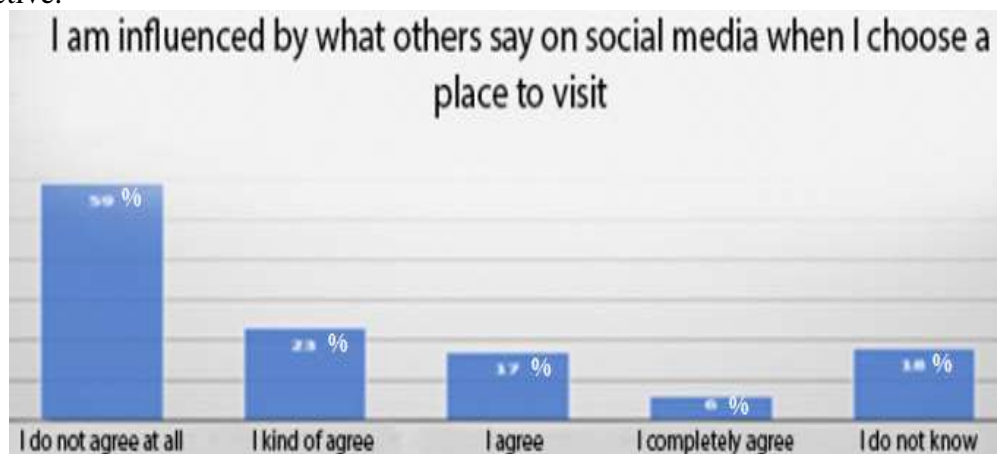


Figure 5. I am influenced by what others say on social media when I choose a place to visit

Source: Own processing using statistical data.

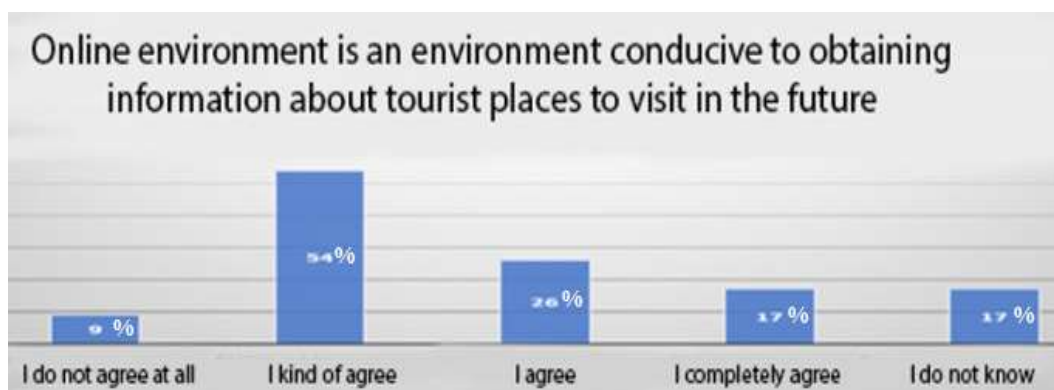


Figure 6. Online environment is an environment conducive to obtaining information about tourist places to visit in the future

Source: Own processing using statistical data.

Most of the subjects, namely 54% who chose the option, agree somewhat, because it is much easier to find information about the desired place, for example how to get there transport, accommodation, etc.

CONCLUSIONS

The online environment has become the preferred source of information for people because it still has credibility.

We use the online environment every time we need to promote or launch a new product or service. In the online environment, information spreads quickly, a very good thing is that we benefit from free.

Emoticons can also help us in tourism promotion, being demonstrated in the questionnaire the fact that people prefer to receive tourist offers in which there is the presence of emoticons.

Sellers can also attract customers with the help of emoticons because they can promote their products in a more attractive way.

The questionnaire is the most appropriate research method due to the fact that the opinions of the respondents can be easily interpreted through tables and graphs

In conclusion, it can be stated that it is much easier to communicate in the online environment using emoticons but using them excessively can reduce the credibility and the information can reach the reader erroneously. Tourists can be attracted with the help of emoticons but also some of them do not understand them, especially the older ones. It is preferable to use emoticons especially when addressing younger people.

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