THE ROLE OF WRITTEN COMMUNICATION
IN THE GLOBALISED WORLD

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In the contemporary world, where the exploration of new means of communication obtains special importance, the role and importance of written communication is emphasized in view of the emerging globalised presence of an informed society. On the whole, communication penetrates all spheres of social life and it is difficult to picture all the social relations outside it. As the German philosopher Karl Jaspers notes, "Speaking or communicating with each other makes us human"[1].

In specialized fields, the word "communication" can be perceived and applied in both its broad and narrow senses. Speaking broadly, each action is distinguished as communication; in the narrow spectrum, communication is considered only the interchange of linguistic signs[2]. According to Busmann,[3] communication is generally defined as follows: "Taken broadly, communication exists among living organisms (people, animals) or people and data recycling machines, in the form of reciprocal communication by means of signs, symbols […]; in its narrow (linguistic) sense, communication is interpersonal understanding, by means of lingual and no lingual signs, gestures, mimic, voice etc."[4]. Compared to the older technical definitions of communication, in where the role of a communicative technical duration, accepting foundation transmitting- means- recipient model, Busmann's hypothesis of communication as involvement in information sheds new light on the overall concept of communication.

There are many researches[5] on productive organization of communication, that have been gradually extended to forming schools and directions of communication studies. In light of the fact that productive implementation of communication is preconditioned by the true and logical

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[1] **Jaspers, K.** Der philosophische Glaube, Munich, University Press, 1954, P. 38.
[2] **Günther, Kleinberger, U**. Kommunikation in Betrieben. Wirtschaftslinguistische Aspekte der innerbetrieblichen Kommunikation. Bern, 2003, P.64.
[3] **Bußmann, H.** Lexikon der Sprachwissenschaft. Stuttgart, 1983, P.392.
[4] **Ibid.**
[5] **Почепцов Г.** Теория коммуникации. М., 2003. Основы теории коммуникации: Учебник. М., 2005. **Хабермас Ю.** Моральное сознание и коммуникативное действие. СПб., 2000. **Кара-Мурза С.** Манипуляция сознанием. М., 2004. **Аронсон Э., Уилсон Т., Эйкерт Р.** Социальная психология. Психологические законы поведения человека в социуме. СПб., 2004. **Ефимова Н.** Психология общения. М., 2006. **Тер-Минасова С.** Язык и межкультурная коммуникация. М., 2000.

choice of its means[6], such researches obtain particular importance.

The means of communication are classified according to different principles and distinctive features. Their most basic qualities classified by the manner of communication, include verbal and non-verbal means[7]. The means of verbal communication are comprised of oral and written means[8]. Accordingly, oral and written planes of communication are distinguished.

As opposed to oral speech, written speech has developing duration accompanied by cognitive processes, such as thinking about the content, expression and linguistic transmission, paying attention to the linguistic accuracy of formulations as well as the keeping permanent control and editing during writing.

As the renowned psychologist A. Nalchajyan notes, "The necessity of written speech is preconditioned by two primary circumstances: a) to make obtained knowledge serve and save it from oblivion, b) to provide communication for people divided from each other in space and time. Today, written speech has become the primary means of civilized communication in its various forms"[9]. Besides, whenever written and approved by people in authority, the written speech can be perceived legitimate or legally argumented. Such examples include contracts, letters, agreements, written messages and so forth.

However, written communication is preconditioned not only by human means but also by internal and external factors.

There are a number of communicative conditions and verbalizing tactics, which can belong to either written or oral speech[10]. Of course, it is difficult to classify the ways of speech which illustrate attributes of both written and oral speech. Given this challenge, Koch and Österreicher[11] have developed a model which allows to differentiate the speech by two measurements. The first measurement refers to the means of communication whereby verbal expressions are used, and the second refers to the system of viewpoints discriminating these expressions. Among other things, on the medial level, we distinguish between the graphical and phonic communication, and on the conceptual level - between the written and oral. The medial axis is fixed, whereas the conceptual is moveable[12].

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[6] **Ա. Ալեքսանյան,** Միջանձնային հաղորդակցման ոչ խոսքային միջոցների հնա-րավորությունները մանկավարժական ·որձընթացում: Լրատու Մեսրոպ Մաշտոց հա-մալսարանի: Գիտական հոդվածների ժողովածու: Ստեփանակերտ: Պոլիգրաֆ ՓԲԸ, 2008 թ., № 1, էջ 150-159:

[7] **Argyale, M.** Non-verbal communication in human Social interaction. Cambridge, 1972, P. 243-263.

[8] **Նալչաջյան, Ա.** Ընդհանուր հոգեբանության հիմունքներ, Եր., Լույս, 1991, էջ 470:

[9] **Ibid,** p.472.

[10] **Günther, K.** Kommunikation in Betrieben. Wirtschaftslinguistische Aspekte der innerbe-trieblichen Kommunikation. Bern, 2003, P.65.

[11] **Koch, P., Österreicher, W.** Sprache der Nähe – Sprache der Distanz. Mündlichkeit und Schriftlichkeit im Spannungsfeld von Sprachtheorie und Sprachgebrauch. In: Romanistisches Jahrbuch 36, Berlin/New York., 1985, P. 15-43.

[12] **Chabrie, U.** E-Mail-Korrespondenz zwischen zwei Schuljahren. Eine empirische Studie. Köln, 2003, P.33.

Ziber (1998)[13] suggests his own typology of written and oral speech characteristics

Oral Speech	Written speech
Clearer, brief, restricted variation of lexicon, general phrases, linguistic conversions	More difficult, distinguished, longer richer, and more variable lexicon
Verbal uniqueness	Uniqueness of written speech
Appropriate to many and oral speech	Few particles
Clear and short speech with poor syntax of variation	More sophisticated, distinguished, longer speech with rich syntax of variation
"soft" not strict, syntax formulated in details	"strong" syntax formulated in details
No clear boundaries in whole sentences (it can be another principle of subdivision) whole phrases	Clear boundaries in whole sentences
Grammar rules and morphological structures for oral speech (for example use of present perfect, application of the conditional mode, use of 2 demonstrative pronouns, instead of personal pronouns)	Grammar rules and morphological structures for written orders and morphological structures (for example, more commonly used past tense , combined with conditional mode
More mistakes possible	Fewer mistakes possible
Structured for oral speech	Structured for written speech
Indicated syntax	"more normal" (not indicated) syntax
Less rigid compositional structure of the text, with "softly" combined, means	Rigid compositional structure with "strong" and correctly combined means
Intercommunication typical for oral speech	Intercommunication typical for written speech
Little information about the length of the text	Much more information about the length of the text
Etc.	Etc.

We distinguish the types of texts from the means of communication. The types of the texts can be identified in case of existence of any function. Although the means of communication are multifunctional. For instance, the subject of the electronic message or e-mail subject can greatly vary in form by its intention and format.

It can be sent as congratulation, love letter or advertisement as well as application or inquiry.

In written communication, the sender and the recipient are separated spatially, situationally and in terms of time. The written forms of speech are the means of communication which can be controlled by the parties involved in it. Pondering over the content and the overall subject planning is a tedious task, as the subject is normally defined and will remain unaltered once the written text is sent out[14].

In modern society, the challenge of written communication is in it multipurpose implementation via established social relations. The imperative mission in this context is to create and master social networks by applying the least time-consuming and exhausting approach can be regardless the spatial and cultural barriers.

[13] See **P. Sieber**, Palando in Texten. Zur Veränderung kommunikativer Grundmuster in der Schriflichkeit. Tübingen, 1998, P. 186.
[14] **Günther, H.** Mündlichkeit und Schriftlichkeit. In: Balhorn, Heiko / Niemann, Heide (Hrsg.): Sprachen werden Schrift. Mündlichkeit – Schriftlichkeit – Mehrsprachlichkeit. Lengwill. 1997, P. 64-73.

The development of this type of written communication in the last decade has been mostly stimulated by the growing demands of the information society. On its turn, its has created essential preconditions for the development of information society.

Since then, the creation of information, its transmission and distribution is possible via similar information networks.

It is worth stating that the establishment and further progression of similar social relations relies on written means, namely internet communication, as the latter does not require either face to face communication or oral communication. Generally it is conducted by written communication.

Whatever written in a message in order to transfer an idea to others is perceived as **written movement.**

Nowadays the information society in the entire world is focused on this particular written movement. Various social networks (facebook, twitter, etc.) are made available on the Internet for their users to be intensively involved in ownership of written movement. Some characteristics of written communication in social networks should be highlighted. The attributes of written communication in social networks are as follows:

✓ The text subject is unrelated to or detached from the situation, i.e. the author's state (position) is no longer important whereas the request – contact plays an essential role in this communication,

✓ There is proportional relationship between the creator of the text and the host (recipient), as both parties are pursuing similar goals,

✓ It assumes lack of emotions , as business letters are objective, clear and understandable,

✓ Reporting is the principal function of the text and appropriately as the main mode of communication,

✓ Written message is mainly used for an agreement to which is paid special attention.

Obviously, this type of written communication has a number of advantages and drawbacks. However the wider is the demand for this type of communication the less attention is paid to its negative aspects and disadvantages. Nonetheless, the field specialists also focus on finding effective ways of eliminating these shortcomings or at least decreasing the negative effects.

The essential advantage of this kind of written communication is that it allows overcoming cultural differences and establishing intercultural communication networks. This yields special significance to the development of globalised society.

Due to it, in the course of social and economic changes cultural relations are gradually expanding. Intercultural communication takes place within the social interaction and negotiation[15] of participants from various cultural spheres.

By saying participant, we understand at least two different cultures: individuals, groups, organisations, communities, societies or states.

A number of scientists were engaged in this principle in the 70s during globalization in America. The concept of intercultural relations has many syno-

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[15] **Bolten J., Ehrhardt C.** Interkulturelle Kommunikation. Sternefels. Verlag Wissenschaft & Praxis, 2003, P. 145.

nyms, one of which is interracial communication as defined by Andrea Rich in 1974. Communication specialists Bechert Johannes and Wolfgang Wildgen have paid special attention to understanding the borders of communication in their book.

The goal of intercultural relation is to create a clear concept of positive development in commercial relations among separate cultures, in this case among the partners. Awareness of foreign culture and language prevents from possible misunderstandings and fosters positive conditions for further business transactions.

Intercultural communication is considered as communication in difficult conditions, where people are opposed to everyday life with their different world views, perceptions, and lifestyles[16].

Social relations are modernised via constant modifications of technical achievements in compression, networks of communication exchange and speed. As a result, human language and human relations are constantly being affected by the growing influence of new media on communication and language forms.

Technological progress has also stimulated a new form of communication that can be considered as a breakthrough in the history of communication . Such examples include office messages and e-mail correspondence, as well as online information as focal points of communication.

As a rule, the communication via e- mail or fax is targeted at the achievement of a specific result. Each business message has its peculiar character with unique stylistics, format and content. Structural sequence, strong conceptual grounds, syntax structure of a sentence are the composites of successful writing. The latter also requires simple, yet advanced vocabulary, respectful language style, as well as avoidance from foreign words and abbreviations.

A well – structured letter can influence the reader and affect the way of thinking. It differs from a telephone conversation. Along with facts of time saving and convenience, it has an impact of antipathy to worldwide spread yelling and unstable attitude toward a written word. It is not surprising that many people prefer phone conversations over written communication. However, business communication requires factual style and pen-and-ink evidence that can be easily verified and referred to. While writing such texts turn into communication for fun. Their main intention and goal is to inform, encourage, persuade the reader. Therefore, the key function of the text is to reach the goal.

Why should one write a letter nowadays? The following quote made by an American teacher and critic of computers Clifford Stoll gives an accurate picture of our current reality: "One morning we'll wake up and realize that we are no longer able to write by hand; envelopes and papers have disappeared from our desks and ink has dried up. We'll open our mouths and no sound will come out, we shall have forgotten how to shake hands or laugh loudly. Of course, we may continue communicating in the same non-informative style. The only difference of our missions will be the content"[17].

Those who want to conform to modernization should respect the norms of society although he uses a technique, trains and develops memory. There are always

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[16] **Hepp A., Krotz F.** Globalisierung der Medienkommunikation. Wiesbaden: Verlag für Sozialwissenschaften, 2005.

[17] **M.-M. Kothes, R. Schmidt,** Besser schreiben. Berlin: Cornlesen Verlag, 2007, P. 145.

situations that require written forms of communication. Social communication is the result of unprecedented technological progress and dissemination of information technology. With its vast and limitless possibilities, the technological progress dictates us the use of such communication illustrated, for instance, in the operation of Latin keyboard for written Armenian.

In this article, we not only attempted to juxtapose the written and oral communication, but also emphasized the significant difference between these two forms. It has served us as focal point for understanding how social networks and technological processes have stimulated the formation of a fundamentally different new communication system with its advantages and drawbacks. Nonetheless, emerging from the interpenetration of written and oral forms of communication, this system, known as a new sign system, should not be considered as automatic combination of existing forms of communication. To the contrary, it brings in new phenomena and opens floor for discussion of questions important for the development of communication theory.

Key words: *Globalizing world, information society, communication organization, intercultural communication, social networks, means of communication, written and oral speech, conditions of communication*

ՄԵՐԻ ՆԱՎԱՍԱՐԴՅԱՆ – *Գրավոր հաղորդակցության դերը գլոբալացող աշխարհում* – Հոդվածում համեմատական վերլուծությամբ վեր են հանվում հաղորդակցման բանավոր և գրավոր միջոցների հատկանիշները: Վերլուծվում են գրավոր հաղորդակցման դերի կտրուկ բարձրացման պատճառներն ու հիմքերը գլոբալացող աշխարհում, որն էլ իր հերթին հիմք է դառնում գրավոր հաղորդակցման սոցիալական շարժման ձևավորման համար: Դուրս է բերվում գրավոր հաղորդակցման նորմերի մշակման անհրաժեշտությունը, իրատապությունն ու կարևորությունը սոցիալական ցանցերի ձևավորման, աճի ու ընդլայնման ժամանակակից պայմաններում:

Բանալի բառեր – *գլորալացվող աշխարհի, տեղեկատվական հասարակություն, հաղորդրդական կազմակերպություն, միջմշակութային հաղորդակցություն, սոցիալական ցանցեր, հաղորդրդակցման միջոցներ, գրավոր և բանավոր խոսք, հաղորդրդակցման պայմաններ*

МЕРИ НАВАСАРДЯН – *Роль письменной коммуникации в глобализирующемся мире.* – В статье путём сравнительного анализа выделяются свойства устных и письменных средств коммуникации. Анализируются причины и основы резкого увеличения роли письменной коммуникации. Рассматривается необходимость и актуальность выработки норм для неё в условиях роста и расширения социальных сетей.

Ключевые слова: *глобализированный мир, информационное общество, коммуникационная организация, межкультурная коммуникация, социальные сети, средства коммуникации, писменная и устная речь*