CONTENT

EXPRESSING THE WARMEST THANK YOU

for helpfulness, self-sacrifice and unwordly support during preparation
and managing the book publishing

♠

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Several susceptible people
who modestly wish to be kept in the background

INSTEAD OF INTRODUCTION

"The change of human identity influenced by the new service environment of information left the whole populations without personal or general values in electronic age in the extend overreaching the effects of food, oil or energy shortage."

(Herbert Marshall McLuhan
and Eric McLuhan, 1988)

Somebody may consider getting down to procession as well as collectively submitting the choice of studies dealing with the pages of electronically determined communication, when roughly looking at it, to be a proof of the well-known idiom`s "carrying coal to Newcastle" validity. The impression individually highlights also the attainments of a certain number of scientific texts, particularly from the group of reliable foreign sources. When using the same "flattening" optics the mentioned intention may be considered the voluntary risk of repetition that slightly shapes in relation to already "scattered" published contributions. The presumable arguments supporting the outlined appearance might be based on several direct and especially stable statements.

For a start, within the implying of extension in the book core, we can stop by two motivation conditions, slightly polemically signalized in the previous paragraph. Our demur is to eventuate in the plea and support of our conceptual intention to publish a dozen of studies mutually related by "a phenomenon *e-*" (we usually point at more generally known and used symbol "@" more playfully and probably without a wider context).

At first, we cannot avoid the fact of a serious value of notice. The technology with electr(on)ic affiliation, from the beginning exclusively and carefully from at least half of the 20th century but today commonly and not shy at all, massively and oft aggressively, affect the general social-historical and social-cultural paradigm. Recently their nonpareil development and progress, particularly in the last two decades in our conditions, take place right in front of us and with our endeavour. Following the transition of e-technology to a mass media stage, they affect almost all life sides including their social conditions, expressions, and individual consequences. By entering a personal computer and particularly the Internet into human communication, the knowledge of far reaching effect of electronic technology on it and almost axiomatically it considers it one of our era authoritative lines.

The second motivation condition to complete edition act is readiness and development of suitable scientific lines. It is not necessary to point out that by offer diversification, and of course, by making electronically determined communication contacts more demanding also a number, methodological shifts

and intersections of scientific opinions related to the observed communication paradigm grow. As we certainly know, the subject of our scientific attention when revealing the features and the substance "needs" also relevant methodological instrumentory. In the space of electronic communication, except traditional and verified approaches, inter-, multi- and trans-disciplinarity researches have been conducted well. Within a file of sciences that have been scientifically acquitted and in the world and home conditions, they verified their capacity and necessity, the equal position belongs to sociolinguistics.

"Intersection" researches related to linguistics have come over starting and sometimes naive or too courageous but educational stages also in our Slovak environment. Not even Slovak linguistics has ever missed an opinion on social conditions of interpersonal interactions. The presence of a natural state ignited quite a fluent development of sociolinguistic researches in our environment of so-called million languages, which Slovak language definitely is. Slovak sociolinguistics entered the 21st century not only on a defensive position. As a dignified partner discipline, it seriously got to know the world and European (social) linguistic context and was included into the methodological stream. Having overcome initial difficulties, it is able to fully and in an enriching way reveal other sides of a new communication situation even with the ambitions to norm or codification stabilisation of cognitions, although up to nowadays we cannot present a complex and elaborated "academic" sociolinguistics in a monography. Prominent Slovak linguist and inter-discipliner S. Ondrejovič states that in our home conditions, we are just coming to a complete sociolinguistic work when presenting the state, opportunities and the role of Slovak sociolinguistics in detail (Ondrejovič, 2008; see particularly inspiring *Sociolingvistický prológ* on p. 7-35 from the mentioned book).

Of course, within our thoughts it is in order to introduce the discussion note whether it is necessary to think of "rational" scientific synthesis as sociolinguistic works focus on internally differentiated non-homogeneous spectre of communication spheres. It seems more appropriate to respect a mosaic and complementary character of researches and to accept the results of sociolinguistic attempts as an open and not ready file of cognitions. Its depth value initially does not embody in a carefully built up "sociolinguistic house" but in empirically achieved, minutely analysed, and persuasively interpreted thesaurus of real social communication cognitions and relations. The above-mentioned understanding is greatly connected to the scientific study of communication spheres stabilised in a short time and space section of social life and communication experience.

The electronically determined environment is an example of multidimensional and oft contradictory, non-closed and, of course, unprecedented plastic communication sphere. In order to recognise it – it is dominantly influenced by specific technical conditions and opinions – we may use an information-communication platform. It is known that this way perceived

issue prefers not "marginal" participants of communication interactions but a medium and/or storage thus transport components of a communication chain. For a social linguist exploring e-communication, his duty is to respect a technological side of communication interactions. Thereby, he should substantially free of their obvious attraction which certain interactivity; non-halted virtuality and multi-coding or multi media equipment of the most communication acts co-form up. Synthesis and interpretation of the acquired date preserve the expected expressive power especially in the language (sign) substance of all interactions that take place in the electronic environment.

The book leitmotiv is to mono-thematically present a synchronous state in a part of interpersonal communication with the placement of its all agents – especially communicants and their ways and expressions of verbal and non-verbal behaviour – in the electronic environment with the help of selected and guided discursions into related and at the same time differentiated communication spheres and levels. The main mission and aim are represented by the pyramid shaped book concept, its structure, and composition. The work, apart from standard frame components, is formed by three fields, of course, mutually related, and intersected.

General remarks with their methodological fundament belong to the first file. Their aim is to systematically present determining social and research trends of modern era and to outline the proper research space that is offered by interdisciplinary oriented approach when recognising and interpreting observed reality. The draft of basic culturological lines that absorb, influence, and co-form the electronically determined communication environment remains a part of our demurs. The thoughts of a communication channel related to natural language (Slovak) are a bridge to progress to the following sections.

The second field deals with mass media communication sphere. The attention is paid to a journalistic product as an invariant altogether with his variant potential. By the interactivity of electronically determined journalistic communication and in several levels, we may find more or less successful attempts to balance traditional communication distances between a journalist, namely an author of an initial text, and his communication partner in a role of a discussant – a contributor into the Internet discussion. Within the above-mentioned field we process the issue of "simulated and real" feedback in an electronic periodical, as well as the contacts with "less standard" ways of electronic communication (for example unofficial e-mail contact, chat, field or non-subject discussion clubs, short message service – SMS etc.) We have to consider also the issue of electronic or net etiquette – so-called netiquette, an inter-medial circuit of information and commercial background of media activities. The conclusion of "e-journalistic" thoughts is formed by style-communication demur within one of new genres in the electronic environment – weblogs. Weblog is perceived like a dynamic factor living and is activated on the edge of stable and new genres or media forms.

The concluding file represents wider and applicatory thoughts on Internet nicknames, multimedia or multi-modal text model in the electronic environment and peculiarities, virtues and difficulties of multimedia (PowerPoint) presentations within the academic communication sphere. Working out the purpose and (not used) social-communication opportunities of political election billboard as a part of integrated marketing strategy has not been included into the selection accidentally. It corresponds with the main motive of the book due to its clear contacts with mass medial sphere, technologisation of persuasive message preparation and a remarkable presence of assembling-recycling techniques that are efficiently/impressively used with the help of the electronically determined environment. The extracts with political-communication background are simply the resumption of author's previous thoughts from the turn of the century (see an anthology *Jazyk, média, politika,* 2003). Therewithal in a regressive way they completed a created arch including remarks related to an initial definition of social-cultural paradigm.

The book, apart from its basic purpose – to explain the state and level of a communication interaction parts, which are prepared, which occur and operate in the electronically determined environment, via sociolinguistic researches – attempts to address also a foreign language recipient. It issues from a double language, Slovak-English mutation and thus it demands achieving a challenging aim – to bring in a part of Slovak sociolinguistic researches to abroad.

Finally, I would like to express my hope that the book will address its readers; it will inspire other creative ideas and move opinions on electronically determined communication to other interesting fields.

The author would like to render thanks to the reviewers of a manuscript version, to Professor J. Findra, Docent J. Hoffmannová and Professor S. Ondrejovič. He deeply appreciates their thoughtful reading, remarks, and recommendations. The book may complete its mission and purpose due to their effort as well.

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1

On Methodology Tasks

THEORETICAL-METHODOLOGICAL SOURCES OF RECENT DISCOURSE ANALYSES WITHIN INTERDISCIPLINAR COHERENCE

> *"The opposition of meta-physical notions (for example speech/writing, presence/absence) never seems to be a pure confrontation of two terms, but hierarchy and order of subordination. The destruction cannot be limited only to neutralisation or just to come to it: on the contrary the destruction has to – by a double gesture, double science, double writting – **reverse** classsical oppositions and **represent** the system itself. Only when satisfying the condition, the destruction creates the **intervention** tools in the whole field of oppositions..."*
>
> (Jacques Derrida)[1]

Prior to own reflections on profile, tasks, and the tendencies of recent linguistics it seems to be suitable, even inevitable, to set borders and threads of stopovers. Socially essential and methodologically obvious "crunch periods" or "the pikes of permanent changes" always affecting individual and social being and living form a twilight zone. The general linguistics, as well as national linguistics, registered, used and accepted their expressions, notions and consequences in the last semi-centennial. The characteristics of the present with a line contouring *tradition- modernity,* related to the theory and methodology of scientific researches respected and applied in recent linguistics, is definitely the recourse of our reflections. Of course, the emphasis is put on the core of communication activities – a text or *discourse* (the term domesticating a little bit diffidently but distinctly also in the Slovak environment). We mean a phenomenon with a natural human-cultural-social, at the same time an individual contrive, and mission. A thread of our demurs is behaviour and functioning of discourse in inter-, multi- or trans-disciplinary set space. It seems natural that a discourse is perceived as a base and a final, preferably as active and yet one of participants in inter-personal or social-communication contacts. We will try to supplement the intersection of wider non-verbal conditions, looking and functioning like a discourse, with an outline of perspectives that afflict or may affect modern linguistics and linguistic methodology including impetuses for an educational sphere.

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[1] DERRIDA, J.: *Texty k dekonstrukci...*, 1993, p. 303-304.

Noticeably – reflecting or copying general events within the world sense – the historical, cultural as well as the language experience of humanity is being changed. The changes urgently exhort drawing up the question of cognitive and practical character. The questions expect also complete and even acceptable and appropriate reasonably imbued answers. It is obvious that one of the universal social sciences – linguistics – is undergoing a serious period of turn. It has to cope with the pressure of changes within allowably synchronous perception especially from a half of the 20th century namely with piercingly speeding in its past two decades. We mean the period of several oft indefinitely, imprecisely characterised attributes in addition to a prefix *post-*. If we do not intend to use an indefinite denomination, we might move within the net of terms the *global – cognitive – informative – electronic – media* era. We leave aside especially collocations *a ludic* (playful or coltish) *society,* spectacularly named the era of the centuries turn by Czech sociologist of literature and art M. Petrusek (see Petrusek, 2002).

In inter-disciplinary framed works[2] with the methodological support of critical analyses, N. Fairclough introduces three main features characterising the recent society of so-called developed countries. We can take into account conditions to which the language, namely the natural means of communication, is exposed from a social point of view but – just we should add – it is able to affect them.

In the first – *a democratisation field,* together with the above mentioned author, we can find the expressions of growing tolerance to the communication of minorities, to non-standard formations for example regional dialects, social dialects etc. This includes wiping off the open expressions of power asymmetry between communicants. We can find here for example explorations on peremptoriness of communication in the business environment or the unclear elitist language. Democratisation processes occur in empowering of the non-formal language and the support of oral dialogues in communication. Other expressions of democratisation are observed in the diffusion of recently fixed public and privacy limits along with a growth of semi-formality/informality, also with inconvenient consequences for example of tabloidisation of journalistic communication and aggressive or hard to managed even halted joviality.

Fairclough's second introduced field – *marketisation* – clearly occurs also in central European conditions. Such a tendency does not go around the art, didactics, and education experience. Education and learning acquire goods-market features; they enter commercial chains and succumb to them with all advantages and consequences.

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[2] See particularly FAIRCLOUGH, N.: *Discourse and Social Change*, 1992; last in *Analysing Discourse: Text Analysis for Social Research*, 2003.

The factor, which, according to the author, greatly influences human communication, has preferably been a phenomenon of *(tele) technologies* since the last decade of the past century. Ambitious communicants – perspective customers or consumers order and buy various "mediated" professional courses, trainings, standardised training programmes etc. The natural language enters services of various communication strategies. We can mention only some of them: how to gain a success, how to cope with stress, how to avoid predicaments, how to handle, or lead demanding group negotiations with practical aspects etc.

It is definitely in order to agree with N. Fairclough, particularly the second and the third field – marketisation and technologisation of social and individual life – greatly shakes stable habits and norms of the discourse composition. Hybrid discourses with a mosaic structure and indefinite not yet crystallised style contours are usually accompanying features of commercial activities and conditions. [K. Ożóg, 2001, inspirationally explores the consequences of the above-mentioned field trinity respecting human communication and its discourse in Polish conditions.]

Several insights suggest the discourse of "modern" characteristics and ambitions often protects itself against already the tried and settled research methodologies that particularly take advantage of rational-empiric cognition and the descriptive-linguistic research. Applying research-cognition methods with such a ground would not bring a benefit of noticing the character and the text fundament from an actual and permanently broadening field. It is not necessary to mention recent discourses with an aesthetic message, namely the art communication.

Along with the cognition, recording and more or less careful respecting social dynamics *a pragmatic turn* or *pragmatic change* has been generally spoken in the world linguistics since the 70's. The process may be vigorously characterised like a shift of the methodologically brilliant but after all the "restructured" research of a language system to the researches of its implementation or functioning in real communication conditions. [For the clarification of the state and level of Slovak inter-disciplinary oriented researches considering the theme of *a pragmatic turn,* see for example Ondrejovič, 1995.]

The interest in the changing world of a so-called globalisation era, which apparently tumbles in permanently rising inner conflicts, naturally evokes inevitable methodological repercussions. Science – just to paraphrase the idea of critical rationalist K. Popper – like art and literature is an adventure of human spirit; out of creative activities, it is the most human one. We find out that nowadays the classically understood science is often blamed for keeping and acknowledging its supporting posts e.g. a system of basic categories – rationality, objectivism, and truth. The "(post)modern" science (too) bravely requests liberal openness, tries to overcome traditional milestones among

disciplines, hopes to avoid profiled ways of thinking, -*sms* of various kinds, scientific schools and tried rules of the scientific research. Occasionally, it (too) willingly gives up ambitions to formulate, set, and gain scientific idols or support settled ways of thinking on a man, the world and life. Order and causality come out of the wind; logical connections and determinism are proclaimed a myth. Scientific approaches not like the ambitious *world reflection* are broken through like constructs of knowledge linked out of various and often methodologically incoherent perspectives.

Generally, human knowledge like a synthesis of sensual perception, thinking, and experience greatly depends on elaborated conceptual-categorical apparatus. The system misses a clear and fixed methodological line, and then conceptual constructs cannot be assigned with general inclinations. So that linguistics, like one of universal sciences, could reasonably, bravely but especially with certain humbleness enter "the recent world order", it will not avoid participation in the construction of more complex methodologies. Natural language like an issue and an aim of linguistic exploration is existentially united with a complex net of non-verbal associations.

It cannot be denied that when ensuring communication tasks and missions of any kind a structural-systemic basis of inter-personal communication, of course entering a sort of *higher-level organisation* is revealed. Another level of a system's "life" is ensured and available for the scientific research when the system is authorised with social-communication tasks. A language system reveals its fundament and comes back to it by the impact in never-ending variable inter-personal interactions. In cooperation with a language system and social conditions, we may see the fulfilling of natural language ambitions to create a more objective picture of reality. A discourse like a real wholeness in such a specification is not a "classical" unit of the language system but a social-cultural entity. Regardless of respecting a language-system nature, it cannot be seriously explored but also used.

In the context it is necessary to emphasise the language research issuing from precisely elaborated background of traditional linguistics has a limited cognition value after all. More and more in the *post*-era it seems that structural-systemic approaches do not greatly support the interest or effort to put linguistics in a centre of sciences. Several reasons for argumentation of such an apparently firm statement might be introduced. On the one hand, the methodology of linguistics seriously explores, but on the other hand, not often and not easily an expected success to its modern shaping up is gained. Then systemic methodological efforts gain a sort of decorative character: researches pretend to be timeless, general, and exact but in fact, the progress is "structural," "its way," "in the old-fashioned way." Linguists are mostly ready to react to new methodological drifts, they can accept their fundament even they are able to apply them creatively. Peregrinating to not scarce superficial newness, superficial novelty or ephemeral hipsterism often ends up in non-critical

associating of so-called new lines to unstable unpersuasive scientific connections. Then interesting but less persuasive theoretical constructs occur after all. In linguistics beside creditable methods approving canonical paradigms 'a new" "predicament" science rises, a sort of mixed technologised or marketised linguistics are implemented etc. Out of practicable incentives, a sort of presentism usually exudes glossily and enlightenment oriented to attractive dynamic "immediate" state: insightful theoretical embedding and reasoning do not support the results of such approaches.

We could adopt a sceptical posture in this place. Metaphorically speaking: theoretical-methodological sources in linguistics have corroded and the time for their restoration or their exchange has come. Although we refuse the previous formulation, it seems a paradigmatic change like a response to several methodological limitations of structuralism and generative concepts completes the enormously fruitful and contributively period of "clear" Saussure's exploration after all. *Echo* changes – as stated by S. Ondrejovič – have naturally been recaptured by Slovak linguistics overall.

However, his first sceptical attitudes should be moved to a desirable track. A shift of scientific interest from greatly semantically and syntactically oriented researches of a language system and an inclination to respect real language functioning in social coherence only wiped away an artificial conflict between a language – a speech, between primarility *langue* and secondariness, derivation *parole*. Recognition itself of the category *langue* regarding to the theme "language = a system of characters" or "a system of systems" is not inappropriate, malfunctioned or irrational. Absolutisation of a structural bipartite part is immoderate, useless, and in fact not corresponding. *Sémeion*, a character set rooted in the system, remains a mainstay of not only inter-subjective but also group and social communication. It itself does not have a complex character. It is generally known a natural language in its character fundament operates in the live and easily recognised socio-cultural environment; it serves to satisfy the numerous needs of its carriers and users. The language is a real integral part of individual and social culture. It is implied in all social-cultural spheres – in everyday life via the science, education, mass-communication sphere, politics, spiritual life, and philosophy to finish with. From this point of view, a system becomes a co-creator of language awareness – a part of human consciousness. The language loves and willingly accepts the role of a value bearer entering the human substance like an axiological subsystem.

After a basic outline of causes and consequences of *a paradigmatic change* it is inevitable to look on the other side. It is apparent every change needs to cope with the situation preceding it. The task might be summed up to a seemingly unambiguous but from linguistics ambitions point of view a principal idea. We can depict it in a shape of a dual question. **1.** How to gracefully project the humanly responsible and scientifically related lively (re)building up of a synchronically stable "higher level construct"? **2.** How to come to limits and the

research of its basic structural unit namely a discourse without a curt skeleton ("post-") destruction, so without getting rid of tried attributes?

S. Gajda when judging expressions and consequences of changes in recent Polish language (Gajda, 1997) precisely worked on the relationship between the past and present. He moved on a platform of serious changes in European sciences on the culture of the 19th century. He asked himself whether petrified theories, unified with a common theory of general development, could resist the vision of globalisation and its sharp and often unexpected turns. He came to the decision the power of theories is preserved by cultural traditions and their cultural patterns able to spark the emergence of a new paradigm – a great synthetic theory. It is required to add the linguistics itself with its apparent anthrop-cultural and social-communication base owns and controls crucial assumptions for a serious contribution to the necessary construction.

With the support of at least a stable and synchronously social-cultural concept of interpersonal communication before a gradual close-up of the notions we might turn the attention to sources and outline the main co-ordinates suitable for a discourse analyses, of course, with an outline of trajectories among them. The modern and complex linguistics can/should move in them charged with a "co-building" task. The basic situation of trajectories moves in a triangle of scientific-methodological, procedural-instrumental and, of course, time-spatial vectors. They are frame formed of categories *general – unique (social – individual).* We will look closer to an outlined file of determinants.

1. Scientific-methodological trajectories:

The skeleton of the used concept is awareness on an active entering of linguistics into cooperation with a thick file of scientific disciplines by "a human construct of the recent world". With respect to a central aim of the construct, it seems not to be too productive to resign from tried methodological procedures and techniques of technically-empiric-descriptive character. It is necessary to emphasise quantities methods; within them, it is not advisable to avoid experiments, statistic surveys, constitution, and permanent filling of so-called representative text corpuses, laboratory observation etc.; today with an exclusive support of the latest information-communication technologies. The tried field research, ethnological probes, researches in the media environment, case studies, self-observation etc. must be used within the group of quality methods.

The research without a theoretical background would remain autotelic, linguistically infertile and non-contributively for its own purpose. "The turnover" of empiric knowledge to a theoretical level is a natural utilisation of seemingly material parts of the research, thus without their frequent degrading to the "research material," "human sources" etc. There exist several methodologically intersecting and at the same time scientifically crucial resources of the world and home linguistics.

Within the issue and regarding to the project of the already mentioned construct, we consider to be beneficial to response seriously to the orientations and trends and to use them in the researches and interpretations:

❑ Sociologically-ethno methodologically framed *conversation analysis* (E. Goffman + H. Garfinkel),
❑ *Critical analysis of a discourse* (influenced by textual semiotic M. A. K. Halliday),
❑ *Quantitative linguistics*,
❑ *Text linguistics* (for example with "linguistic globe-trotter" R. de Beaugrande and W. Dressler); out of the international contributions including Slovak participants we can mention the team G. Wimmer – G. Altmann – L. Hřebíček – S. Ondrejovič – S. Wimmerová and their collective work *Úvod do analýzy textov* [The Introduction to Text Analyses] (Bratislava 2003),
❑ *Theory of speech acts* (supported by analytical philosophy of J. L. Austin and J. R. Searle), and especially
❑ *Pragma-linguistics* (or *linguistic pragmatics* with its theory of a language game as understood by L. Wittgenstein, actually an idea-creator of so-called a linguistic turnover in philosophy).

The common working space of the recommended attitudes is inter-, multi- or trans-disciplinarity and complexity.

2. Procedural-instrumental trajectories:

The terminological instrumentory for the complex research of natural language in a real social-communication space is formed and applied regarding to a basic research unit available by such created research. We might consider of a principal idea: it is inevitable to preserve universally tried theories and charge them with other tasks. If we identify ourselves with the content of the previous idea scientifically and humanly, we can claim: a value and legitimacy of "classical" theories are confirmed or rebutted by building up of a *social-cultural-language model*. With respect to the demanding task it is definitely insignificant if a basic constituent and a "building inhabitant" at the same time is called a *text, discourse, matter, content-pragmatic unit* or otherwise.

Now, there is no space or motive to search and find common/different features binding the mentioned terms into a fixed system. We should remind that a certain advantage of an originally Anglo-Saxon term *discourse* from the Birmingham school is a firmly, explicitly manifested and consistently defended connection of communication situation participants and an immediate situational context. The discourse concept, cybernetically informational, is, however, better available and more suitable for its application in algorythmised communication spheres and situations. [They

used to be discussed with the regard to Fairclough's characteristics of the recent era.]

3. Time-spatial trajectories:

A social-culturally framed language-communication model, demanding but acceptable for recent researches, should give up its local domicile and already gained and tried research lines. It searches and finds its roots and space for a self-realisation in the domicile. We mean an in-depth-value dimension of every national language within whose traditions, national spirit and national or ethnical perspectives are preserved.

Particularly we would like to focus on a humanly and scientifically demanding situation in so-called small nation languages. In less numbered societies, a value improvement of an individual seems to be more significant than in "big" commonalities. Eco-philosophers, also in the Slovak environment, have been reminding a growing global power of the whole humankind for a decade at least, but a continuing weakness and imperfectness of a man – an individual, which is almost the same as in previous historical periods. The imbalance between a global improvement of societies and a development of individual values "press" on a phenomenon of fellow feelings.

The question of social-value kit interiorisation comes up. We will not be wrong too much if a crucial role is given to natural (national) language in the self-protecting process. The language that is in an optimal state of balance has been handling also the infringement of its own "communication ecosystem". Out of the deviations, we might mention for example the invasion of foreign language features, tools, and methods into a "national" field, fashionable and too big communication responsiveness, jovial dialogisation, media *hamburger* intonation, barbarisation, infantilisation and vulgarisation of communication but also a hidden communication camouflage particularly difficult to reveal, name and to protect.

Own fundaments of a certainly too much courageous and maybe demanding though inevitably fully understood "linguistic house" project able to fulfil its mission in the 21ˢᵗ century are slightly uncovered. To support the insights and, not pathetically at all, to roof all the mentioned thoughts we may use the quote leading them.

CULTUROLOGICAL ASPECTS
OF LANGUAGE COMMUNICATION
IN THE ELECTRONIC ENVIRONMENT

> *"Cheerily and lathering of joy the earth rides for a non-cognition hence cultural non-existence reminding of Roman saturnalia at the end of the Empire."*
>
> (Vladimír Mináč) [3]

"The change of paradigm", "a crucial turnover" or "a crunch", apart from the home research environment – cultural anthropology[4] – from the first signals sometimes more, sometimes less readily, were recorded and explored more briskly or carefully by various scientific disciplines. The mentioned social-historical turn, *ad hoc* rooted in some selected meta-language, formed and used nominations, is usually understood and explained regarding to its **effects** on culture, human civilisation, philosophy, psychology of societies and a man's mind, on thinking, awareness and communication of groups and individuals etc. In the terms of interests in a cultural issue so called the post-modern (post-industrial, electronic, information, cognitive, ludic and similarly named) time, the **causes** themselves of a social, group and individual life are usually found in a shadow, at most accompanying position according to a majority of recent opinions.

The origin of not very even off state – after all the clearer preference of a **phenomenon** to their **substance** with regard to the subject comprehension of our attention – may certainly be seen in too strong, often copying and oft epigone concealing or even identifying of general cultural views with civilisation alterations. To be more precise: it is the diffusion of "socially passed cognition of our own to a certain social group"[5], e.g. a deep value characteristics with a **technical** or **technological substance** of social changes. The techn(olog)ical understanding is peculiar to culturological concepts based on the behaviour and pursuance of an individual to the intent *a man = Homo sapiens* or *Homo faber*. We should add that these attitudes in the whole are an obligatory scaffold with the skeleton of Schopenhauer's thesis on retrograding countenance in which we find a present human individual existing in a related characterised society. [Basic principles of culture in our environment are contrastively

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[3] MINÁČ, V.: *Dozabávame sa k smrti*, 1996, p. 271.
[4] On a pertinently limited functional field of cultural anthropology, see for example KUHN, T. S.: *The Structure of Scientific Revolutions*, 1962.
[5] Existing definition of culture according to J. Peoples – G. Bailey from the late of the 80´s (see MISTRÍK and collective, 1999, p. 24).

researched by the Slovak – Dutch research line up; see Mistrík and collective, 1999.]

With respect of the demur purpose, we take into account step changes, oft aggressively entering our life at least from a half of the 20th century. So-called an information society is "exactly" analysed, "scientifically precisely" defined, "perceptively" described and "strategically" explained – just influenced by a rapid growth of computerisation and internalisation of our recent life – particularly from technological, marketing and economic positions. Whether it is possible to set characteristic features of the recent communicating society via an outlined "objective" loophole, it is much easier, after all one way, to notice wider, in more layers complex structural **moral, social,** and own **cultural** dimensions of the society. What is more, a researcher finds himself and acts but even the state that synchronically appears in a spiritual space of post-living in a reality. After all, the unilateral "reasonable" state might be partly understood. It is known in the terms of development a traditional science is permanently formed as a reality with a rational base, precisely built-up terminology, thoughtfully structured research instrumentory and clearly set limits.

The second, so-called more personal, reason for more or less careful avoiding or fragmenting of a cultural fundament of the so-called post-industrial era are certainly provided by eminent representatives of prestigious research movements or groups[6]. Especially if, within the group of determining conditions for the research object definition, only some circumstances are emphasised not always rightfully but often without a clairvoyant respect or a suitable grace on other conditions. In the terms of an individual line, particularly the (electronic) **environment** and its special features come to the centre of a researcher's interest. The special features of the communication environment are more generally but not always appropriately and often not exactly, united with a semantic content of the term *medium.* We suppose that within the environment unification and the medium definition some difficulties appear when specifying a cultural fundament of the information era.

With regard to the electronic environment in which a number of interpersonal interaction take place in the early of the 21st century, we have to add that the research situation is made most difficult by identifying *each* medium (a mediator, the environment) with a *mass medium.* For our purpose, we can concede a "fuse," or at least a partial foray, of both the terms functional substance. Such a situation is not exceptional for so-called a new (telematic[7] combination telecommunication and information science) media. They are based

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[6] Regarding to the relations we mean especially "impressively contradicting" opinions and the work of Canadian mass media theoretician and ideologist of so-called an information revolution electric look H. M. McLuhan (see for example the representative selection of the author's work Man, Media and Electronic Culture, 2000).
[7] "The group of innovations centred on the system whose basis is a visual display unit (television screen) connected to a computer net" (McQuail, 1999, p. 41).

on related or the same technology, although they oft complete different communication tasks in non-homogenous structural society. However, in this case it is not possible to assign without any doubts the same cultural, social-psychological, and functional role to the environment. Otherwise, the tasks and effects of the environment must be evaluated when researching communication peculiarities in a television political debate or a game show and contrary to it in a private discourse ready and produced via a short message service (SMS).

To the intent of an approximate theme picture of the contribution, it seems suitable to introduce main research trajectories, which enable us to outline contours of verbal communication in the electronic environment just from the cultural points of view. Before delineation of lines, we should propose three crucial questions. We will try to answer these ones with the aim to relate them to a scientifically acceptable and appropriately general and legible view.

1. Which communication conditioned parts, tendencies and expressions are related to the phenomenon of the electronic environment to the deciding extent?
2. Does the (mass) media space influence the *whole*, not only electronically determined, field of group or social communication? If the telematic background of "post-industrial" interpersonal communication contacts features to be more generally accepted, in what extent do the mass media strategies affect the integrity of an individual and the related society?
3. What general, universal processes take place in the electronic environment in the relation to the discourse itself influenced by technologies and affecting the field of cultural existence of a human society? What ways does the adjusted discourse affect its home electronic environment and change its features or (not) strengthen its fundaments?

Also the Slovak linguistics, though with a certain delay but – from the middle of the 80's in the field of social linguistic researches greatly – succeeded in "catching the echo of paradigmatic change" (Ondrejovič, 1995, p. 9). It is the change which after a fruitful period of languagisation in a bigger extend successfully entered the cultural history and the science, hence linguistics of the other half of the 20th century. Particularly during its last decade the interdisciplinary oriented researches of interpersonal communication taking place in incredibly numerous communication spheres and situations[8] developed in our as well as in the related European conditions.

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[8] Out of the interdisciplinary framed researches in the Slavic field with a significant culturological aspect and apart from it with the focus on researches of the communication environment it is needed to introduce motivating notions on the state of the Polish language in the turn of the 20th and 21st centuries (Ożóg, 2001), the attention of Croatian inter-disciplinarists to the imagery in the electronic environment (volume *Psiholingvistika i kognitivna znanost u hrvatskoj primijenjenoj lingvistici*, 2003; contributions by G. B. Bartolec and D. Škara) and an interesting result of dynamic Polish-Slovenian comparative researches *Współczesna polska i słoweńska sytuacja językova* (2003).

Understandably, regarding to a paradigmatic change the electronically mediated communication did not remain out of the research interests. The researches` attention was, and still is, mostly turned to partial expressions of communication specialities in the electronically modified environment. We mean the researches of only for several years functioning but rapidly growing set of lively texts anchored and functioning preferably in the electronic environment.

Out of the various and typologically not crystallised spectre of electronically determined texts we have to emphasise an interest in electronic versions of the daily press along with the secondary texts – discussion forums (apart from other authors see for example Patráš, 2003), the focus on so-called chat communication approaching a real live dialogue and also the discourses functioning in the sphere of an electronic mail service. In the media, particularly television and radio environment the attention is attracted by the communication of politicians or in politics (processed and described in for example the collective monography *Jazyk, médiá a politika*, 2003). We should mention also the observation of changing social-communication peculiarities taking place in the telephone interaction via wireless (mobile) phones. The growing research attention is evoked by an integrated intersection of electronic advances with multimedia space. With regard to a seeming technological relation but a high textual variety of communication contacts and their results the following tolerant state seems to be acceptable: there are still just a few synthetic monographic contributions with a culturological pan on the field of electronically mediated communication apart from some occasional attempts[9] (at least in the Slovak environment).

Materially sound researches have partly, but after all noticeably, proved the main trend – making crucial changes in the recent communication society just as if they are especially framed by mediologist in the international extent. We can summarise the processes into the terms related to mass communication more greatly; they can be used in the polygon **a)** internationalisation, **b)** informatisation, **c)** individualisation, **d)** the post-modern culture commencement (McQuail, 1999, p. 47-48). The rightfullness of social changes connection with a mass-communication sphere might be accepted with some reservations, if we are willing to partially acquire an opinion the mass-media and the cultural industry play an extending role in the formation of cultural traditions (Mistrík and the collective, 1999, p. 82).

When accepting the reality of fundamental changes we become witnesses of the first interesting paradox. Many research attitudes cope with an emphasis of cross-channels or purposeful wiping away of the borders between the sphere of mass (including art) and regular daily (official and semi-official, group, individual) communication. "We live in the period which can be characterised

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[9] See for example WACHTARCZYKOVÁ, J.: *Dynamické procesy...*, 2000.

by Ingarden's term as "non sketching in" or "non setting", a methodological moor, uncertainty, balancing and searching new paradigms (Krausová, 1999, p. 7). As the result of the "mediated" and up/lighted or not too critical evaluation of social-communication processes, quite sharp scientific and culturological tensions or even mistakes occur, oft thoughtlessly assumed and wandering from one to another work, interesting in the whole but after all not verified presumptions.

Indeterminateness of the last mentioned statement is obvious even without any further argumentation, especially because the connection of the social context and culture is admissible only when we are disposed to respect a post-modern nucleus of the mentioned notions. Refusing a respect to traditions, momentous pleasure, euphoria, exuberance, nostalgia, playfulness, paraphrasing, collages, and deliberate non-concentration: they all are placed – as we certainly know on the ground of the achieved cognition level – imprecise, trace and even hedge asserted features of life and culture of so-called post-modern era. It is necessary to add they are the symptoms related not only to a mass-mediated social life. They affect individual human existence, its sources, and expressions and, apart from it the communication tool of an individual as well more and more significantly but never totally.

In relation to the already mentioned, we can say while emphasising swelling electronisation of the recent life the methodological and practical difficulties are caused by a biunique trajectory. It is hidden just in a phenomenon of the **electronic environment** enriched with its inevitable guiding line – a basic non-verbal pair that clearly contours every communication sphere. It is a dichotomy of non-verbal constituents the **publicity** versa the **privatness**. Of course, some communication spheres form a relatively non-conflict exception. We can mention at least the field of art genres, which are prepared, used and affecting the recipient just deservedly by the tool of mass communication.

With regard to the linguistic-communicational background of our demurs, the necessity to respect components of the outlined trajectory in their co-operation seems to be feasible, pressing, and even inevitable. We suppose that by exploring the communication environment with expressions of tension on the line *the publicity – the privatness* we can notice and name the cultural-social causes of the state and the level of recent electronically conditioned communication more generally. The electronic environment is a real presumption for the birth of the third development social communication stage [after the period of **1**. speech and **2**. document communication with sub-phases **2. a)** handwritten and **2. b)** printed text] and its firm entrance to psycho-and social-communication interactions. We may agree with the opinion that during the time of a personal computer privileged position the electronic environment decisively motivates the change of paradigm from the direct communication to its indirect mediated form (compare Cejpek, 1998, p. 48).

We can confirm more objectively the strengthening position of the electronically conditioned communication environment and the oscillation of its characteristics between the poles *the publicity – the privatness* with regard to the text/discourse and with the result in culturological tinged conclusions. It seems natural when giving arguments we do not intend to avoid answers to the mentioned questions.

Ad 1. We cannot create more universally understood and more generally accepted characteristics of the electronic environment regardless contradictions without the "quality verifier" itself, namely the mediator, the medium. In such a relation it would be a mistake to pay attention only to so-called new (hybrid) media so as the group of electronic technologies variously used and today already with a multimedia base. It is possible to include both basic and known groups of the media into the media group characteristics – if we search for a help of well-known McLuhan`s setting. They are **a)** the "hot" ("high-defining") media with a higher information saturation and a lower level of users participation (radio, photography, film) but also **b)** the "cold" ("low defining") media with a lower level of included information and a greater sense-emotional texts participation [telegraph, telephone, comix, television] (McLuhan, 2000, p. 7).

Of course, since the 70's of the past century we have to notice the representation of the whole telemathic media set with a privileged position of a personal computer. If we take into account media development stages, without any more serious doubts we can accept the cognition on the "new" media development from the old mediators. In the early of the 3rd millenium due to the speeding of evolution processes we became the witnesses and co-creators of other pervasive social-cultural paradoxes. Microtechnologisation and economic cheapening of the development and mass production electronic components mass enable the unusual speeding of communication contacts and support the spread of interpersonal communication to a macro space. The text under the pressure of non-verbal condition acceleration undergoes the curtailing of physical space and concequently the simplification of mediated content and experiments, oft the deviations on a superficial structure. So the communication *comprising* influenced by electron movement speed is deprived from static "fixed" (=rational) features and gains the characteristics of dynamic "movable" (=emotional) discourses with a privileged preordination to act in the field of McLuhan`s defined "cold" media.

Ad 2. Communication interactions influenced by greater accessibility of electronic technologies succumb to the typisation, standardisation, imitation, or ritualisation of their process and implementation. The spread of communication contacts does not mean making them mass. A businessman *concerting* with his mobile phone, a student by a school terminal spending his time by making

ephemeral contacts *in a body*[10] with similar *mouse potatoes*[11] or a internet cafe visitor "wording" email text to his acquaintance only "user friendly" apply the generally spread technological background. Socially and communicationally, they are (in/voluntarily?) displaced on the edge, to an individually limited even carnal space that quite firmly predestines to function with a consumer state. Practically the *deposit* experiencing of communication event is multiplied, if a consumer repeatedly meets similar states used for sending and receiving via the (mass) media. We can find out for example the similar social, psychical and communication state is typical for an actor of a soap opera, a hero of a "real" film story or draughtsmen-the construct from a commercial spot. The circuit is completed: the models offered by the mass media can be followed, we can identify ourselves with them, we can refuse them etc. thus, and they more or less consciously succumb to a certain norm. The norms really gain the power and efficiency of the common law (see Mistrík and the collective, 1999, p. 82).

The previous excursus is used to motivate thoughts on stricter limits between individual or group and mass communication. The environment is identical with, a non-verbal communication parameter *the publicity – the privatness* oscillates on the edge of social and individual space. Even within the friction we can see the rationality of several opinions on the fall of mass communication which is supplied by a singular, purposeful (how else – medialized) communication. A "regular" medially forced and influenced communicant quite clearly, without any conflict feels his identity and individuality. At the same time, it cannot avoid even forcibly "preformed" built conscious of the particularly defined consumers' group affiliation.

Ad 3. The discourse in the electronic environment partly looses its social substance and function by the growth of individualisation. "The change ear for eye" (McLuhan's collocation; see Cejpek, 1999, p. 38), the departure from a live concert or a disco production to a music clip, physical shift from the cinema to a TV set needs the abandon of the public environment and almost unified entrance to the privacy with the high extent of repetition. The offer, persistent search and finding not only a joyful function of interpersonal communication, the saturation of human contact needs – all these greatly affect communication ground, intentions and effects of human communication.

Now, we live in another, in this context the last, cultural paradoxe of the *post*-era. The communication environment related to an individual gets more private and oft more intime. Towards the society it permanently gets more conventional, more stereotyped lines. Almost an undisputable unprotected space to the transfer of values and also the "values" is open, any borders are crossed as

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[10] = as one, jointly (a slang idiom functioning in the computer environment; see Rosenbaum, 2001).
[11] = a slang name of computer hackers for a man sitting by the computer all the day long and clicking with a mouse (Rosenbaum, 2001).

well as taboo feelings, the awareness of natural national or other group affiliation is being lost. Within the electronically mediated human communication the stable development communication and social models – values, norms, traditions, symbols, fashion[12] – are permanently disrupted. There occur the intersection and not recognising of fiction and reality, the common awareness of language affiliation is getting weaker. Cultural-civilisation interaction greatly succumbs to trans-cultural medialisation; until recently a "verified" social-cultural communication paradigm is losing its stable text skeleton.

On the tail end of the demurs – a debate on the introductory quote – we would like to propose several not sceptical but realistically and inspirativelly meant remarks. It seems that any well-intentioned but traditional and continuous "language-advicingly" – also with an ironic aspect – tinged attempts to reinforce the culture of locution[13] do not help us understand the background and naturally use unstable conditions of recent human communication. Quite an elegant entrance to the regulation or effect of seemingly "lost" human relations crucial component, as the communication definitely is, is provided by an originator itself or a carrier of a various communication intention growing number. We mean a media field using conditions of (illusively, virtually) individually prepared targeted mass communication, in our conditions marked especially with a clash – confrontation, collision, conflict – of dominant and conservative culture. Not even more valuable contributions issuing from alternative and marginal cultures should stay aside.

Within the area of electronically mediated communication the intention lays in the use (though entertainingly or market tuned, according to several authors so-called inferior) of really various inputs or the models of mass production, of course, with a great persuasive function. We should remind language-communicationally efficient and social-culturally non-violent inputs spread via various game shows, talk shows, promoted social events and advertisement discourses. Story components of situational comedies, compositions principles of soap operas, language, the usage and communication customs of media known faces or voices – prestigious bearers of a cultivate language with their natural social and communication authority etc. – seem to be not insignificant. It is efficient to functionally use several social-cultural beneficial inputs and presumptions so also those that a recipient-consumer perceives, experiences and psycho-socially uses almost subliminally. Anyway, it may be beneficial to re-evaluate seemingly chaotic oscillation of public and private, mass and individual – all these with characteristic features of so-called post-modern living –, to adopt a tolerant and natural posture to them and thus to enlighten and promote them. Of course, we have to enter a perspective project

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[12] According to culturologists stabilised features of spiritual culture (Fobelová, 2000, p. 13).

[13] J. Findra (2003) recommends to prefer the term phraseograph along with collocation *language culture.*

having ambitions to its efficiency, oft effect, with a beginning risk projection of no or lower social-cultural successfulness.

We can say: nothing new. Certainly, already in the 60's – 70's of the last century similar medially framed, for example television, corrections in our social-cultural space intruded and affected a major part of that time Czech-Slovak society. Without a solid research of that period, it is disputable to evaluate the efficiency of methods then. It would be inappropriate to disagree with their functionality or rightfulness. However, the space of one contribution does not suffice for the development of further considerations on the outlined directions as well as for the constrained opinion argumentation.

COMMUNICATION CHANNEL VERSA SLOVAK LANGUAGE?

> *"Language, speech, grammar, press, books, all virtues of civilised communication, are now exposed on the pressure of much more primitive forms of the electronic media, more primitive as they rearrange sense apparatus, as they satisfy feelings more than thinking."*
>
> (Eric Mc Luhan – Frank Zingrone)[14]

The main aim of our demurs – of course, partial and tinged with a discussion – might be seen in our effort to outline interdisciplinary conditioned connections. Each of them is exposed with an ambiguous ground. We can make the initial idea clearer: our views are focused on the net that is apparently created in human communication so-called *ludic* (playful, joyful) era. We have deliberately chosen an interesting metaphoric but constitutive and semantically clear term of literature sociologist and philosopher M. Petrusek to characterise the present and the recent communication out of several nominations (Petrusek, 2000). It is suitable, even desirable to notice particularly one of special extensive area of recent human communication. Therefore, the attention is paid to the connections that succumb to social-communication circumstance in the electronically modified environment, apparently characterised by tendencies to fulfil an entertaining function of communication alongside with informative, instructive, and persuasive task (on the mentioned function set see Vybíral, 2000, p. 23).

The inventory and the natural language communication potential enter the considered net as the first and basic building component. We mean a real or realistic issue, a flexible straightener and an inevitable outcome of human contacts majority which take place among the members of the – regarding especially Slovak – communicating society. We admit the synchrony dynamics and approval of the most developed complex sign system in individual and social services at the same time. In the second field, we take into account a time variable and space tractable mediator of communication intentions and aims, generally but not always univocally applied in theories and practical applications as a *communication channel*.

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[14] The comment of Canadian editors of "McLuhan's" anthology to the work by H. M. McLuhan *Guttenberg's Galaxy* from 1962 (in: McLuhan, H. M.: *Člověk, média a elektronická kultura,* 2000, p. 8).

Before an own attempt to form a clearer and more legible construction of the considered net, the elaboration of several wider framed remarks is in order.

The majority of the recent views on the character and substance of a communication channel issue from mathematically-cybernetically framed attitudes to communication even according to Shanon-Weaver`s model from a half of the 20th century. It is generally known the mentioned concept is based on observation and the solution of news transfer (announcement) from a sender to a receiver. A signal based on a binary code 1 – 0 (the state of presence – absence of electric impulse) is used as a basic functional element. A transfer communication model is consistently linear and expects especially a source initiative; a receiver can only react to communication inputs (Jirák – Köpplová, 2003, p. 47).

It is necessary to emphasise all along with clearness and a high level of traditional model generalisation and its psychological, dynamic and other derivations the term *information* based or supported by a natural language structure did not enter the research conceptions in a great extent. The researches were one-dimensionally aimed at the transfer itself, not at the information depiction, perception and interpretation so at spotting the cognitive and attributive function of human communication (focus on both functions compares Horecký, 2001b). One out of the state reasons can be found in more or less careful removal of communication contact actors themselves (preferably addressees or receivers) on the edge of scientific interests by technological perception of a communication chain.

With respect to a human communication *cognitive value* it seems to be suitable to find out, analyse and emphasise the difference when working with the phenomenon of information itself. On one side the information is used as repeatable general look of the mediated content (= the information in narrower conception). Otherwise the information is linked with an individual unique meaning (= cognition, knowledge, experience). The information in such an ambiguous setting as energy and the matter, so a universal phenomenon and process, occurs independently from a man; it behaves like a model, value neutral, unmarked – the value itself is given by a man within the cognitive process (Cejpek, 1998, p. 22-23).

Here we should point out one of the basic communication invariables. Cognition or knowledge are necessary to be recorded by a suitable sign set (namely a natural language) to a material bearer ("medium"). Only after such "materialisation," it is possible to efficiently develop communication activities via an appropriate code. The emerging information with the permit to enter a communication chain has to be interiorised when coming to a contact with human consciousness. Already then a communication system gets a circular arrangement with possibilities of auto-corrections and the presence of significant features of dialogisation (compare McLuhan, 2000, p. 292), typical for a high number of communication acts. Within such a process definition, the term-

nomination *information* is able to ensure the role of a discourse codifier; a converger supported with a universal communication code for example Slovak language. What is more, communication interaction may be successfully held only – simply speaking – via the transfer of date through an appropriate transit space ("channel").

Definitely influenced by the technical information system exactness a term collocation *a channel of communication* oft approaches the term *medium* (see Žáry, 2001, p. 25) or concedes with it in several communicationally oriented attitudes. In conceptions demanding a high level of general use a channel of communication is not exactly defined as "[…] everything that stands in the way of a text eminent and percipient" (Mistrík, 1999, p. 10) or as a tool for the information transfer to a recipient (for example a shop assistant, an advertisement, video, www, public relation tools etc.)[15]. When defining more precisely, both terms are the synonyms with a superior position of a communication channel (Slančová, 2001, p. 31).

When watching out the intention – the behaviour of a text/discourse in a communication channel depending on the physical or physic environment – it is in order to differentiate the meanings of terms *the communication channel* and *the medium* (Hoffmannová, 1997, p. 42). In verbal (mediated) communication – for example in a telephone contact – a telephone line plays the role of a channel, in wireless connection it is the air; the sound is a medium in both. In written (mediated) communication – for example in a tele-fax discourse – a page of paper is a channel, a graphic set (handwritten or printed letters, a scheme, an illustration etc.) is a medium.

Greater space contouring in which the movement itself of "information-cognition" is ensured among the participants of communication acts helps to outline also the considered net by division into two parallel but after all non-homogeneous lines (channel – medium). The boundary enables to separate a material energetic carrier (= channel, vehicle) from a mediator (= medium) ensuring an access of the universe itself so a sign-communication substance of information. The full-wave approach follows and reaches serious aims when researching natural language functioning in interpersonal communication. Within electronically determined communication (television or a film that operate with sound and pictures), it undoubtedly helps to characterise more convincingly the complex media as multi-channel systems. Collaterality of channel and medium tasks, not their strict separation of simple fusion, brings a benefit also to a real evaluation and judgement of a language-communication level of the oldest development communication method – a direct verbal communication. Live immediate communication works with an eminently flexible instrumentory – auditive, visual but also "first signal" (haptics, kinetics, proxemics etc.) sets at the start and their combinations at the end. It seems the

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[15] http://www.zary.sk/slovnik/c.html

text-discourse, only in a parallel binary vision *channel – medium,* is apparently freed from the direct effect of a vehicle and a close attachment to the relations with a medium, and reveals its pure human structure.

The separation of a vehicle from a medium itself, within the mentioned terminological pair, helps to explain the universum "information-cognition" in a communication channel. If we understand a sound and graphic tool of the discourse as the most significant communication medium, we can think of their strong influence on the selection, arrangement, and use of natural language components, tools, and methods. The above-mentioned notion suggests a communication medium "lives" especially due to the variability of relations created between the members of pair *verbality – writing*, it is reified via a communication channel and uses impulses, conditions and presumptions of a feedback. The communication analogies of the medium are *registers* or *functional varieties* (Platt – Platt, 1975, p. 55-56). Both terms are quite successfully domesticated also in a part of our interdisciplinary oriented linguistic works due to their indisputable advantage – complexity, methodological compactness, and bearing capacity. For example, in registers there is clearly proved a link of a natural language with structurally arranged extra linguistic (social and individual as well) conditions thus circumstances of any communication situation, of course, always in their particular constellation.

In the early part of the 21st century, the term *medium* acquires more features of mass. Broadly, it is an appropriate link. From a development point of view, we consider interpersonal communication between two individuals perceiving each other as unique personages to be social communication. Observing this we register also its two development stages – a direct and an indirect stage. In the first period, a real open verbal communication played the main role, in the second stage (from the invention of writing and book print) the massing of communication contacts and the development of symbolic culture started (Cejpek, 1998, p. 47-48). With the growing use of electricity and the development of electronic communication systems from the invention of the telegraph at least, the influence of communication technologies on communication process has been reinforced. Agreeing with the mediologist opinion is in order: if a human experience with the world mediated technology, and then the technology itself, has to have an immediate effect also on communicating (McQuail, 1999, p. 132). Of course, the judgement concerns especially an institutional design of communication contacts – mass communication – in a crystallised shape. We can add the intermediation by a merit of the so-called cold media (telephone, television; the term by LcLuhan, 2000, p. 7), and even more the communcation filtering (via a journalist prism), is firmly reinforced in mass-communication contacts.

The spread of communication contacts from an individual and more private space to wider social relations obviously brings also a sharper movement of the hub of non-verbal communication constituents *the privatness – the publicity* into a

communication channel. The observation of the basic physical invariables pair seems to be particularly interesting from this point of view. We find them in the ground of a communication channel (an own mediator of "information-cognition", so a channel – the medium) namely the time and space. A time vector connected with a transfer process itself (more precisely: its length) succesfully thickens influenced by the speed of electronic interactions. A factual change of personal spacing among communicants is a guiding consequence of time comprimation.

However, the space arrangement among communication participants does not paradoxly copy a time compression. A user of the electronic (also mass) media or a co-creator of their functions unitentionally understands a real putting off but experience or feels it as almost virtual physical approaching to a communication partner. He reacts naturally and instictively to a conflict. He usually locks himself in his existential micro-environment and succumbs to conditions for simulated reality building or usage. It seems the noticed paradox is born and strenghtened also as a consequence of a "visible form of communication" (on non-terminological collocation, see Bozděchová, 1997, p. 106). With the relation to recently latest interactive multi-channel medium (a personal computer) a simulated reality can be derived as a factual consequence of constituents restratification *verbality – writing* (secondarily *dialogisation – monologisation*) so the changes expression of a communication channel and the medium.

How does a text (discourse) behave in a recent communication paradigm, hence a rudiment, tool and an outcome of any communication activities? Allusively – like *the sun in the net*. Probably in this relation it does not seem to be a too courageous idea. Despite the expectations, a real time compression and the seemingly deminishing of social communication distance ("proxemics") among the participants of electronically framed communication events and acts do not leave their traces on a design, functioning and the substance of natural language in a text. Realising and using of the electronic environment communication opportunities with a great support of a channel and the medium open sluice-gates of usually real and more often fictive dialogue to a user; sometimes it leaks non-domestic, not verified and not too much functional language and communication fragments to a discourse expression and its semantic level too (un) earnestly; with an imperfect form it hides content faintness or poorness; sometimes de(con)structs fixed rules and principles of "traditional" ways of the textual parts selection and arrangement; it breaks the used principles of genre definitions; courageously it fixes originally various texts into unexpected and even bizarre products; forms illusive signs; plays with pictograms; visualises, ornamentalises and banalises the language; provokes even elaboration of particular rules for the practical usage of communication situations in the information era (principles of so-called netiquette; Glassman, 2000). A participant of electronic communication interactions is more or less intentionally, maybe too often, supported by a sort of a calculated derivate of theologism or a caricatured type of pragmatism philosophy.

Here, we could quite sceptically conclude with a help of the introductory quote: a *ludic* era via a technological progress and endeavoured by electronically determined communication channels and hectic ways of life harshly attacks the system and the most widespread medium structure – language/speech. We were allowed to conclude this way only if we denied a depth dimension of all human communication activities – the language naturalness. However, like any recent language, also Slovak language rationally and sensibly responses to inputs and conditions based in a changeable communication paradigm, greatly in the last decade at least. It is indifferent about aggressive and uncultured advertisements, language and communication stereotyping, a stereotypical approach of public communication contacts, predominance of sentimental stories and emptied expressions of so-called mass entertainment of inhabitants. It does not resign to camouflage techniques in public communication, it efficiently (safe) guards against malfunctioned borrowings from other languages and cultural backgrounds, with dignity it (will deal) deals with primitivisation and vulgarising of discourses influenced by pseudo-anonymity of electronic discussions etc. More causes that are serious, interesting expressions and propitious consequence of the language natural behaviour in a "new" communication were pointed out via contrastive analyses of electronic texts functioning in various communication spheres and situations (see for example Patráš, 2000a; 2000b; 2002).

The reason for adopting a more realistic posture is generally clear. Every modern and ambitious language is vitally connected with its bearers and users. The language itself does not manage to be responsible for not always appropriate or expected state of interpersonal communication. It would be inappropriate to blame only the language users for the state and level of the Slovak language. Of course, it is inevitable to pay attention to communicants – the technologically marginal but communicatively central participants. "There is no better recipe for efficient communication than to research the behaviour and opinions of a target group before and after the communication" (Žáry, 2001, p. 26).

So how to reinforce the way when wandering to a favourable and generally satisfying state in interpersonal communication in the early of the millennium? The natural language users and bearers in a changed communication paradigm **have to** put an effort and **have to** prepare themselves to a *different understanding* of recent communication: "Until we manage a complex grammar of new non-written media, we will miss a skeleton related to a new language of knowledge and communication which works via a new medium. Most people can speak the new languages but they absolutely do not understand their grammar. The new languages "are read" in the light of old languages. We fudge their character and we are blind to their significance and effects" (McLuhan, 2000, p. 166). Every modern linguistics is pleased with accepting and being responsible for the right to perceive, to explore, to evaluate and to affect natural functioning of natural language within interpersonal communication via wider not only a language framed loophole.

2

Electronic Environment and Public Communication

ELECTRONICALLY MEDIATED COMMUNICATION AND NEWSPAPER TEXT

"Whole our life is actually a dialogue that each of us holds with our surroundings but also with ourselves. [...] The opportunity to freely exchange opinions, to hold a dialogue whenever it is undoubtedly a fundamental need of a man, an ingredient of his culturality and fully-fledged existence."

(Olga Müllerová – Jana Hoffmannová, 1994, p. 5)

Within eletronically mediated communication[16] , which recently carefully but uncompromisingly domesticises in our Slovak environment[17] , a computer acquires a decisive role. The component of an electronic communication chain is almost exclusively and usually very favourably used as a carrier terminal connected to the Internet and electronic mail (e-mail).

It is not necessary to object the fact journalism, besides warfare, economics, telecommunication, business, banking and medicine, flexibily reacts to *the technological changeover* in the late part of the previous century. Within the communication sphere the interactions are carried out amongst vertically and horizontally structured social groups and their members via the public mass media. After the connection of public information system to the electronic net, the changes of lately predominating unidirectional communication channels to their bidirectional versions or multilevel branching public communication conglomerates come up. Just the net environment (see McQuail, 1999, p. 324) enables to favourably develop journalism in the Internet. The public information spread in electronic conditions is ensured inter alia also by the Internet paralels to already existing printed dailies or intermittents (Osvaldová – Halada and the collective, p. 220).

The creation of net communication polygones pressurises also a real media-communication paradigm. The reflection on metamorphosis of the communcation chain is in order also for electronically mediated media communication (Horecký, 2001b). The traditional, almost universal, but though technologically perceived communication chain (C. E. Shannon – W. Weaver; H. Lasswell and many others, mostly interdisciplinary oriented successors) counts only with an announcement expose (*message*). When charged with the

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[16] The above-mentioned collocation is aptly used by J.Wachtarczyková, 2000, with aspirations for terminological embedding.

[17] According to reliable surveys, 11.3% of population had the Internet access in Slovakia at the time of the research (Csabay, 2000).

media tasks an information component is added to the announcement. Apart from a communicant (an editor, editorial staff), the communication needs also an *active* percipient while the core – the announcement – is enriched with a transfer parameter. A medial system, which enables to carry out both activities – cognitive and predicative – does not explicitly count with a feedback. J. Horecký puts an inter-lineage between its occurrence and effects and the term *information tin.* Within the Internet journalism an information tin can be for example an article or a web page; a prospect himself has to look for sources. The participants of the medial and electronically mediated communication form a marginal and social-communicationally central, individually modified ingredient of all contacts carried out in the electronic environment. The information treatment in electronic nets acquires obvious interactive features with multimedia sings.

The use of tele-technology in electronic versions of periodicals affects the contacts of various communication levels, pragmatic direction, and social quality. The author of announcement content (a sender, a journalist – an individuality usually entering as a representative of particular editorial staff) processes the inputs of various kinds in his activity. They were gained before by observation (by evaluation but oft also by designing) of the "part of the world" reflection namely specifically or abstractly perceived reality. The inputs shaped in the discourse are provided to the assumed, individually/group not specified in detail recipients (an addressee, a reader).

A journalist who gets active by an Internet design of newspapers or magazines streams to fulfil several communication intentions. He motivates and expects the appropriate reception and processing of content entities; he calls for the support in his professional effort and motivates addressees to receive his text in future. *The internauts* – the readers of periodicals electronic versions – usually have and use the opportunity to directly and more or less imminently react on journalist's performance. Apart from it, tele-technology enables them to set communication contacts among each other. By watching discussions and contribution to them, readers might form their own opinions and together with an author, they might form group or social approaches as well as wider common opinions.

In periodicals electronic versions the above mentioned communication intentions are reached via the correspondence of dual character texts (see the example **1**)[18] On the one hand, an initial text (text **A**) occurs – with a small risk of terminological misunderstanding, we can call it *proto-discourse.* The text

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[18] All the above-mentioned examples are chosen from the Internet versions of the Slovak periodicals SME (**http://www.sme.sk**) and *Pravda* (**http://www.pravda.sk**). The text extracts are, apart from irrelevant technical adaptations necessary for the study purposes (introducing symbols, numbering the responses, spatial arrangement), introduced in their original form thus with all characteristic features on verbal and non-verbal level.

A can be news, a commentary, a feature story. On the other line we can find an active platform (text **B**) – a so-called discussion notice board; synonymically called *meta-discourse.* The text **B** in its form of replicas/sequences may directly be inscribed into a technically adapted space that is situated right below the initial text. Mostly a reader represents the contributors, namely active participants of electronic discussion:

EXAMPLE **1**

Text **A**
Andrassy: Only the thieves of better future want to introduce fees to universities

Bratislava, 11th September (The Press Agency of the Slovak Republic – further from here PASR) – The Party of the Democratic Left – PDL - is considered to be "the thieves of better future" who want to introduce fees for regular and external university studies. During The Coalition Council Meeting the leftists are going to ask coalition partners to support the proposal of Minister of Education of the Slovak Republic Milan Ftáčnik not to introduce fees for regular and external university studies when discussing the issue, said Chairman of the PDL Ľubomír Andrassy. The left-wing party suggests solving the inconsolable situation of universities and colleges by grossing up a particular chapter of the state budget. The government proposed to increase the university fees by 840 million Slovak crowns, though the PDL is going to propose additional 200 million in the parliamentary session. Apart from it, the leftists propose to alienate the state property to universities and colleges as well as their transformation to public non-profit organisations. According to Andrassy, a greater amount of foreign grants for the science and research of the Slovak Republic could be another source.

Text **B** (fragments)

The direct response to the article

1. ▲ ▲RE:
      If someone has stolen the future of us and of our offspring, they were the (neo) communists.
         Meco [IP: 195.80.173.58] [11.9.2001 12:31:12]
[…]
2. ▲ ▲RE:
      fuck, that`s a nut, that Andrassy. It`s a waste of time to talk about Ftacnik. Forever with CPC (The Communist Party of Czechoslovakia) and never otherwise, would you?, well, how else
         GiZMo [IP:193.28.97.39] [11. 9. 2001 12:37:38]

[…]
3.   ▲RE:
      Mr.Andrassy should focus on looking for a thief first who`s stolen his grey matter.
         Dr.QQ [IP:195.168.63.43] [11. 9. 2001 12:41:47]

[…]
4. ▲RE:

Phantasmagory. A number of drunk beers is sill constant, something like a constant c. Loans should be for students so that they could live like ordinary people thus to pay for rent, transport, Internet etc. by themselves. That would be a motivation. I find useless to introduce school fees in our conditions and traditions.

   Peter [IP: 213.215.79.147] [11. 9. 2001 13:04:33]

5. ▲RE:

That would be a motivation to enter study not to study. A big difference. I would leave some traditions alone.

   meco [IP:195.80.173.58] [11. 9. 2001 13:10:29]

6. ▲RE:

It works like this elsewhere. Until they give you a loan of 5,000 a month, you've been studying for 5 years and you can pay the loan off in 20 years, so it forces you to find a good job. When to the 5,000 you have to take another 10,000 for school fees, you get a tic thinking you should start a family after study. Then, the university study becomes a privilege of the rich.

   Peter [IP:213.215.79.147] [11. 9. 2001 13:17:07]

7. ▲RE:

Never heard of such a bosh. Not every student soaks instead of studying. Or you draw on your experience or you have no idea what you`re talking about. By the way, even now, during "fee free study" the expenses for college are pretty high. P.S. The student who pushes on a teacher is out on his ear so quickly you will marvel for a wonder.

   student [IP:158.194.8.218] [11. 9. 2001 13:16:59]

8. ▲RE:

I didn`t say instead of study. The one who doesn`t soak has a shaky character and he should go to special colleges. I mean once you give some more bugs, you can push on a teacher, you ass?...:))))

   peter [IP:213.215.79.147] [11. 9. 2001 13:19:32]

9. ▲RE:

I don`t wannt to push on somebody. The one who has enough to soak, let him soak. There are schools when a man has no time to soak. I`m not against when students simetimes go for a beer but it`s a bit too much. P.S.: Don`t be vulgar.

   student [IP:158.194.8.218] [11. 9. 2001 13:28:15]

[...]

The meaning of symbols:

▲▲..... direct response/sentence to the initial text

  ▲…. mediated, multilevel structured responses and sentences

1., 2. … numbering of responses/sentences

A journalist himself who accepts the role of a discussant is a bit rare but not an exceptional phenomenon:

EXAMPLE 2

TEXT **A** (fragment)
The standard of living increases again
BRATISLAVA – The standard of living in Slovakia has increased in the third quarter. It is expressed particularly in the fact the situation from the first quarter was repeated in this quarter when we felt a little inter-year increase of real wage by 0.6 percent.
Martin Jaroš

TEXT **B** (fragments)
[...]
1. ▲ ▲

Out of borders. Mr Jaros either you really were a little boy at the communists` who cannot judge the living standard before or after the quiet {velvet} revolution when every day the living standard is going down and not as you claim increasing by 0.6 percent. If you don`t understand it or don`t know how much is one+one so chuck your newspapering up. The guy who keeps you there probably equals to you, if someone claims the living standard is going up and yet the unemployment is going up so what a formula for calculation of the living standard you have and where is a basic coefficient from.

Your formulas perhaps make aunt Schmognerová and the Ministry of Finance happy so how well you are thrifting. That poor guy doesn`t really enjoy your cobler. It`s a waste of space in a newspaper and the usd paper. Secondly if you write something think carefully what about and if it makes a good sense.

| 152.163.204.197 | 2001-12-14 05:01:21 |

2.   **Re**: ▲

Out of the borders. Dear anonym out of the borders. I`m not going to comment a tear you dropped reminding good times during the communism when you were building up better tommorows. I don`t use any "my formulas" in order to take Minister Schmognerová or someone else happy. I base my survey data (yes, I know the taratidles about the fact the statistics is an exact sum of non-exact numbers) but also on the opinions of experts, analytists who work for private (!) and renowned financial institutions that don`t have any reason to claim what the government or the minister would like to hear. I`d like to know what do you base on when you claim "every day the living standard is going down and not going up by 0.6 percent". And don`t tell me it`s enough to look to know. Then you should be nominated to the Nobel Price for economics as you are able to analyse the economic environment just at one sight.

I know Slovakia is far behind the other countries as for the living standard. And I`m not trying to claim the opposite. I know (and I also wrote it) the real increase of wage by 0.6 percent is only mild. But it is an increase. The increase`s average - which means that someone got more, someone less, someone nothing.

To sum up – I have the information that proves at us the overturn to better times has come. I tried to present the information in my article. If you have any reliable information declaring the opposite, give it here – I`d like to learn from it. But if you mean to drop groundless demagogy, so perhaps by your thinking you still belong to the times that you love recalling.

M. Jaroš | 195.168.41.132 | 2001-12-14 11:09:50 |

Electronically intermediated media communication, compared to printed information storages, acquires various contour features of a total dialogue by entering an author and addressee to multilevel structured interactions. The dialogue definitely represents one out of fundamental forms of human (and not only human) interaction, an active contact among people; it is a tool of their understanding (but also misunderstanding or misconception), an information exchange, a common activity, the formation of mutual relations etc. (Müllerová – Hoffmannová, 1994, p. 13). The Internet environment at least temporarily balances communication roles of an author and addressee with quite a high efficiency. An unpleasant feeling of the addressee is weakened that he helplessly faces the pressure of the media and he himself cannot affect the public opinion, a dialogue can be also the protection against a global control of people by the media (Vybíral, 2000, p. 142).

As it is visible from the above-mentioned examples, a discussant has on hand an opportunity to actively (in time and space unlimitedly, whenever, wherever and often repeatedly, usually during a day) to visit "a discussion notice board". Entering its space, he directly manifests his relationship to a journalist's work or his performance or to the responses of co-discussants. Of course, he implicitly expresses or signalises his own attitude to the externalised reality. Thus, he finally affects at least the group of the involved participants of the Internet media chain.

The core of the study includes several fundamental questions. The trinity of mutually interconnected issues that attracts our social-communicationally or pragmatic-linguistically oriented researcher deserves our attention. 1. What conditions do communication interactions among *all* participants of a journalistic communication profile in and with what communication functions, intentions, aims, and effects do they do it? 2. What does news appear and behave and how does a newspaper text behave in electronically mediated communication? 3. What research approaches should be taken into account to evaluate the discourses of their kind from communication language arrangement, standardisation, and cultural point of view? It is not possible to formulate a complex answer regarding to the limited size of the thoughts and, what is more, without too high risk of simplification. The space to instructively point at the basic conditions, presumptions, and effects of construction and functioning of a new, undoubtedly interesting kind of medially spread discourses.

We generally accept the opinion a dialogue in its basic form is equipped with two basic features: 1. the presence of at least two participants (or more or

the whole group), and 2. the alternation of communication roles *a speaker – a listener;* one of the participants has to play an active communication role (for example Müllerová – Hoffmannová, 1994, p. 130; Zelenická, 2000, p. 14). Also the transitive formations situated on the boundary of a monologue and a dialogue take advantage of forthrightness (candour) and feedback presence thus an opportunity to response to inputs of communication partners (Müllerová – Hoffmannová, 1994, p. 14).

On the brink of partial answers to the trinity of the formulated questions, we can imply the process of the information inception, preparation, procession, transfer, acceptance, and utilisation; a media inter-mediated message grounds in it. When observing the origin and wandering of journalist information, its changes and fulfilling communication function, we may use a canonical model of a communication chain settled in a pragmatically framed net. Communication functions themselves become stable net meshes. In this regard, a system classification of communication functions seems to be the most favourable (Vybíral, 2000, p. 23). A particular attention is paid just to one of the main structural constituents of a dialogue – a feedback.[19] As a ground for exploring alerted intentions a standardised communication situation might favourably be used, in which a journalist and readers of his texts find themselves practically every regular day.

1. A journalist (*a message maker,* a sender) registers the reality along with its personal objective topics. Via the prism of his individuality, he perceives it, verifies, and processes it to the shape of an initial text **A** (for example extended news, an editorial or a gloss. After writing out, he sends the initial text to the pages of a periodical electronic version, of course, with a certain publishing intention. During the method at least three Vybíral`s communication functions are fulfilled in the following hierarchic arrangement *an informative, persuasive* and also more furtively *instructive functions.* More rarely – for example in an initial text with relaxing or tabloid character – *an entertaining function* is involved. First two functions out of the set quartet in initial texts are obligatory fulfilled. Other two functions may, but do not have to, find a consistent application. An informative function is interlaced with the journalist's approach. On the ground of systemic observation of media products for the past five years, a real cognition is in order: an approach element is always present in a journalist's product even despite a genre ground of a text to which attitudes are usually not expected.
2. A reader (a recipient, an addressee) of the periodical's Internet edition has several opportunities to process and use of a journalist's product compared to a reader of printed version:

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[19] The importance of multilevel feedback, which is utilised in electronically mediated media communication, was emphasised on another occasion (Patráš, 2001).

a) to cover information needs, to create an image on the reality depiction and formation of an attitude/opinion on the issue and the author, an initial text itself is sufficient for a receiver. An origin of non-intentional elementary feedback is a consequence of a journalist's "official" discourse use: a recipient reacts to a text, perceives its topic, and evaluates a journalist's performance. A "fictive" invitation for the perspective reception of journalist's products is found in an initial text. Apart from the main *informative* and *persuasive* function, *an instructive function* begins to be used more extensively in the reader's prism.

b) Having read an initial text, a reader enters discussion panels in the section of texts **B.** Just the electronic environment offers the space for self-expression to him[20]. Using the method he has several options on hand[21]:

b_1) he gets to know discussion contributions, evaluates their level, matches them with an initial text and only after that he forms his own opinion, attitude and view, just like in the example 2.a);

b_2) after getting to know responses/sentences of discussants he himself actively responses on various social-communication levels to – an initial text, an author's individuality, published discussion contributions or their authors – see example **1** and **2;**

b_3) he repeatedly comes back to a discussion panel because (for example during a day) he observes the whole discussion. The incentives for returns are various and often they are pervaded, we can introduce at least some of them:

- Curiosity for reactions of co-chatters to his own discussion contribution – an *informative* function is preferably fulfilled,
- The exchange of field opinions or (self)presentation of an own field soundness (see the example **3**) – *informative* and *persuasive* functions are preferably fulfilled,
- The manifestation of an ironic attitude (see the example **4**); time spending, chatting "without consequence", the

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[20] Just the use of tele-technology enables to operate with the term *hypertext* also within electronically intermediated media interaction. Regarding to this it is necessary to point out a significant condition. The embedding of the above mentioned term in the Internet environment, which is known for its virtuality, interaction and the presence of multimedia technologies, differs from, for example, culturological, literary interpretations of the recently overused field nomination. A semantic difference of the phenomenon *hypertext* in no case means simplification of its explanation (compare an opposite opinion by Valček, 2001, p. 9). A reader/a discussant is really involved into the creation (writing) of an electronically produced text and into the operations related with it.

[21] In accordance with the descending use of options in lines b_1) – b_3) a multilevel and variety of feedback processes rises.

> expressions of hope to entertain (see *the example* **5**) – *and entertaining* or even *phatic* functions are preferably fulfilled;

- Drawing public attention to an own individuality (communication exhibitionism) etc.

EXAMPLE **3**

TEXT **B:**
SME online – news server
Thursday 8th November 2001

The reaction to the article: **Fusion of servers Sme.sk and Post.sk**

1. ▲RE:
    ??? What breeze are you shooting? Why isn't sme.sk accessible from Linux? Links, Lynx, Netscape, Mozilla, and Conqueror – from all these browsers sme.sk is accessible.
    BTW, how you check your mail? Also through a browser so why wouldn't sme.sk work? And if you download through POP3 so it doesn't matter if they ally….you wrote a pretty weird crock…
        Roger Krowiak [IP:213.81.137.10] [8. 11. 2001 1:16:30]
2. ▲RE:
    I couldn't get sme.sk in netscape, but when you install mozilla 0.9.5 you'll find out   you can not only read SME, but you've got better browser on linux then it's on   windows.
        rasto [IP:131.130.1.12] [8. 11. 2001 1:59:56]
[...]
3. ▲RE
     Even more on HP-UX sme appears in Netscape. Cast around for some WEB Washer (another proxy server, or Netscape will work on WEBWasher proxy server and that will work on original proxy server or right to Inet). I use a kind of something for Windows and can filter away bullshits like adverts by URL or pics size and shockwave animations and similar rubbish. Maybe, it'll help you.
        moo [IP:62.168.98.206] [8. 11. 2001 9:49:42]
[...]
4. ▲RE
    maybe it's simply cause it just works :) who didn't develop webs for deadscape know that it's terribly non-functional browser. Maybe users find it better but not developers for sure.
        CharonME@yahoo.com [IP:195.168.44.228] [8. 11. 2001 12:58:25]
5. ▲RE
    netscape works too and I don't know what is non-functional about it…it has kink it's clear and mainly it's quite an old thing which isn't developed much but it's   a good browser…mozilla rulz:)
        benco [IP:147.175.66.103] [8. 11. 2001 14:11:57]

6.   ▲RE

Are you talking about the old netscape? The latest netscape is based on Mozilla and netscape rocks. And you what are pages doing that don't work on netscape so they are pure amateurs who can't learn even html. I don't mean a browser should fall apart on bad html. But when explorer badly renders html instead he wrote with capital letters "learn html you idiot!" so thos amateurs`ll always make pages which work only in internet explorer.

rasto [IP:194.163.15.68] [8. 11. 2001 13:13:58]

7.   ▲RE

when first remaking post they iced my password, I couldn't change, as mine Didn't work. A month-two I was logging on through verifying question and then I couldn't log on even through it. I wrote to helpdesk and nothing. I wrote again and NOTHIN. I had something there which I'd like to get from there but they're gone beyond recall. Much thanks for services. Piss up the rope with post.

Tchiq [IP:194.1.244.3] [8. 11. 2001 13:56:44]

EXAMPLE **4**

TEXT **B:**
SME online – news server
Wednesday 21st November 2001

The reaction to the article: *Spendthrift Slovaks*
[...]

1.   ▲RE:

Yes Right citizeness Modest, I fully agree with you ! What a government we have ? are they there yet ? What`re they doing ? Why are they in the world ? Who`s going to solve our problems ? I for example still have un-hoed garden, because I have a time only on Saturday but on Friday we always get rotten and till noon I`m sick so I don`t have time ! If we could proper government, they would arrange it ! And they promised double wages ! A fox also stole my hen and bit another on the wing, fuck, and where did a gypsy screwcycle……? Who will guard my hens while I´m in pub ? Where is the government ? And they could also make better bog in the playground behind the village, we haven´t got to piss on fences around the village ! And a roundabout for kids ! HELLO, GOVERNMENT, is there somebody ? And my wife dropped 30 kg of cod salad from the bag, right on the floor, she knocked over a wheelbarrow I left there last week when we were concreting when Sano got terribly wasted ! Cod fish salad helps me with a hangover ! And where is the government ? Are they interested in our problems ? where are double wages ?

even more modest citizen [IP:168.143.112.8] [21. 11. 2001 10:13:11]

2.   ▲RE:

Man, you´ve got a talent.

Steve [IP:213.23.82.50] [21. 11. 2001 11:32:22]

3.　　　　　　▲RE:
　　　　　　　a little harsh vocabulary but perfect otherwise
　　　　　　　　　stano [IP:195.177.25.98] [21. 11. 2001 12:39:45]
4.　　　　　　▲RE:
　　　　　　　chap, thanks, I haven't laughed at work so well for long. Write more
　　　　　　　often.
　　　　　　　　　irredentist [IP:195.146.149.66] [21. 11. 2001 14:10:09]
5.　　　　　　▲RE:
　　　　　　　perfect
　　　　　　　　　Omarion [IP:130.225.66.201] [21. 11. 2001 14:31:10]

EXAMPLE **5**

TEXT **B:**
SME online - news server
Thursday 8th November 2001

The reaction to the article: **UNO: We are facing a disaster**
A direct reaction to the article
[...]

1.　▲RE:
　　　But you can ensure education for the poor billion population only when you
　　　decrease its number.
　　　　Nede, I`m decreasing staff number [IP:195.28.83.62] [8. 11. 2001 10:29:53]
2.　▲RE:
　　　2 x tetracycline, regular copresses, drink a lot and come again in a week!
　　　　herbalist [IP:213.151.208.20] [8. 11. 2001 10:44:43]
3.　▲RE:
　　　What should it come to?
　　　　MUDr. skodafan [IP:128.205.234.242] [8. 11. 2001 14:35:50]
4.　▲RE:
　　　no idea, you´re a wiseacre, but I just wanted to give him first aid, but
　　　perhaps bad, didn´t I??? I forgot it…so you help him quickly, can´t you
　　　see it, he´s suffering?
　　　　p.l. [IP:213.151.208.20] [8. 11. 2001 15:12:46]
5.　　▲RE:
　　　sorry, I´m a bit dense
　　　But, I agree our friend needs a therapy.
　　　　skodafan IP:128.205.234.242] 8. 11. 2001 15:30:07]

It is obvious a special kind communication quality enters the attention of
all participants of electronic media interactions along with the procreation of

multilevel intentional feedback activities [see the section 2. b)]. It is not possible to adopt objective reliable research postures on it within the only line. We can take into account all presumptions that the electronic environment offers to a communication chain. We have to emphasise a final stage of media interaction. We mean the phase within which communicants stop being interested in either 1. one type or 2. more often a cohabitation of both types of electronically mediated discourses thus a hypertext in its true meaning[22]. First of all (an addressee "only" copes with an initial text which has a work nomination *text A*) a univocal model profiled communication formation is available for the observation and evaluation. It fulfils all conditions in a journalist's performance that are laid down in official communication, originally prepared and monological, secondarily prepared and dialogical in style (Findra, 1991, p. 57; 2001, p. 15). His appropriate analyse needs some of the suitable descriptive-systemic methodologies using terminological instrumentory which is offered by text syntax or stylistics.

The second case – some "communication amalgam", namely an intersection of an initial text **A** and discussion contributions in a form of text **B** – is from a textual-communication point of view much more complicated. In texts of type B there are weakened, re-evaluated or directly lost strong individual and social determinants included in an initial text. Media communication via texts **B** does not come under a direct editorial checking of a censoring type but it cannot avoid a critical public view[23]. Of course, the changes of determinants are reflected in peculiarities of expressional and semantic plan of discussion contributions. The peculiarities are directly and clearly available for observation at the same time.

Communication "fuse" of the essentials **A** (+) **B** much more vividly reflects live communication conditions in the Internet media communication. The common experience complex of participants of the researched

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[22] The third option – reading of only Internet discussion contributions without registration of initial texts or the entrance to the discussion without knowing the issues and the context (=information tins) – does not practically exist.

[23] J. Horecký (2001a, p. 121-122) deals with a non-controlled media communication regarding to the value field of language conscious. Some Slovak periodicals in their Internet versions try officially to protect themselves against objections aimed particularly to the barrage of vulgarism to media communication and they publish the following announcements: "*Since 1st December 2001 the SME online is equipped with a filter against vulgar words in discussions. We believe there will be fewer of them.*" Or: "*The editorial staff reserves the right to adapt and publish any of the here published contributions.*". More experienced or more inventive discussants flexibly created and offered the others several methods how to avoid "asterisking" (an analogy of occasional "beeping" of the known out of the media communication verbal form) vulgarisms most of all. Even though we accept unilateral identification of vulgarity only with vulgarisms or the *taboo* expressions, it seems obvious the warning of editorial staff turned to empty appellations immediately after their publishing. Otherwise, their communication effect is non-zero. With respect to feedback, they inspire the development of author (pseudo)creativity of contributors.

communication interactions is formed influenced by elements, means, and methods from a wider language-communication diapason. As we know not all of them are from a textual point of view characteristic for the prestigious (standard) variety of social-communication. On an expressional level of the psycho-social processes conglomerate that are conducted in media communication with the total dialogue features, so there works a language-composition inventory of diverse varieties (not only of one – see the example **3**) of a national language. Several non-verbal circumstances and effects cannot be left apart. The following ones play the main role: the behaviour of communication participants, their communication skills, arbitrary processes or expressions or inclinations to attract, persuade, argue, entertain, but also to ironise, attack, disgrace the object of communication or communication partner. The example **4** and within it the appreciating sentences of a co-discussant 2 – 5 on superficially vulgar but compact in depth and ironising-allusive contribution 1 may be used like an evidence.

The intersection communicant **A** (+) **B** does not endure with the evaluation criteria and methods that are efficiently used in the interpretation of the texts **A** in electronically mediated communication. There are at least two reasons for such a reflection. 1. A social and psychic side of some Slovak language users is reflected in the connection of an initial text and discussion contributions; not all participants of the Internet media communication, despite its written form, are able or willing to use the national language prestigious variety. 2. Language (systemic) norms enter the services of social-communication norms and become their parts; under the influence of dialogicity, semi- or non- officiality and spontaneity (supported by an apparent anonymity of discussants in the Internet net) they change the level of succession and their workspace. By the extension of prescriptive fields, the discourse politeness measure and the parameterization of a so-called mistake are re-evaluated again. Within Internet media communication, it seems to be in order to count with a dynamic stabilisation of a particular norm system – so-called netiquette (A. Glassman, 2000, aptly uses Internet etiquette, the term). Naturally, several invariant language regulations lay in the netiquette depth that is obviously suited also to the boundaries of the standard communication traditional concept.

How to barrenly approach to the seizure, understanding and evaluation of Internet hybrid media discourses, thus the products of written dialogical and even hyper-textual character?

As we know, the deep interest of linguists into the research of parole field and researches focused on the specific language use, e.g. language functioning in communication, is peculiar for the end of the 20th century and a millennium turn. In order to fully evaluate the dialogue (also an electronically mediated media dialogue), the approach using methodological principles of conversation analyses is recently offered.

Within related research atmosphere and analogical language situation – in the Czech and Slovak conditions – along with clear application of conversation analyse (by program Kořenský – Hoffmannová – Müllerová – Jaklová, 1999) the precise outlooks of the authors pair Hoffmannová – Müllerová, 1994 are used. I cannot forget to mention also *"conversation analyse in a Czech way"*, the attention is paid to communication via which the mutual interpersonal contacts are developed (Hoffmannová – Müllerová – Zeman, 1999). E. Zelenická (2000) deals with dialogue analyses from a communication-pragmatic point of view. D. Slančová (2001) successfully grounds on conversation analyse and deals with dialogicity via the potential of rhetoric. The explanatory-linguistics views leading to the value and interpretation of *real standard Slovak* are highlighted in J. Dolník`s latest works (Dolník, 2000; 2001).

Instead of the more explicit but even partial conclusion, it is necessary to introduce one generalising, and not redundant at all, note. The presence of aptly trivial but more serious fact is peculiar for *all* interdisciplinary (psycho-, social-pragma-linguistically etc.) determined approaches. No, however reliably or complexly pretending, analyse dispenses without a contact (Confrontation? Collision? Conflict?) with a phenomenon of *national language*, its varieties and "pure" descriptive-systemic conceptions deprived of the different interpretations sediment. We should point out the other side: no field of interpersonal communication can be objectively explored without accepting its extra-language – individual and social aspects. A sounding view on the communicants *sui generis*, which work in electronically mediated media communication, has the ambitions to confirm the biuniqueness.

LIGHTS AND SHADES
OF CONTACT COMMUNICATION
IN ELECTRONIC MODELS
OF SLOVAK PERIODICALS

The world on the turn of the 21st century tries, more or less successfully, to cope with an increasing pressure of electronisation on individual/social expressions of our own existence. Even communicating macro-communities and micro-societies in Europe (and not only there) are greatly interfered and influenced by so-called tele-technology (the term is used by N. S. Baron; see Baron, 1999, p. 3). Today tele-technology enables to send and receive information dynamically and efficiently regardless of the distance via electronic carriers (telegraph, telephone, tele-fax, radio, television). We have to pay our particular attention particularly to a personal computer within the above-mentioned technical unit, which is used as a final communication device of the electronic net with an access to electronic mail (e-mail) and the Internet.

Computerization and internetisation has a profound effect on the sphere of public information formation, transfer, receiving and procession. The direct sequel of interactivity, thus the change of direct communication systems to bidirectional or polygonal interconnected nets (see McQuail, 1999, p. 324) is a rapid development of journalism on the Internet *(on-line journalism)*. Overall, a hypertext and multi-mediality successfully attack media space either in the form of 1. Internet parallels to already existing serial publications, agencies, eventually coverage of well-known radio and TV-stations (BBC, CNN, Radio Prague, Radio Free Europe, and others) or 2. so-called e-zines (*electronic magazines*) which are aimed at the group of Internet users (division by Osvaldová – Halada and their team, 1999, p. 220).

It is not likely to point out the computer mediated interaction between entrants of media communication more expressively gain the nature of a total dialogue. Within a media communication chain in the Internet environment the role of an author (a communicator, a sender) is at least temporary compensated by the role of a recipient (an addressee) [the terms compared by Tušer, 1999, p. 119]. "The equality of powers" is whether not to remove so to reduce a receiver's frequent adverse feeling of being exposed to the media pressure or of his impossibility to influence public opinion; a dialogue can be also the protection against *mainstreaming* (joining the main stream), namely against a global control of people by media (compare Vybíral, 2000, p. 142). "The feature of reciprocality is applicable also to mass media communication. A great change of thinking, an attitude or a feeling show up in a recipient who is "raring", an inner dialogue, awed curiosity" (Vybíral, 2000, p. 132). On the other hand, even media corporations themselves are usually interested in surveys and evaluations

of *audience*'s attitudes, opinions, and notions, thus a supposed but still indifferent recipient or a consumer of media production.

The space for audience's activities towards an information deviser is open through the dialogisation of communication contacts directly and efficiently by the linkage of *feedback* to a communication chain. Contact broadcasts – radio or television programmes using feed back directly in the time of an event by telephone or listeners' letters and viewers (Grycz, 2000, p. 91) – work on the principle of reinforcing *feedback* mechanisms in the journalism environment for a relatively long time. According to several researchers, a feedback optimises communication (compare for example Birkenbihlová, 1999, p. 177). Quite an acceptable notion issues even from the cognition electronic environment and within it the Internet is a media ecological in language, style and ethics (for example Wachtarczyková, 1999, p. 270).

The dialogisation of media communication is carried out in many ways, particularly according to a kind of feedback. Mediologists generally assign three kinds of *feedback:* **1**. A feedback with its origin in media themselves; **2**. As an expression of effort to speak on behalf of audience; **3.** As a result of audience´s activities (McQuail, 1999, p. 354). The first kind could be considered to be an expression or a level of functioning and success of a media corporation in the field of *public*/or more properly *media/relations*. Another kind of feedback belongs to clear and nowadays already enough petrified techniques, for example in activities of a particular editor team. A journalist stylistically becomes *one of us*, pragmatically looks on medialised circumstances from *our/the others´* point of view, accepts *our* attitudes, identifies himself with *them/us* and reacts according to expected "mass" assumption, almost always with an effort to ensure authenticity and to enforce persuasive background either of an author (*pars pro toto* of an editorial board) or it intercedes a media message.

In the environment of the Internet, the third kind of feedback is particularly attractive. Audience (essentially an abstract expression with fuzzy contours) gains an opportunity of direct contact with a medium under interactive conditions. It does not depend on the necessity of self-expression or the presentation of our own opinion, but on the significance of the contact *process* itself. Preferring the event of interaction allows us to offer an opportunity to create relations not respecting hierarchy, reputation and the age difference among communication entrants; nevertheless, any individual act is only a participant in a group activity (Bazilevová, 2000, p. 63). A man in the electronic net becomes *free*: he can enter communication anytime/anywhere as well as leave it anytime/anywhere in order to immerse into communication large stream again, when he feels like doing it and has an opportunity for it. "The expansion of the world of freedom" in a great extent – and absolutely not surprisingly – has an impact on auto-regulation of computer mediated communication entrants: *infonauts* normally long for being successful in social-communication, so they

want to communicate very efficiently preferably with minimal communication effort.

In an electronic version of a serial publication (a daily, a weekly, an intermittent etc.) the opportunities to express contact are reached via so-called *message board* (sometimes a compound term a *discussion board* is used, hence a discussion notice board; both terms are used by Kot, 2001)[24]. The "pinned on" discussion and debate contributions of readers below initiative texts (reports, comments etc) are determined **a)** technologically – using conditions of computer mediated communication in the Internet, and **b)** text-communicationally – like a particular intersection of marked features of electronic mail intercourse and spontaneous informal *on-line* discussion so-called *chat*[25]. However, in a surveyed situation[26] a technically marginal but socio-communicationally central part of electronically mediated feedback interaction is formed by users – *interlocutors* [=participants of a dialogue generally regardless of a receiver's communication role; the term common in Anglo-American field literature (Schultze, 1999)]. Interlocutors (preferably less experienced, less skilled but more aggressive members of the group) oft bring several features, tools, and mechanisms typical for chat to "a notice board" when entering a message board of a daily or a weekly. When exchanging information and re-agencies in newspapers, nevertheless, they have to count with a significant difference from chat communication: public thus critically watches their contributions. During chat, which is not public, and what is more, it is consistently implemented in a real time; an eagle eye of a wide observers´ community turns blind. The authors of board re-agencies, realising the presence of public, **have to** follow basic social rules moreover gained by particular claims of electronic environment in a form of following rules so-called *netiquette*. Respecting netiquette, despite a high level of apparent anonymity is in order just like in a direct non-mediated communication contact (*one-to-one face-to-face spoken communication*). It means the entrants reacting to impulses from a published text eventually replies of co-discussants **should be/have to be** appropriately

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[24] When naming the way of information transfer and procession in the Internet practice we face quite a terminological ambiguity. From technological point of view an electronic discussion panel/board cannot be identify with an e-mail contact without reservations. An e-mail letter can be sent further and his sender is precisely identified by his electronic address.

[25] A talk of a user in the Internet; 2. "narration"; 3. talking; 4. speaking; dictionaries introduce even more expressive (pejorative) derivations like chatter, chatty, (**http//www.teos.sk/ default.asp**). Among infonauts there are used also non-terminological examples like a chat channel and a talker, namely slang expressions like a gossiper, a blabber-club, eventually a rap (Watchtarczyková, 2000, p. 75).

[26] Material basis for reflections is formed by a corpus of approximately 550 norm pages – an outcome of systemic three-months long (January-March 2001)observation of the Internet versions of Slovak dailies SME (**http://www.sme.sk**) and PRAVDA (**http://www.pravda.sk**) – in both bulletings, editorials and relevant discussion blogs.

addressed and should preserve basic criteria of polite communication (communication culture) in the electronic environment.

As we have already mentioned an electronic mail contact is in fact a text model for expressing someone's attitude to an article published on pages of serial publication Internet version. The peculiarities of e-mail communication (in Anglo-American transcription *Email Communication*, in the German surroundings *E-mail Kommunikation)* inevitably need to be pointed out. The electronic exchange of information represents a quick and simple way of communication/understanding. Interlocutors generally consider it to be more natural than a common letter; in private, almost intimate, contacts with a computer screen, they are not limited by formality which usually rides tandem with a written form of communication (see Hoffmannová – Müllerová, 1999, p. 58). From a technical point of view email communication represents an efficient connection of computer technologies with telecommunication systems (a computer + a telephone), of course, along with contact implementation in its written form. Today there are no doubts about a form of email ground – it is expressly a matter of a written medium (see Baron, 1999, p. 11; Hoffmannová – Müllerová, 1999, p. 58). Understanding it dynamically and bilaterally (content-formal) we can accept also the opinion that e-mail communication represents an implied spoken text model in its deep level because it represents allusions of spoken and written acts (Čmejrková, 1999, p. 114).

In informal (relax, entertainment) electronic groups IRC (*Internet Relay Chat*) dialogues from a text model affiliation point of view cruise in the triangle of *written correspondence – direct talk – telephone contact*. An immediate (*on-line*) technical connection with operational alternation of roles *expedient – percipient* sharply wipes the differences between verbality and writing. Playfulness/placidity and marked a language-communication profile of *chat* communication is empowered by the principle of controlled mysteriousness and the principle of joke, prankesterism and games (Patráš, 1997, p. 216-217).

J. Wachtarczyková (1999, 2000), within her concept tenderly and sceptically points out not excessive opportunities, moreover on uselessness of contouring language-communication text characteristics which occur in the electronic net: "Language is... existentially and functionally addict to its user and partly has features of live organism and that is why his behaviour (spontaneous and unpredictable reactions) *cannot be parameterised in a satisfactory manner and measured reliably*" (Wachtarczyková, 2000, p. 86; course V. P.). In the media environment (in fact, in Internet versions of serial publications and corresponding discussions in them), the liberal-ecologising approach is not completely justified. The reason for such a statement is exactly more strictly perceived present and the accompanying acceptance of (social-communication) norms. Their pressure is manifested as a more vigorous, publicly demanded following of the Internet etiquette. It is suitable and advantageous to notice the rules and via them to outline a model character of

texts in the Internet just by pointing out key constituents and their cooperation namely the own contours of communication culture (not only *message board)* texts in the Internet environment. In a mirror of such an attitude there is reflected a set of common/different signals between **1.** *chat* communication and **2**. basically email-modelled discussion contributions "attacking" the media environment.

A. Glassman (Glassman, 2000) interestingly introduces parameters of netiquette in electronic communication. The author perceives an e-mail text as a specific result of a writing factor impact respecting orthographic and grammatical principles and the arrangement of thoughts (p. 85). She considers crucial characteristics of a cultivated e-mail text to be **1.** following the *thread* of speaking; **2.** the adoption of *lurking* position – a potential discussant should stay a little in a position of an observer, to watch the contributions of others and to be able to anticipate a type and a tone of a chat before his own entering; **3.** polite behaviour – a discussant should not write the same message all around (*flooding*): it comes to the interruption of a chat in another case; **4.** avoiding the use of upper-case letters as a signal of irritation, anger or scream**; 5.** not using or at least limiting cheeky, confrontational, attacking news formulation (*flame*) as a response to some previous means to a discussion group (Glassman, 2000, p. 113-121). The list should be completed with **6.** thwarting the obscenity expressions that relatively successfully penetrate from the chat environment to message board debates in a form of systemic and reference-traditional vulgarisms (the terms are used by Grochowski, 1995) and that enter the Internet environment as a result of loose communication morals influenced by a discussant's pseudo-anonymity. If in debate duels in the net we count with the presence of expressivity, we may hypothetically mean the expressivity rapidly grows when cumulating or multiplying parameters infringe from the above-mentioned sets **1** – **6**. Naturally, the expressivity greatly depends on the attractivity (juicy story) of the issue and verbal behaviour of particular discussion participants.

Before until recently sounding limpidation and evaluation of the situation in Slovak Internet periodical versions with a support of Glassman's parameters of netiquette, it seems to be necessary to at least line out communication-composition specialities influencing the situation of message board discussion contributions in the media sphere. Naturally, it is necessary to remember the determinants affecting communication culture of discussions in the net. In the Internet environment there are two vectors exposed: **a)** text-communication specialities of electronic communication and **b)** psycho- and social-communication behaviour of discussion contribution authors.

In the Internet media conditions an officially published contribution of a particular author (an editor or outside consultant) is an accelerator of the discussion in the net. At the end the interested people are offered an opportunity to immediately response to a published text (simple filling in a form with

obligatory and facultative data – obligatory a name or a computer nick, voluntarily e-mail address and, of course, an own text of the contribution). Responses come under the Internet tele-technology: a guided discussion ("pinned" contributions issue from the original text) is structured into a reversed pyramid shape. Just several last discussion contributions on the "board" are available for perception and the most advantageous for an immediate response. The content and profile of language-communication debates are related to the composition arrangement. We have to note the reactions of contributors are often on several levels and enabling voluntarily (actively – like a contributor; passively – like an observer) to enter a *message board*, thus a dialogue; debates as a whole permanently in the net within the archive of the particular periodical issue. The discussion in the net is profiled as a vivid discourse with obvious features of hypertext arrangement.

The examples (all extracts are in their original arrangement with an effort to preserve content and formal side, of course, with inevitable technical adaptations and pragmatic signals of the author's study):

STRUCTURE (an interconnection starting point – *a message board*):

a) *an initial text:*

SME online – news server
Tuesday, 13th February 2001. SME online is just being read by 471 people
...

SME / NEWS BULLETIN (issue on 9th February 2001)
    PRINTING FORM
    RECOMMEND THE ARTICLE
    COMMENTS ON THE ARTICLE

    Rezeš can go to the world, they give his passport back
    BRATISLAVA – Alexander Rezeš will be given his passport back and he will be allowed to travel abroad freely. An investigator asked to return Rezeš`s passport on the ground of the medical report stating Rezeš`s health condition got worse and Slovak doctors may not be able to offer him an appropriate medical care. (SIPA-Slovak Information Press Agency)

Comments on the article:
    [9. 2. 2001 22:36:12] Polo
    [9. 2. 2001 22:19:20] Homeless
    [9. 2. 2001 21:53:20] anna francis
    [9. 2. 2001 17:57:10] FUCK
    [9. 2. 2001 17:39:38] Bo

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b) *discussion*:

THE RESPONSE TO THE ARTICLE
Dear readers,
Your reactions in the forums are inspirational very often that is why we would like to publish them selectively also directly on pages of the daily SME. The editorial staff reserves the right to adapt and publish any of the here published discussion contributions.

The response to the article: **Rezeš can go to the world, they give his passport back**
The immediate response to the article

RE: I wish it didn`t turn out like with Lexa! everybody is back-pedalling for something, during whose "ruling" Slovak healthcare got to the level when Medicare won't be provided to you in svk?
miki from usa [IP:216.189.14.12] [9. 2. 2001 1:14:02]

RE: Why doesn't he give the money he stole in cooperation with MECIAR to healthcare to make it better, it is nice he increases population in Slovakia but he's a stinky communist!!!
Vlado [IP:64.12.104.169] [9. 2. 2001 1:34:20]

RE: How do you smell to me? Like a swine!
scent [IP:195.80.165.203] [10. 2. 2001 2:28:45]

RE: Vlado! You're 100% right. Fight against such an individuals in the Slovakia.
Lizy from Pacific [IP:216.163.115.130] [9. 2. 2001   5:01:26]

RE: They say what if Slovak healthcare can't provide him a proper Medicare…And what though he dies? Only because he's ill, should it knock all of us on our ass and forgive him generously? He managed to bribe judges and there's no crime to sentence him for? What's difference between him and other inhabitants? Only because he's got stolen money? Slovakia, where are you going?
Naive [IP:209.148.144.32] [9. 2. 2001 5:04:17]

RE: Poor ill Rezes, perhaps if he gave the money he stripped ESI (East Slovakia Ironworks) off to healthcare, so he, a pauper, wouldn't have to trudge to the world, when old and weak, to get better healthcare. WHAT DO YOU THINK SANI? I would jail you also with your mob, because you robbed thorough people, those who really created values. Sorry, but FUCK OFF with your ill heart.
rasto [IP:195.146.128.62] [9. 2. 2001 5:28:15]

RE: I'm a mining engineer and I know something about tunnels. You must be a professor of economics, mining, geology, healthcare and everything !!! Perhaps you're right a professor of coalition, as you say in your language: sorry and fuck off !

Štefan Bartek [IP:195.80.165.203] [10. 2. 2001 2:40:03]

...

SIGNALS AND EXPRESSIONS of crossing the borders in crucial characteristics of cultivated discourse in message board discussions on pages of Slovak periodicals.

1. not respecting a talk thread (*thread* with the level of feature **0** presence):

(SME)
A basic theme of a talk: bribery in a Slovak medicine sphere [digression from a basic line – 2 variants: **a)** within the contribution of a discussant himself, **b)** in the following contribution]

RE: Hazer your intelligent advice would be worth paying attention in case a doctor was paid let's say as you – regarding your high education ….as well as the others suchlike you…**When I was exchanging a gas cooker, I needed a rubber-stamp of a specialist-probably a gas-fitter-who intelligently looked at a feeder in my estate flat, cleverly shook his head and then instructed me how I should switch on my gas cooker, switch it off, he didn't forget to point out the cooker has only bakelite legs. Then he receipt a bill on a special checking for which I paid 314 KS..and he left by a greeting. The whole act lasted almost 10 minutes…**(*variant a)* – *bold V.P.*) He simply encashed the honorarium for which I have to work all day as a special doctor in hospital…I hope once he will come to my surgery, I'm not going to take any bribe from him as he is insured and I have my doctor's salary- after 17 years of practice almost 11 thousand KS (my cooker was 1,000 KS more expensive) It's humbling to take bribes…it's something different to draw invoice…
God…where do we live…
doctor who hasn't taken till today-plonker [IP:62.168.113.183] [9. 2. 2001 10:51:07]

RE: **once we are about an orthography, we don't write "KS" but "SKK" or"Sk" we don't write "by a greeting" but "with a greeting" and it's silly and shallow to judge people by their orthography. i know many people who finished university and their orthography hasn't improved…**
(*variant* ***b)*** – *bold V. P.*)
Imich Lendacky [IP:131.155.14.130] [9. 2. 2001 11:57:57]

2. *multiple writing of the same message* (*flooding*):

(SME):
RE: The article says Mečiar won't come back. Neither will Schuster. So the score is 1:1. They're woeful these "intelligent" figments of our "Slovak geniuses". They fume with rage. Shame on you!
     Filth! [IP:193.87.129.190] [16. 2. 2001 **11:17:10**]

RE: The article says Mečiar won't come back. Neither will Schuster. So the score is 1:1. They're woeful these "intelligent" figments of our "Slovak geniuses". They fume with rage. Shame on you!
     Filth! [IP:193.87.129.190] [16. 2. 2001 **11:17:13**]

RE: The article says Mečiar won't come back. Neither will Schuster. So the score is 1:1. They're woeful these "intelligent" figments of our "Slovak geniuses". They fume with rage. Shame on you!
     Filth! [IP:193.87.129.190] [16. 2. 2001 **11:17:16**]

RE: The article says Mečiar won't come back. Neither will Schuster. So the score is 1:1. They're woeful these "intelligent" figments of our "Slovak geniuses". They fume with rage. Shame on you!
     Filth! [IP:193.87.129.190] [16. 2. 2001 **11:17:18**]   (bold V. P.)

3. *repetition of a discourse* (*flooding*) + *layering of expressivity expressions*:

(SME):
RE: **You emigrational scumbag, shut up** and **don`t jostle** home**.**
     edelweiss [IP:195.146.157.30] [16. 2. 2001 **7:45:55**]

     RE: You`re tolerant as a mine field.
       JM [IP:195.146.139.247] [16. 2. 2001 **8:19:42**]

RE: **You emigrational scumbag, shut up** and **don`t jostle** home**.**
     edelweiss [IP:195.146.157.30] [16. 2. 2001 **7:46:24**]   (bold V. P.)

4. *anger, scream* (*upper-case letters*):

(SME):
- RE: I agree with you, Mr. Doctor. Our good friend (neurosurgeon, 10 years of practice),wanted a loan for a car from bank…And some 20 years old bank clerk you wrote about announced him that he IS NOT A SOLVENT CLIENT FOR THEM with his income…So he asked about the conditions …and found out that in order to get a load he has to have so much money that, if fact, he doesn`t need the loan…
     doctor`s fan [IP:193.58.193.206] [9. 2. 2001 10:34:33]

- RE: FREEDOM FOR SPEECH BELONGS TO ALL. ALSO, PRIESTS HAVE TO SPEAK. SLOVAKIA AS A DEMOCRATIC COUNTRY HAS TO GET USED TO IT

THAT PRIEST HAS THE FREEDOM TO THEIR SPEECH. IN THE USA ALL PRIESTS IN CHURCHES SAID THAT GORE IS FOR ABORTION AND KILLING THE UNBORNS AND FREELY WITHOU A FEAR FROM PERSECUTIONS THEY RECOMMENDED THEIR BELIEVERS NOT TO VOTE FOR GORE AND THAT ALSO HAPPENED. PRIESTS AND THE CHURCH WAS THREATENED AND DESTROYED ENOUGH IN COMMUNISM. THE TRUTH HAS TO SOUND FROM PULPITS!!!!!!!!!!!!!!!!!!!!LET`S LOOK FOR THE TRUTH EVERYBODY AND DON`T BE AFRAID!!!!!!!!!!!!!!!!!!
    ANNA FRANCIS [IP:152.163.197.204] [9. 2. 2001 1:37:09]

❑ RE: I lean toward the assertion that it's disgusting to publish such a picture.

 When I was in hospital, a woman was lying next to me who was showed in the position just like in the picture to the whole group of medicos. THE WOMAN HAD A STRESS FROM IT TWO YEARS AFTER IT HAPPENED TO HER.

 When I was discussing the topics several times with those who teach at university (in Slovakia) I always got only one "argument". And where should the medicos (poor they) learn it?

So I`M CURIOUS WHAT THEY WILL LEARN WHEN THEY CAUSE A SHOCK AND A NERVE STRESS TO A WOMAN BY THEIR INSENSIVITY, AROGANCE and by that they boast about themselves, they are superior people who are allowed to do anything.

Now I know about a woman who they did it during her delivery. She's also stressed for all her life.
DOCTORS just like the rest of our society YOU SHOULD FINALY LEARN THAT SOME MATTERS ARE INTIMATE!!!!!!!!!!!!!!!!

Such examinations, also delivery, also all what deals with sex and sexual life belong there.

Unfortunately, apart from the church there is no other institution, which still understands that. Which still understands there are intimate matters that don't belong to public?
    Zora Macko [IP:64.228.123.172] [9. 2. 2001   20:51:04]

5. *anger, scream* (upper-case letters) + ***impudence, agressiveness, confrontation*** (flame):

(SME):
❑ RE: Ok, Anna Francis, how many Slovak not wanted but even though born children **are YOU WILLING** TO BRING UP FOR YOUR SAVED DOLLARS??? Because there was too much jazz. It's easy to advise from the snug of Great Lake. Everybody can stir up (e.g. CDM/ Christian Democratic Movement – note of a translator) but all bombast but no bones. So please, **show up. Or is it only pharisaic CDM`s** jazz???
    lejo [IP:212.5.208.130] [9. 2. 2001   12:31:52]

❑ RE: JOURNEYS HAVE TO BE MADE. THANKS TO DZURINDA AND DEMOCRA, IN SOME MEASURE CDM A NATION FINALY BEGINS TO WAKE UP. LOOK **SPOOKS COMMUNISTS** MIGAS,FICO WHERE ADNDHOW MUCH THEY TRAVELLED ANDGRAFTSMEN FOR DEVASTATION OF SLOVAKIA? MFDS? AND TO FIGHT FOR YOUR RIGHTS.
ANNA FRANCIS [IP:152.163.201.209] [1. 2. 2001 3:57:05]

RE: **Hi Anna!You`d rather write in English. It'll be clearer. Thanks.**
bobo [IP:171.64.118.105] [1. 2. 2001   4:44:14]   (bold V. P.)

6. *impudence, agressiveness, confrontation tone – aiming to the author of a contribution* (flame):

(SME)
RE: I`ve always thought **the Internet users have to have a head for something** and they have to think at least a little. **How can someone inteligent advocate MFDS /The Movement for Democratic Slovakia/ and SNP /The Slovak National Party/**. They`re the parties that voters over 60 and people with basic education support.
ms. [IP:212.208.74.102] [16. 2. 2001 9:04:54]

RE: That`s a fact. It`s never been written about us abroad as durin Meciar. Now, you can`t find a line. It suits me more. **Jan Klacko wake up!!! And leave** all honest people **alone**. They`re not interested in **Your insane opinions**.
Dada [IP:195.38.255.16] [16. 2. 2001 9:27:41]

RE: hope they pay **You** for this thinking…
majo [IP:198.133.22.70] [16. 2. 2001   9:58:21]

RE: Mr Klacko – if you`re not a paid agent of MFDS but an honest average Slovak with a proper IQ so I`m inviting you for a free course of economics (you`ll pay just for transport and stay). **Concluding from Your statements You really need it.**
Dr. Emil Helienek
The Nottingahm Trent University
United Kingdom
Emil Helienek [IP:152.71.21.247] [16. 2. 2001   10:16:40]

RE: Mr Klacko, Slovakia was on a fair way to become an economic "tygre" of Europe but certainly not an economic "tiger" if you mean a synonymum for some countries of south-east Asia.

But something else I wanted. Dear Mr president apparently doesn`t know what polls preferences are. If he knew he would probably found that it`s enough for Meciar to unite with **little Fico** and **Annie** and here`s the lined coalition. He should present his statements not as facts but devout wishes. **He`d rather speak about his presidential villa and its defects, he seems to me at least a little qualified in that**.

Miso S. [IP:195.168.68.9] [16. 2. 2001   10:29:14]

RE: KLACKO TO THE THRONE, ee, do we have any?
        Sarf [IP:194.154.246.193] [16. 2. 2001   10:37:06]   (bold V. P.)

7. *attacking, confrontational tone aiming to an author* (*flame*) *+ obscenity, vulgarising:*

(PRAVDA):
your response>>>
RE: Border! **Hucko, you`ve got it baffled somehow**. Pity, people like You stayed in Slovakia. :-(
        Ondrej | IP: 145.228.95.83 | added: 2001-02-28   09:46:38 |

your response>>>
RE: Border! **You`re LOONY !!!**
         User from address 195.80.171.6 | IP: 195.80.171.6 | added: 2001-02-28 07:24:31

your response>>>
        RE: RE: Border! **Loony**`s nice word for such a **shit** that you **procuced**, **dear Hucko.**
        Miki | IP: 195.168.41.132 | added: 2001-02-28   09:30:11 |

(SME)
- ❑ RE: Anna Francis, I also have to tell **You are a real cow with your opinions you should live in medieval times.** No abortion act will be necessary if they increase maternity allowance, parents allowance, young couples loans etc. It's beneath all what moms get, it isn't a minimal wage.
        jojo [IP:195.72.0.9] [9. 2. 2001 11:33:04]

- ❑ RE: Siemens,**you`re** a **basket**.
        Nokia [IP:152.158.31.52] [1. 2. 2001 8:14:38]   (bold V. P.)

8. *obscenity, primitivisation, vulgarising of a discourse* (*the occurrence of systemic and reference-traditional vulgarisms; curses; lascivity; not respecting language ortographic and grammar rules; expedising a text to the net without a feedback check; irony*):

(SME):
- ❑ RE: If only that our "big businessman" Sani **didn't shit** himself.
   And the Pitner **should already clock off.**
        jodo [IP:195.72.5.93] [9. 2. 2001 9:59:22]

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RE: Is that Rezeš such an important person we have to write about him all the time and poison our life? Let him bugger off and doesn't stink all around. Nothing`ll happened to him either way, so let him go.
        tuli [IP:195.72.0.9] [9. 2. 2001 10:12:25]

❑ RE: **shiiiiiit, one giant shiiiiiiit**, what are these Meciar`s **cunts** fresh with us. There're **quite many candelabras** on a driveway to Blava **where we could hang them all!!!**
        FUCK [IP:209.197.174.146] [9. 2. 2001 17:57:10]

❑ RE: (I've been **soaking**, so, apologize me for my words ahead, please)
Winetou, what are you **fucking** about there're some act against emigrants. As far s I know they were preparing an act on foreign Slovaks which de facto equalled to citizenship. But you **fuckers from the USA** don't deserve it at all. How much we heard about how emigrants`re to help, then they'll help and invest only when we got independent – and **shit**! They're only writing **horseshits** and don't understand local problems. They're enjoying values they didn't participate in their building up, only they can get rid off an umbilical that connects them with Slovakia. When you've got nothing to do switch on telly and there's certainly some educational series going on (or **some insane American mutilated crock**), or go to meet you sincere American friends who grin from ear to ear, but when something happens to you and need a help so they'll **bugger** you **off**. **Fuck off** with these clever from America. **Shit!Fuck**!
        geri [IP:212.5.196.148] [16. 2. 2001   10:12:06]

❑ RE: Any **cunt** in the ministry can have survey made in a "renowned" company on bribery among octors and he`ll even provisions. Has that our government **fallen from Mars**, where have they been living till now? 99% people have to bribe with something in hospital just to survive, but aprior to blame doctors from it and **make jackass assistants in a parliament jackasses** for 27 thousand + expenses and claim we don`t have for healthcare it`s a genocide of a nation. If a doctor had so much that 500 note from an old woman would insult him, so nobody in the governmen would have to waste time with primitive surveys and could do something intelligent. Only when we prevent from corruption in governent, we can start spoiling bribery of doctors.
        joe [IP:212.5.208.130] [9. 2. 2001   8:22:53]   (bold V. P.)

9. *the entrance of a foreign language to a discourse and switching of code without particular pragmatic-communication notice:*

Note of a translator: the underlined expressions represent the use of a foreign language (mostly English in the following quotes).

(SME)**:**
❑ RE: Dear Mr editor, the writer of the news, it`d good to add how much that investigator earned for that they gave him a passport back.
 Hälsning fran Svea Rike. (I've also grown tired of it...)
        Palo [IP:212.209.42.130] [9. 2. 2001 11:47:37]

❑ RE: Tony Jevcak, hope you're reading it. **Go** Tondra **Go**.
   Martin [IP:193.83.62.5] [9. 2. 2001 10:28:46]

❑ RE: ***don't eat too much beef of mad cow from EU .leave something for us.***
   hungry man [IP:195.233.129.14] [1. 2. 2001 7:37:26]   (bold V. P.)

Before the formulation of analytical insights and expressive signals to a shape of several conclusions, it is necessary to add an important methodological remark immediately to an argumentation part. The utility value of those kind material corpuses despite exactness of modern tele-technology cannot be accepted non-critically without reservations or doubts. If we realize the functioning, intersection, cooperation, oft the contrast, or confrontation of both constituents in *message board* discussion within the media environment – *chat* and e-mail – discretion and circumspection when interpreting their hybrid variant, as a "board" undoubtedly is, seem to be in order. It seems that despite partial shortage issuing from mutual influence of both, thus different psycho- and social-communicational strategies, the utility value of a textual part is appropriate for admissible argumentation and for the creation of several reliable and persuasive conclusions.

Even the sounding survey, which was introduced with a help of a gained textual corpus part, it is apparent that on the turn of a new century a specific way of interpersonal communication interaction is being formed and stabilised. His guiding line is a particular attitude of participants to communication contacts in the net environment. One of the central motives for the development of inter-subjective relations is a permanently increasing individual feeling of solitude and alienation typical for post-industrial society. A potential communicant seizes especially the space for self-expression apart from entertainment. The electronic environment enables him to satisfy both needs via available technologies. *A chat* is favourably used for establishing short-time or a longer lasting virtual contacts to relax, pastime, entertainment, humour (its presence in journalism is pointed out by A. Jaklová; compare Jaklová, 2000).

In the media environment press agencies or editorial staff, which offer an opportunity for their readers to watch media production in the Internet environment, provide active and oft attractive entrance to the media sphere more often as well as the expression of attitudes, judgements, emotions and emotions towards published discourses (their theme, content or addressees). In order to gain a feedback the textual-communication principle of electronic e-mail is obviously used. Following the mentioned way, its users become authors of texts in the Internet, thus the factual participants/parts of media strategy. We can say without making a bigger mistake the majority of communicants' user but usually skilfully handle specialities (particularly advantages) of the electronic

environment: apart from surfing *the information motorway* he sporadically or regularly "pops out" to the *chat* environment. These methods are not limited by any boundaries today but mostly "only" by technical circumstances. Otherwise, the *internauts* accept the set of norms that universally, en bloc rule the electronic environment. The interference of rules and normative, particularly when it comes to switching of social-communication role registers in the related technological base, is a logical consequence of the movement in various social-communicational environments.

Among the discussants from the various social-cultural and language environment, who enter as participants pages of the electronic periodicals issues, there are factually no noticeable differences. We can find the differences just in a language-communicational side of selected texts and in contouring subconscious of (media) communication culture. It may be said the features, means, and methods typical for *chat* are used in Slovak conditions within medially presented texts of discussion-debate character. Discussants suppress playfulness/joyfulness and larking in *chat*: in the media environment a discussion is not exactly *on-line* but otherwise in limited time (for example "news" day) and its products are permanently available for the others. Communication exhibition is weakened in *message boards*, the occurrence of bizarreness and trifles is decreased; discussions are more serious and tend to use more normative way of communication which is strengthened as a written matter. It is apparent that a theme – a discussion issue – play a decisive role in the shift (*chat* is non-thematic, at least theme fragmentary). The limitation of the typical *chat* communication methods occurrence evokes a greater extension of discussion texts` expressivity. Slovak discussants make their texts expressive by upper-case letters (a signal of anger, annoyance in the electronic environment), they are confrontational in communication interaction, aggressive (the *flame* principle is frequent). A thread of a talk is favourably disrupted (*flooding*) – a characteristic feature of communication spontaneity – obscenity, vulgarity and taboo breach are widely overused; discussants greatly present themselves by vulgarisms. Otherwise, a basic aim of that kind communication interactions is fulfilled – the expression of an own attitude.

It seems discussions in the (not only media) electronic environment will develop further; the results of communication interactions will re-profile their social-communicational and pragmatic characteristics. However, we can clearly notice an interesting part of inner contradiction trends – a careful renaissance of semantics and stylistics of natural language. Late semantic features of "lark" electronic communication have almost disappeared from the texts of *message board* discussions in the Internet. Texts divest of emoticons (*smilies*), floods of abbreviations and symbols, the significance, and the efficiency of diacritical system grow. The fact is definitely supported by a permanent improvement of tele-technology. On the other hand, texts are semantically "flattened," structurally schematized (particularly in sentence and orthography) and

primitivised (in vocabulary). It seems just within an objective and interdisciplinary framed research of such a contrariety and with a support of "neuralgic communication sites" of texts and the "protagonists" of communication in the Internet we can seriously seize and find contours of an electronically determined text and signals of communication (non)culture parameters in such the environment. Thus, even the *message board* discussions are an "…example of functional communication self-regulation and a sample of non-censored, spontaneous speech behaviour in which a state and a level of contributors' language consciousness is clearly expressed" (Wachtarczyková, 2000, p. 66). [J. Horecký is the latest inspiring contributor to the issue of communication culture and language expression cultivation – mainly its architectonics with the emphasis on the central position of a human factor when building up a discourse (Horecký, 2001c).]

SUBSTANCE OF SO-CALLED MEDIA AMALGAMS AND THEIR FUNCTION IN ELECTRONICALLY MEDIATED COMMUNICATION

Before introducing the core of the following demurs, it is necessary to list several extended and professionally acceptable remarks. Their ambition is to accept also a role of carefully formulated theories.

1. The title of a contribution includes a figurative two-word nomination after an inevitable meta-language signal. It is necessary to emphasise it is formed *ad hoc*. Of course, with such characteristics it does not need strict and precise semantic embedding. It has no tendency to expand related terminological nomenclature. Its purpose is to point out a wider text or discourse base as it could be anticipated at first sight or traditionally. So the text/discourse, thus a source, a mediator as well as a result of communication activities operating in the electronic environment, occurs and figures even though more particularly then in an ordinary communication contact via vivid and open speech or in artistic publications. In order to confirm the differences, we can introduce several examples. Also without deeper analyses, for example, it is possible to recognize clear differences and partial concordance among the structure, inventory, and behaviour of a text in a radio interview and even if when perceiving the Internet contact version of a daily with interactive discussion forums. An adaptation of a classical theatre play in a public TV meets other demands and ideas; a political discussion gets different characteristics in non-government television broadcast.

2. Here it is necessary to contour our perception: an electronically determined discourse predestined to meet mass media demands by using several code sets weakens a stable and respected out of language polarity verbality – writing. Obviously when among both boundaries we count with lighter and more various genre differentiations of discourses according to their origin and purpose or use. It is known only spontaneously said as well as written, thus ahead prepared texts in writing, are connected with the pole of spoken expressions; texts set for loud reading, auditory perception and finally the texts for combined receptions, thus quiet reading and visual perception, are connected with the pole of written expressions (Kráľ – Rýzková, 1990, p. 95). An author couple supports also a communication substance of already formed typology apart from softened boundaries of speaking and writing. It is obvious particular features in the introduced spectre are bound to authors and addressees as well.

3. M. Bugajski indirectly points out the mentioned diversity and dynamism when thinking on approaching, cooperation, or even fusion of code sets in the media field. (Bugajski, 2001). Interactivity and conversation of recent

communication contact majority, which occure particularly in the electronic environment, greatly help the intersection, diffusion of speaking and writing [with a paralel reflection of a pair non-preparedness – preparedness] (Schulze, 1999). It is indicated the oscillation or disintegration of strict oppostitions finally support also the change of traditional communcation models (C. Shannon – W. Weaver, H. Lasswell) from a five-component structure to a ten-component one by diversification into a mediator (G. Gerbner; see Jirák – Köpplová, 2003, p. 49). s

4. The statements by Á. Kráľ – A. Rýzková and M. Bugajski are used as a support of our explanations. Naturally, we notice not a final net but exactly a process, a synergetic movement inside opposites. We suppose "amalgamation" in the electronic media is carried out like a natural functional consequence of task flowing, which are completed by particular code sets. We can add the changes usually clearly and always distinctively profile also their own language-communication substance of a mass media text/discourse.

5. We know the electronicaly set environment, out of which a majority of recent communication contacts with media affiliation and the mission, on which it is also based, is equipped with principally the same technology. Electronic storages of information or mass media messages take advantage of the binary system simplicity. Digitalisation of signal chains enables us to break or cover limitations between codes of various origin and it causes also changes of limit values between the media themselves. Infringment and changes of boundaries are usually conducted without too much effort of communicants and with a fair measure of mutual assistance of code sets. The advantages of penetrability are visible in a proper user comfort and efficiency, usually also the efficiency of communication acts. Naturally, so-called new media greatly affect a discourse itself, its genealogical fundament and communication predestination. The result is achieved immediately regardless is a discourse is shaped like a verbal or non-verbal functional-procedural unit, or as a combination of various sign sets.

6. The aim itself of our interest may be seized in two levels:

6.1 to look up and line out the opportunities of succession, supletivity, parallelism, cooperation or competition of several various original code sets under the influence of conditions and presumptions of the electronic environment and

6.2 to observe the expressions and consequences of such a cohabitation with co- or contra-effect in a text set for, if it is possible, a competent activity in the mass media service.

When observing and exploring the "fusion" of mass media discourses under the influence of the electronic environment as an argumentative basis we use a communication sphere which openly even manifestationaly uses the followed principle of "amalgamating." We mean the field of advertisement communication. Today, even in our conditions well known enough, suggestive,

too often aggressive, seriously being explored in the whole, but sill not researched and at the same time not at all a fashionable genre of mass media communication is really "at home" in the electronic environment. Advertisements admit also to the secondary environments and do not give up more or less efficient exposing of communication intentions in the non-domestic and non-original conditions.

Respecting the functions, theme, and an expected addressee the advertisement and more generally media communication oft use an interesting cognition. The tried and tested concord of pragmatic-communication conditions and assumptions of one starting environment may not only keep a communication potential of original components by their pragmatic-communication rearrangement in another environment. It can even multiply it and that due to purposeful manoeuvring between a pair of basic communication vectors – space and time. By the change of the communication environment and careful re-evaluation of effects of time and spatial conditions an own effect of mass media discourses is finally increased. Differently speaking – the use of construction pillars, including verbal components and influenced by the flexible cooperation of key communication determinants, is increased. As we certainly know, it is an extremely important condition for goods-market background of advertisement communication. It is substantial also for knowing and the research of own value parameters that advertisement contains, enriches, mediates, uses for broadcast and which it promotes.

With regard to this, we can resign at work on several generally known psychological, social, marketing, and other matters that are constantly connected to the majority of researches and the explanation of advertisement communication today. Our contemplations do not contain even – for some, perhaps, still attractive – isolated evaluation or criticism of an own advertisement language side level including a slogan, thus a pillar of advertisement discourses majority. Valuable opinions and sometimes more another time less reliable denounces of advertisement products language side have been (were) made until today and they will be made even further. Naturally, we can identify ourselves with objective and reliable disputed cognitions on banalisation, panelling, infantilisation, and slushiness of advertisement language regardless of their media substance.

In the depth of our intention, we pay our attention to wider conditions, assumptions, and results of implementing main functions to recent electronically mediated advertisement. We accept a well-known cognition on poly-functionality of advertising, thus each form of, media communication. Within a hierarchic arrangement, it deals with meeting persuasive, then instructive and oft entertainment function of an advertising discourse apart from its main informative-attractive function. [Psychologists acknowledge the general definition of communication functions according to theoreticians of communication (see for example the latest synthetic work by Serbian author J.

Janićijević; Janićijević, 2000, p. 24-28) also (see for example Vybíral, 2000).] Of course, all mutually corresponding functions touch a successful life of advertisement from its origin to demise.

Look at an impressive curve of advertising activity which displays a variable level of efficiency during the media exposition of an advertisement intention via four different stages (Patráš, 1993/94). Following animateness of advertisiment and pointed guided process of influencing perspective recipients we do not stop by so-called marginal components of the curve for a long. It is about language-communicationally and pragmaticaly almost troubleless stages of the beginning, the strongest effect and on the other hand the parts of advertisement text demise or departure preferable *out of* addresees' *sight and out of his hearing.* However, it is in order to introduce a more general insight and emphasise: everything *written – coloured up/animated – seen and said/sounded – heard,* even after the slump of the primary media mediated effect, further resonates in a deep level of a perspective addresee psychic. After not a one-off mass media interference the addressee can be called for example a member of assumpted or real target group, in any case a consumer of an advertisement intention. One of the most significant stages deserves focusing our attention with regard to the contribution issue in the curve. During it an advertisement intention is tactically kept or supported by recepient's attention. Thus, it is a level of advertisement "resuscitation", revitalisation during its activity semifinal.

On the occasion it cannot be forgotten: the curve that depicts a tell-all bend of advertisement efficiency finely demands a universal use in the whole. A slightly different sittuation appears during the separated research of particular stages. Analysing them the character and a fundament of an advertisement effect object come into a game. We know the salesmanship of for example a product of general spread, need or use, does not need too specialized communication means. The goods created for so-called target groups is depicted differently within advertisement communication. A product of material substance is promoted using not related methods. Commercially – we say it directly: demandingly – a product of mental activities is prepared and promoted, for example a service, an information source or a part essentialy related to a man's life in an individual sense, for example healthcare, social security in young or advanced age, mental activities, charity and etc.

The cognition of not a simply promotion run refers particularly to a revitalisation stage of an advertising effect. Perhaps it is not useless to remind a well-known cognition the impressiveness and usually also efficiency of non-material products promotion is definitely achieved via mass media campaigns. Advertising efforts are capitalized even more efficiently in pre- or between festive periods or serious social events – elections, public voting etc.

At least a pair of main text-communication vectors usually supports the media promotion. The first vector is typical with its time limit. Within a radius of the parameter action we take into account an elaborated, carefully controlled

and precisely managed dose of an advertising intention at first in the "domicile" starting mass media an then in the secondary "successor" environments. On the ground of systemic observations, we can speak about a frequent order – *audiovisual – acoustic – auditive – optical-visual – mixed media*. Synonymically we can think of the chain television – radio – press – others (for example a billboard), so of a media movement (oft in a spiral) between the poles *dynamics – static*. The second vector is supported by spatial limits. Within the parameter activity, we can find the next, returning, parallel or suppletive, finally thus even guided linear, method of several media when promoting an advertising intention. Spatial vectors work with a univocal aim: Via the prism of the "addressed" "affected" being (in social understanding), they embed a media discourse in its (sub) conscious. Of course, at an opportunate moment, namely a real contact with goods, spatial vectors ensure briskly and usually projected effect of individual decision process how it is possible or necessary to deal with an offer further.

Supported by the curve of advertising activity we can outline the co-effect of both vectors highlighting media "fusion" (*amalgam*, **AM;** see the figure at the end of the study).

Keeping the addressee's attention or revitalisation of an advertising intention is conducted in several ways. We can introduce several languages, stylistic, compositions, expressive-gestic and dramatizing means, and methods out of textual-communication opportunities for their cooperation. In any case, more or less suggestive methods or techniques are convincingly processed in several research results already also in Slovak conditions. On the occasion, we consider the electronic environment to be a substantial condition of efficiency (not only recent advertisement but also mass communication itself). We cannot miss even a different role of each mass media in so-called revitalisation stage that an advertising communicant is found in.

Look at activation, tasks, assets, and limits of particular mass media within an undoubtedly interesting section of the media effect. It seems natural the insights and comments refer to both members of a media-communication chain – an expedient (a creator/originator of an advertising intention) and recipient, thus a strict distinguishing of their status. As we have already outlined at the beginning of the text, the evaluation of communication strategies and efforts depends on the harmony not separation of their protagonists` taks.

We can group pragmatically-communicationally framed remarks on the core theme to several categories:

❑ It seems to be appropriate to respect the fact that the mass media effect (advertisement is an amazing example) is related to time, it lives in it, succumbs to it positively and negatively. Sometimes it can temporary and fictively, virtually protect itself against (im) compassionate flow of a basic life principle. The media help to create and preserve a fictional picture of

Dorian Gray in/to/against an addressee and that always happens after a careful pre-preparation and in strict harmony with a hierarchy.

- If we identify ourselves with an opinion that an ordinary man quite comfortably registers and safely utilises especially optical-visual inputs, we efficiently/impressively send out a dynamic advertisement intention to the public primarily via television channels. During a multiple intense offer, we emphasise particularly communication-pragmatic pillars of advertisement. We focus on a picture, music components, and sound effects, editing specialities, tricks and assembling. Of course, in front there is a slogan, a brand, a prop, protagonists, or a central motive.

- After a short exposition time and a relative stabilisation in (sub) conscious of an observer, we choose the used and tried supports of television space-time and put them into the radio environment. We strengthen an acoustic-auditive side by moving visual components to the back. It means we again primarily support a slogan itself, then a speech side, sound-trick components, a ditty etc.

- It is enough to put another layer of an advertising intention crucial sentence in a form of an edited fragment or free mosaic onto another carrier in the hierarchy (static; it does not have to be exactly with an electronic substance) and to charge it with the same tasks again. However, the hierarchy of communication functions does not change anyway.

- The result: a carefully timed and spatially managed communicant arranged from the mosaic and remains of information tins safely evokes an expected synthesis. A promoted communication intention settles in a recipient's psychics and is used with everything what forms its substance and purpose. An addressee after an associative syneastethic process even feels he came to the result – the interiorisation of media practice – by himself.

It is not necessary to prove every mass medium enters the interesting synergic-syneastethic game with its strong sign inventory. There are many keystones for augmenting. Within goods of its kind, for example financial-bank services, we can introduce the utilisation of an economically more expensive but receptionally attractive serial model. It was a massive, suitably (on the turn of years) time set promotion campaign of one, at that time, international bank institute active in Slovakia. In the first – attracting-informing-entertaining – stage an "ordinary" family appeared with its "ordinary" humorous and oft banalised gag stories and worries in a tv screen. After a short time and repeated broadcast in a prime time and after a sufficient fixation of a spot, only discourse keystones – protagonists and an object of promotion (financial services and their declared assets) – appeared in the following "series parts". An information, persuasive and less clear instructive function of advertising communication was used.
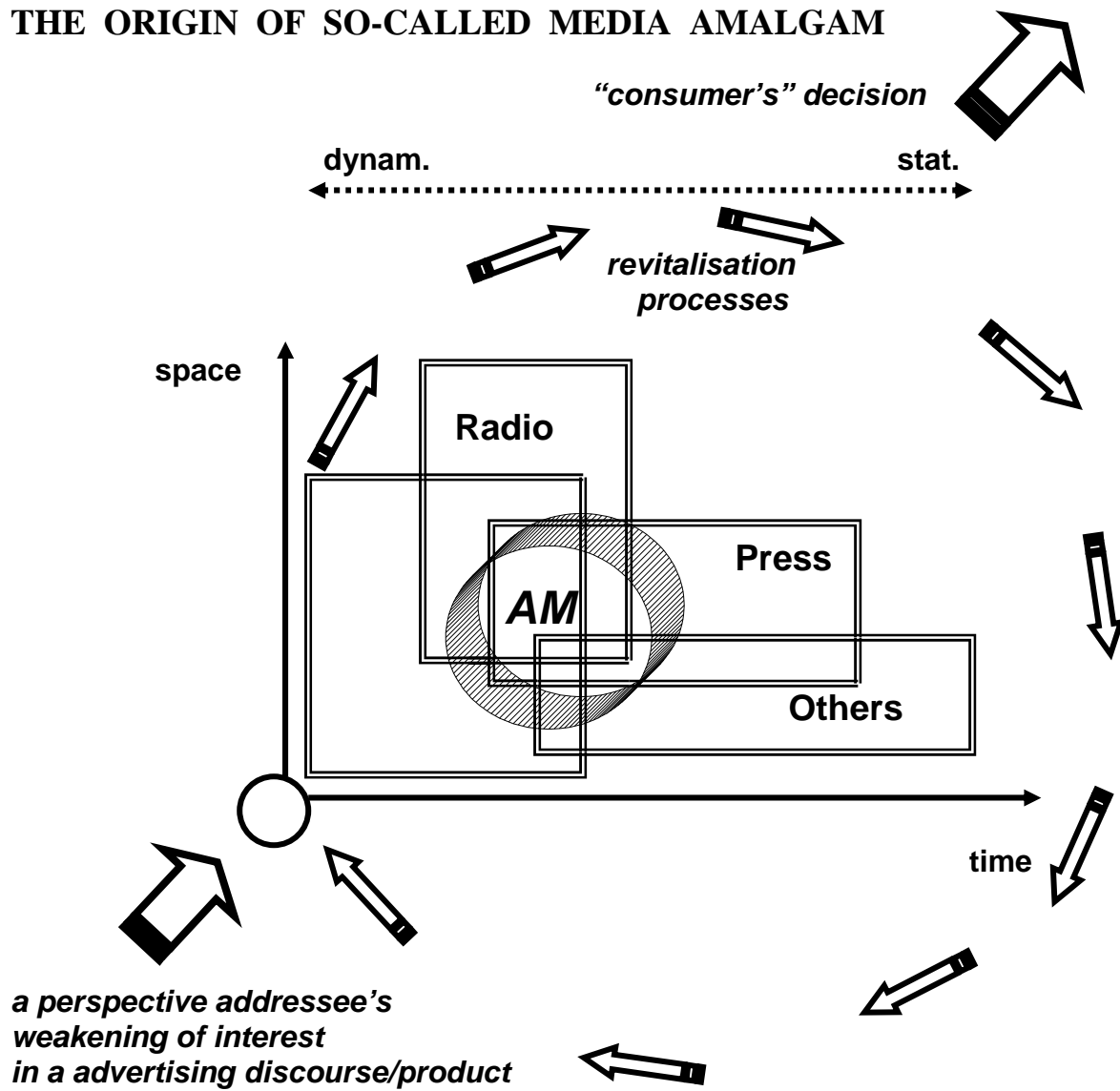
The third stage opened a space for the purposeful "fusion" of the various communication environments. A spot was comprised in space and time, its composition got dynamised, and a discourse was embedded in audience population. A timed, purposeful, and very efficient shift to other media could start. In the final stage a key motive – a simulated memory with greater strengthening of an instructive function ("come and buy our product") – sporadically appeared in the radio, dailies and weeklies, in the Internet, on billboards, notices of public transport stops etc. The utilisation was secondarily developed in special-purpose leaflets of a particular company.

After the inter-medial journey completion, a spot was withdrawn from circulation and put into a deposit for a short time. After some time its mutation primarily got to television screens with ambitions to "be reminded again" or to go through an economic circulation. Of course, with a repeated comeback to a media sphere a new composition-communication skeleton of an advertising discourse simplifies, schematises and dynamises. A several times changed discourse completes particularly an attractive, then instructive and at the same time persuasive function. As it has features of factual readiness and stylised not readiness, dialogicity and interactivity, we can claim without any fears that it overcomes the limits of the antipole – verbality – writing – without any conflict.

The outlined contemplations may prove the fact on approaching, fusing, or mutual supplying of particular mass media with their instrumentory and the codes convergence due to the electronic environment. Afterward, the outcomes of "amalgamation" are more and more apparent in a growing number of syncrenised genres especially in the field of the mass entertainment. We can mention music clips, film products with a science-fiction base and the computer environment use etc. A so-called serious production does not stay behind. For example a competitive scientific sphere and its fundament – an information science (on the relation of modern science and information see for example Cejpek, 1998) has to count with a standard use of a discourse coming from one medium to others.

In conclusion, it is right to answer an urgent but natural in the whole question in cursors: what position do so-called amalgamated discourse have in relation to multimedialy constituted products? The difference is apparent also on the ground of previous contemplations that are supported with a communication environment phenomenon. Multi-medially prepared texts are depicted as a **synchronous** result of several media integration in the **only one** users' environment. Then a computer properly equipped with hardware and software becomes it. The amalgamated discourses built up their efficiency/impressiveness on **asynchronous** gradual linking of **several** media advantages and limits.

THE ORIGIN OF SO-CALLED MEDIA AMALGAM

"consumer's" decision

dynam. **stat.**

revitalisation
processes

space

Radio

AM

Press

Others

time

a perspective addressee's
weakening of interest
in a advertising discourse/product

FOREIGN PERSONAL NAMES
WITHIN JOURNALISTIC COMMUNICATION

"...it is important even the codification was natural, realistic and the most exact in order to apply to the users of the Slovak language. This may happen only in case we will take notice of real speech practice particularly in the media and if the codification is not built only "from the top downward" with regard to abstracted models, but we will complete it in cooperation with unbiased empiric research (that is a task for linguists)."

(Slavomír Ondrejovič)[27]

In order to introduce the problems of a personal names particular group – characteristic language signs with more or less transparent identification-nomination vector – as well as the issues of their effect in a journalistic communication sphere, it is right to note several wider composed initial remarks.

1. It is not necessary to, especially and in detail, argument one characteristic condition even when thinking of foreign personal names. The texts, whose mission is to intermediate reference reality to numerous, not specialised closely, relatively homogenous addressees, or recipients (we can call it an audience in this regard) form one of the main pillars of their social function and communication-pragmatic success on the utterance hard ground of personal names. Proper nouns within a journalistic product are communicationally exposed with a help of their strong onomasiologic status and they are pragmatically evaluated without stronger connections to a carrier – a medium that spreads information in their universal perception. Not even a considerable level of statutory public information diversification opposes a general cognition on a high information capacity of proper nouns.

2. Proper nouns are an inevitable support of texts – members of reporting, analytical and belletrist genres or (if we wish) reporting and journalism of a rational or emotional type. Today, within journalistic communication the proper nouns are not willing to respect a stable development and by practice long-term tried genre domicile that a communication space is offered within. They oft larkily oscillate on the edge of so-called serious (opinion) and sensational journalism in numerous form-shape variations. They behave like that without too many worries that they could seriously evoke a permanent bound of a media discourse, periodical or program to one of two mentioned kinds.

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[27] ONDREJOVIČ, S.: *Intonácia slovenskej vety a médiá*, 2002, p. 80.

3. Observing communication tasks, mission and changes of proper nouns in recent mass communication it is not advisable to leave another interesting opinion behind our attention: the mass media do not reflect public opinion but they rather form it (McCombs – Sheldon, 1986). A significant aspect transparent by the utilisation of proper nouns, which have been in journalists` grasp, issues from the assumption of an author tandem. Some mediologists (we can name for example communication oriented politologist Winfried Schultz from the University in Erlangen) remind us the reality provided in the media represents especially stereotypes and prejudices of journalists themselves, their professional rules, request to deliver information at all costs and, of course, to depict it in the media. (compare Jirák – Říchová, 2000, p. 29).

4. The idea of a journalist's responsibility for the destiny of his creation in a media communication chain should be referred also to his communication partner – an (group) addressee or a recipient of author's effort. A journalist usually uncritically focuses on well-known or expected need of perspective audience when making a need of persuasion absolute. Like an author he prepares and forms his communication intentions greatly according to the addressee's needs, then with the help of efficient and oft impressive interactive communication strategies he takes over a responsibility for a "consumer" and for the formation of his communication competence. It comes to a particularly strong effect on an addressee, when a media system brings several unique or attractive pieces of information to a communicating society. We can identify with an already outlined idea on information support of a journalistic discourse within a proper nouns sphere. Then a following thought is in order: a proper noun in journalism is entrusted with discreet but demanding social-communication functions.

5. Recent communication – especially if we mean super- or other nationally framed and spread discourses – is usually characterise as an expression or consequence of the information world contracting. Not only communication in a media sphere, as well as linguistic fundament, of course, can react to the processes of so-called globalisation. For example news coverage has to flexibly react to the conditions of contact languages (sending and receiving, oft also an intermediating and a transit code) when taking information from other cultures. A communicant has to cope with a fact materialised in its own name. Particularly proper nouns are sensitive to interpretation or translation (because we speak about them in this context) from a certain language to another one and reversely. Another serious function is put on their "communication capacity." Proper nouns in a journalistic text taken from the other environment settle with their intercultural potential and coherence apart from their semantic value. Of course, their shape (a formal design) and face (a communication value and functional utilisation) come usually to a game.

After introductory remarks, it would be careless, and fruitless or factually impossible as well to look at the function of all proper noun kinds and groups in journalistic communication. With regard to the aim of the study, it does not seem to be beneficial to point out hesitations, mistakes, or exactly ignoring of cultural media communication principles made by journalists themselves. So show our hands: via the net of several intercultural links, we can imperatively pay our attention to women proper nouns that enter Slovak communication like nomination units *sui generis* through the journalistic environment and they briskly join an imported language pattern.

Look closely to an even though specified set of proper nouns colouring up starting remarks just by its international context. We can ask several practical (of course, not all by a long sight) questions with the stereotype but functional *why* in order to create an argumentative base:

a) Why even in the same issue of a Slovak printed periodical are there carefully not moved original forms of women surnames coming from non-Slovak environment apart from forms with suffix *-ová?*

EXAMPLES:

❑ (coherent texts:) "Jennifer ***Lopezová*** has unexpectedly left her husband, dancer Crisom Judde and she will perhaps fetch up in the arms of a scandalous rapper. [...] For ***Lopezová*** it has already been a second wrecked marriage." "At midnight accompanied by her family and friends Julia ***Robertsová*** has married for the second time…", "In Holywood there is not a lack of excentric marriages, but it attracts attention of also the less sensitive ones what Angeline ***Jolieová*** (27) a Billy Bob Thorton (46) wobbler." (Plus 7 dní, 2002, Issue 28);

❑ (pictures from fragments of an audiovisual product + following texts in a program overview:) J. ***Turnerová***, V. ***Andreiová***, R. ***Mondellová***, G. ***Chaplinová***, J. ***Seymourová***, K. ***Dobóová***; Bo ***Dereková***, Linda ***Kozlowská***, Michelle ***Pfeifferová***, Olympia ***Dukakisová***, Mireille ***Darcová***, Meg ***Ryanová***, Annie ***Girardotová***, Erika ***Eleniaková***, ... (Telemagazín, 2002, Issue 30);

❑ (following the texts in a social page below the pictures of protagonists:) Camilla ***Parker – Bowles***; Giselle ***Bündchen*** – topmodel; Sabine ***Azema*** – actress; Winona ***Ryder*** – Sigourney ***Weawer*** – Meg ***Ryan*** – Julia ***Roberts***... (Plus 7 dní, 2002, Issue 28);

❑ (the blurb on the cover:) Amanda ***Bearse*** from the series Married with Children (Telemagazín, 2002, Issue 30); Lisa ***Kudrow*** from the series Friends (Telemagazín, 2002, Issue 32);

b) Why does a renowned and experienced Slovak broadcaster or commentator of sport texts not use the motion even in the univocal cases despite its stabilisation in the communication sphere when he introduces the surnames of famous foreign sportswomen during a TV broadcast?

EXAMPLES:

❑ Venus a Serena ***Williams***, Monika ***Seleš***, Lindsay ***Davenport*** (Radio Twist 4/9/ 2002);

c)   Why, within coverage of Slovak non-state television station is there an auditive channel of a viewer hit by a differently pronounced form of the same nomination along with a graphic depiction of a foreign woman's surname on the screen?

> EXAMPLE:
> ❑ graphic version of a name and surname on the screen: Klára *Sárkőzy*
> ❑ synchronous acoustic realisation: [kla:ra *farkótsiova:*]   (TV News Markíza 21/7/2002);

d) Why does a young news reporter in a Slovak non-state electronic media read a personal name (a surname) of generally renowned foreign public dignitaries carefully with a motion suffix -*ová*, but in its deformed and not correct form?

> EXAMPLES:
> ❑ Condoliesa Riceová   [kondoli:**s**a *rikeova:* Radio Rebeca 12/6/2002; kondoli:**za** *ri:sova:*; Rádio Expres 9/9/2002];

e) Why, in many overviews and pop charts produced by Slovak radio stations, are there used own proper and artistic names of foreign interpreters thoroughly without a motion suffix regardless of an obvious presence of public communication characteristics and a (legal, juridical) media status?

> EXAMPLES:
> ❑ Christina *Aguilera*, Sarah *Connor*, Céline *Dion*, Kylie *Minogue*, Britney *Spears*, ... (Radio Expres – Expres Music Show 4/8/2002).

Before an attempt to take at least a partial position to already apparently resolved, but – as it is obvious from trace insights into a particular expression in a media sphere – a dynamic and that is why still not completed matter it is recommended to turn our attention to several more general connections.

Every natural language in any period of its existence tries to seriously handle with a problem of (also woman) proper nouns. This is also generally valid for Slovak usage, norm sets, and codification attempts. We approach to the functioning of foreign proper nouns from a diachronic and synchronous point of view and with regard to its utilisation in human communication. Contrastive linguistics does not stay passive, interdisciplinary sciences find their research space; see an overview on the issue by for example Blanár, 1996. The results of system and value research related to other language proper nouns are embedded in basic codification (ortographic and ortoepic) works and more and more often they are verified in authentic texts.

After the verification of research successes also in the Slovak research environment and after the insight into our mini-collection of examples related to suggested questions, we could really consider an issue of women surnames effect in Slovak language to be scientifically uninteresting or at least marginal. Of course, we could do so under the condition of only one assumption

verification. Among five formulated questions, we could not miss the result of a natural concordance of key communication determinants arrange to the opposite pairs: statutory vs. commerciality of the media, writing (printing) vs. speaking (verbality), and invariability vs. variability. An implicit pair typical for the mass-communication sphere would not stay behind generality, mass – specialty, tribalism (privatness).

Here we should note the design, tasks and a place of foreign proper nouns in recent journalistic communication – with regard to even a little limited study extension – is meant to be perceived and interpreted with the emphasis on social-linguistic coherence. The note is quite important evidentially. In several scientific approaches devoted to other language links, there are records on interdisciplinary approaches appeared there but they are oft only trace – descriptive or declarative attitudes.

As it has already been written proper nouns and within them also other language woman proper nouns come to a domestic language efficiently via a transitional space of public information means recently. The owners of woman names are socially, medially and thus also communicationally "made visible" in a certain limited period. From a synchronous point of view, some woman proper nouns got easily and steadily stabilised in the Slovak language situation. In recent communication they permanently settle in their adapted form with a motion suffix *–ová* (for example *George Sandová, Annemarie Selinková*, but also the latest ones *Joanne Kathleen Rowlingová* etc.). Other proper nouns are actively and frequently used during a short time. After reaching their "expiration period," they are ranked into a language system usually with a variant communication utilisation. The examples are introduced in "relaxing" question sections of the study; we can add also some other language proper nouns from the fiction: *Danielle Steelová – Danielle Steel; Anne Golon – Anne Golonová* etc.

From the motion suffix presence or absence point of view and its functional utilisation it is useful to accept an opinion on the division of (also woman) proper nouns into two groups – *permanent* and *seasonal* proper nouns (Kučera – Zeman, 1998, p. 8-9). It is obvious the group of permanent proper nouns is adapted to the conditions of receiving language in sound and orthography. The state is achieved 1. by correspondence of public, verbality, frequency features, 2. by effect of a long lasting, frequent, grammatically unified influence in model communication situations and 3. due to a barrier-free transition into written (printed) texts. In communication where the nomination from the mentioned group enters, the difficulties do not usually occur even in complete paradigms.

The second group – seasonal proper nouns that appear in mass communication means for a short time and they quickly recede with nominated objects from the communication territory of an author or a recipient – it works differently anyway. A long "animateness" does not support an assumption of a

direct stabilisation of an onymic unit in a receiving language in this case. The nomination enters social communication via a transitional channel of a particular information mean. It happens most often via auditive or even better audio-visual media (television) with a reflection in the following printed periodical, if it exists. Language-communication stabilisation of a woman proper noun does not depend on the conditions or demands to the receiving language system. The stabilisation is determined by wider "entrance" conditions and presumptions. We mean especially the following circumstances: what acoustic-optical form, what primary social-communication value, what force of penetration, and what ambitions distant to a woman proper noun enter the final social-communication conditions. It keeps its original and graphic form not for a long in its shortly lasting occurrence in discourses and after a time it adapts to language-systemic conditions of the accepting environment.

The systemic many years lasting observation of domestic media sphere enable to state quite an interesting comment. A language system as well as a legal status of public information means does not primarily and decisively influence the situation when an imported woman proper noun is to "get ready for new services". The following features decide on the form and use of another language woman proper noun: 1. direction to a target group, at the same time 2. genre and finally 3. a form of communication. In addition, this thought lightly, not manifestionally but clearly, weakens a traditional opinion on centripetally operating power of an inner-language potential (a language system) when bringing nomination from other languages. At the same time, it makes the efficiency of measures relative that could/would like to ask for the influence of live communication via administrative-legal regulations.

Our insight on a great pragmatic-communication activity of extra lingual conditions affecting the journey of other language woman proper nouns to Slovak media communication may be formulated also to more extended remarks. All imported nominations of their kinds come through a threshold of translation altogether with a media discourse whose part they are. After overcoming in fact homogenous conditions, they settle in "their" domestic genre-communication conditions. There they meet communication needs according to the following general principles:

a) woman proper nouns related to the communication sphere of art, entertainment, advertisement, sport, fashion etc. longer or permanently used in their original form (without a motion suffix *-ová)* in special genres appointed for a younger target group of addressees (music charts, film charts, literature charts, video clip charts, various competitions, program blurbs, commercial texts etc). The petrifaction is more apparent in non-state media with a domination of entertaining genres in the program structure and offer and with acoustic (mostly audiovisual) background;

b) foreign woman proper nouns related to "more general" communication spheres of social life and practice are usually adapted to the conditions of the receiving communication environment more quickly then nominations from the group a). Shortly after a "relax" within a transitional space, apart from anything else, they take a motion suffix and enter a particular communication sphere like adopted nominations. Such an attitude is more significant for discourses primarily appointed for middle and higher, non-specified in age, groups of recipients; the attitude is more common for its use in a wider genre spectre and with more obvious affiliation to the public media;

c) the third group of proper nouns (with a variant use of moving) is activated especially in the space of communication written (= printed) forms. In periodicals – even though with greater information, often non-contextual arrangement (program overview, more gutter texts, various social titbits, investigative journalism etc.) there recently dominate motion forms that fit to the Slovak flexible language base. They are presented in their original form in the texts fulfilling captivating or pure nominating function (an envelope, a proper noun below the picture of actors, horoscopes, social texts etc.), they have a value of an above /subtitle, and they function as communication stamps. The group c) structurally approaches always one of the previous groups. Such "divergence" points out a precious fact: Slovak language can use also woman proper nouns from other languages and cultures with any risk of non-systematism, unorganicity etc., and it can use opportunities within the line foreign – received – domesticated nominations.

After defining them, it is not too demanding to answer some "relaxing" questions that were formulated at the beginning of the study.

The core of such demurs includes also an attempt to create a detailed, elegant system with its dynamic and stable structure. On the ground of thoughts there appears the fact a proper noun with inter- or other cultural background gets from the sending to receiving social communication and language environment using different channels. Media conditions are also a suitable intersection space. Within it and especially in harmony of communication vectors new text entities are established of a particular character and significance for all participants of media communication activities.

The final remark needs a methodological approach.

1. Proper (personal) nouns, coming to our social-communication space, cannot be researched alone only by turning our attention either to language-systemic specialties or another time to language contacts or specialities of media communication. Within the research methods there seems to be inevitable to strengthen an interdisciplinary framed research of wider conditions and assumption of their correlation.

2. The following cognition is particularly attractive both for a systemic and wider social-communicational oriented linguists: natural language with its language inventory and a communication potential really stands at the genesis and aims of interpersonal communication, thus also at the beginning and end of concentrated scientific efforts. In addition, the lexicology of proper nouns equally uses both attitudes – normative-systemic and communication – for more realistic insights into a rewarding and dynamically changing and a developing substance of natural Slovak language. The one as its carriers or users are (Dolník, 2000).

GENRE FORAYS IN INTERNET JOURNALISM AND SO-CALLED (WEB)BLOG SLOVAK LANGUAGE

1. Introduction

Respecting the contribution theme a linguist – "non-mediologist" is reluctant to firmly enter the wider purely journalistically defined media field. Despite tenable carefulness, he uses the opportunities of an interdisciplinary attitude and stays in a technologically attractive, text-communication permanently variable but due its frequent occurrence already accepted publishing variety that takes advantage of relations between a text and the computer environment. During his visit a linguist turns his attention to a particular quite newly formed part of Internet texts equipped by several opposing features but even though with more or less clear publishing ambitions.

2. Presumptions and aims

Our aim is to move in the mentioned media environment after stylistically defined paths. We work on the knowledge the stylistics still owes something to the computer sub sphere and especially texts related to it. We can try to diminish the debt at least a little via several textual-communication contemplations. We can get through a language-style fundament of electronic communication related to journalism as a part of the public communication sphere in an inevitable extension. We can clarify style composition characteristics and expression concerned opportunities of an electronically determined discourse part. Then we can generalise – in this case stylistic – inputs and insights. A theoretical-methodological base of set up tasks solutions is formed by a system of oppositional defined text determinants regarding the concept by J. Findra (1991 – 2004).

It is not necessary to highlight the starting point of reflections and their end – the clarification of a particular genre with its utilisation in an ambitious part of politically tuned journalism. We understand a genre from the formal stylistics point of view as a model and the purposeful foray of a deep – content and surface – formal text level. [On genre characteristics of the outlined meaning see Findra, 2004, p. 210 and further.] We can focus on weblog/blog, thus a relatively new, typologically not crystallisation, language and compositionally crossed but as far as concerned with an author and a reader attractive and a sought-after creation (also) with mass media ambitions. [J. Vaňko writes on the blogs issue in Slovak conditions; see Vaňko – Kráľ – Kralčák, 2006.] The electronic environment along with a technologically simple operational access to a particular server, with a high level of interconnectivity and several opportunities to double communication, creates a user's friendly

communication platform for an ordinary contributor. We will line out in a genre profile if some particular and unusual way of communication is established on the intersection of non-verbal conditions, for example – frankly speaking – *media* or *(web)blog Slovak*. The aim of remarks and demurs is to notice and define a stylistic potential, which is offered to weblogs in order to build up a perspective model enabling individually and high social efficiently, usually, and impressively to create, to publish and to receive texts of that kind and flexibly response to them. [The most remarkable trends of the finishing part in journalism and society including the Internet texts are by for example Ruß-Mohl – Bakičová, 2005, p. 27-43.] Insights, contemplations, and comments argumentatively are based on Slovak blogs with political issues. Weblogs texts were published in an Internet version of a home opinion daily in the early of April 2006, namely during the election political campaign in the Slovak Republic (to find sources see **http://www.blog.sme.sk**).

Weblogs/blogs – originally called also *Internet diaries*, always much individualised language expressions set up for publishing – with regard to the media, genre and issue definitions they closely correspond to a rich and permanently or even "catalytically" integrated group of electronic magazines – *e*-zines. As we certainly know *e*-zines are low-cost, commercially more and more successful, and that is why extending periodicals without their related printed versions. They are characterised by their theme divergence, different and sometimes not crystallised or not clear orientation and aim, a different technological level and more or less precisely but always a purpose-projected group of addressees. [See the reference on journalism on the Internet, for example Osvaldová – Halada and the collective, 1999, p. 220.] It seems just *e*-zines are a heterogeneous and multilevel syncretised group regarding their genre affiliation.

Thus, electronic periodicals protect themselves against more specified genre definition for now (intentionally?). The above mentioned cognition can be related to a group of (web)blogs on a lower level regardless the communicated issue. Genetically typological appurtenance of *e*-zines and weblogs is apparent due to the help of an identical media platform – the electronic environment. The connections may be perceived also as a reflection of the relation superiority – sub ordinance. Generally speaking: blogs occur and ensure quite a high success as a purpose derivation of several communication tendencies that are used and developed in the *e*-zines environment.

3. Style-composition agents and their influence on a weblogs genre aspect

A short time ago, we claimed the functioning and perspective genres within *e*-zines are organised in the Internet environment following the principle of different arrangement between the categories centricity – marginality including both poles (Patráš, 2006). We pointed out the style-composition tendencies within a so-called computer genre group gain a greatly efferent

character. It means the peripheral genres quite courageously head for a proper style-genre field, which has stabilised on a "more peaceful" periphery of genres, with a help of its diverging inclinations. Of course, the "migration" causes also the connections – contacts but also collisions – with related non-verbal characteristics. The efferent tendencies that are also present are in the centre of a style-genre group. They are the source of movement not only on peripheries but also in the whole genre system. They behave quietly, not significantly and that is why they are shapeable and not stable regarding their participation in the establishment of a relatively stable carrier genre. In contradiction to "the mission to fulfil their main task" and seemingly latent utilisation there is a strength and a weakness at the same time of diverging tendencies. The advantage is co-creation of a dominant viable deep-structure construction within a relevant group; the negative is impossibility for their at least temporary stabilisation and an objective model potential disclosure.

What out of language conditions and assumptions, namely style-compositions agents help to know a general genre form a little, so a deep (composition method) and surface (style) aspect of weblogs? We can identify them on the basic hierarchical arrangement and spacing along with an outline of coherence and relevant characteristics. A binary number next to a relevant identifier in a lower index apart from a symbol "+" highlights a parallel utilisation of parameters:

a) The expression function:
   a_{11}) **Instr** = instructive (respecting a blog text better *survey*) +
   a_{12}) **Inf** = informative (figuratively *selective-combinational*),
   a_2) **Ent** = entertainment (part. *phatic*),
   a_3) **Pe** = persuasive function
(Communication functions in the mentioned definition, see Vybíral, 2000, p. 23.)

b) Author + addressee:
   b_{11}) **Aut** – ready, unconventional, playful/joyful, spontaneously/stylistically not objective and right related to the matter, motive or issue (non objectiveness and interest in political issues are especially suitable feature)
   +
   b_{12}) **Adr** – partner expecting primarily not only a supply of new information but especially a competent overview, acceptable selection, clear arrangement of information corpuses and particularly a clear author's ability to stand a posture to individually selected, processed and provided information;
   b_2) physical absence;
   b_3) virtual presence of weblog communication participants.

c) (Electronic) environment:

c_{11}) primary public, official, or even semi-official, formal, conventional

+

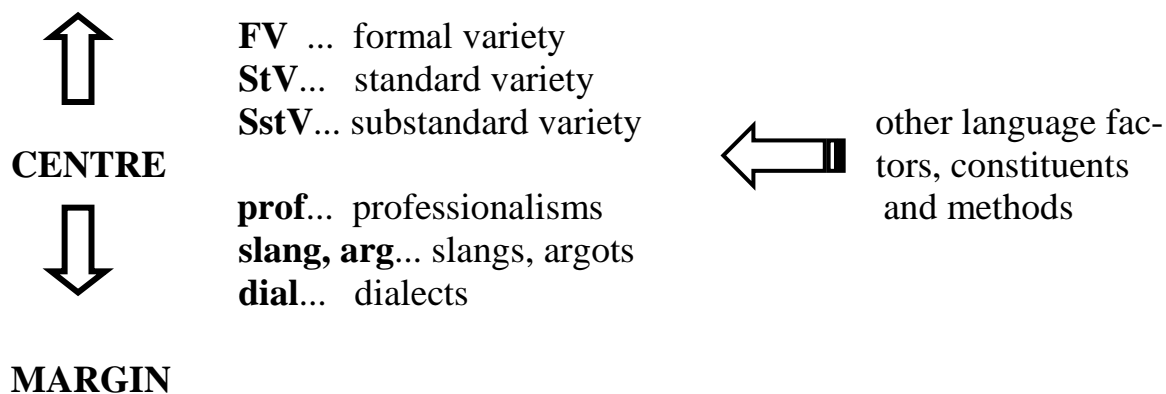c_{12}) secondarily private, unofficial, informal, unconventional environment.

d) Form of expression:

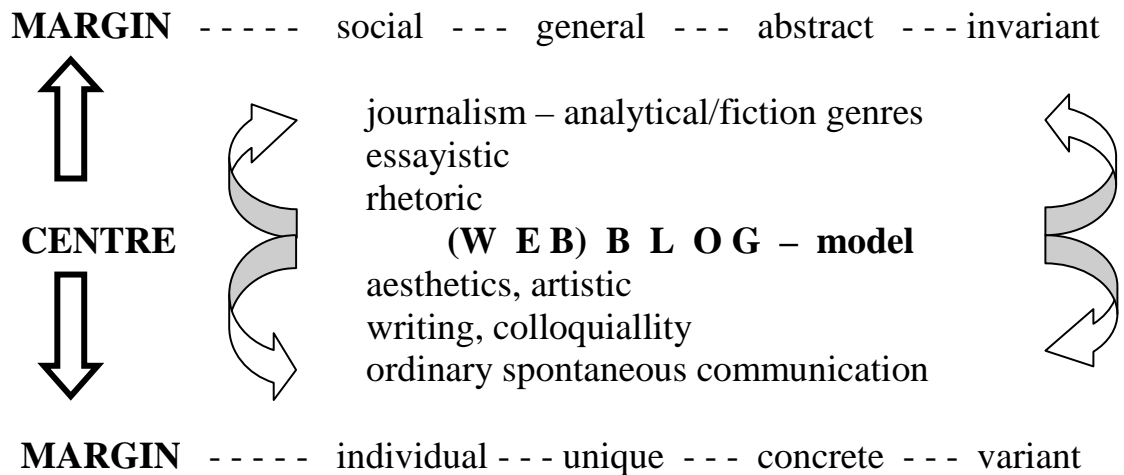d_1) primarily written – an expression is proved prepared with monological features,

d_2) secondarily verbal (spoken) – an expression is proved to be unprepared (spontaneous) with dialogic features.

The displayed system of external non-verbal conditions and assumptions can be related to the arrangement of communication units – varieties within natural language. A system and layers of possible stylistic means (a style unit) is offered and clarified in its basic form as a reflection of their deep – composition structure. Then a genre – we are writing about - is stabilised with its invariant value and at the same time with a variant potential.

MARGIN

FV ... formal variety
StV...   standard variety
SstV... substandard variety   other language factors, constituents

CENTRE   and methods

prof... professionalisms
slang, arg... slangs, argots
dial...   dialects

MARGIN

We can complete the dichotomy centrality – marginality with a system of opposition pairs of universal utilisation. We can make model assumptions hypostased and we can outline their probable genre variations. In their graphical depiction, we can find the opportunities of the weblog text or a group of weblogs to use particular language varieties. Regarding the correspondence of a blog text with several styles and composition methods the relation between centrality and marginality is dynamically formed the following way:

```
MARGIN  - - - - -   social  - - -  general  - - -  abstract  - - - invariant

                              journalism – analytical/fiction genres
                              essayistic
                              rhetoric
CENTRE                           (W  E B)  B  L  O G  – model
                              aesthetics, artistic
                              writing, colloquiallity
                              ordinary spontaneous communication

    MARGIN   - - - - -   individual - - - unique  - - -  concrete  - - -  variant
```

The state in the centre of a genre field supports the permanent changeability and contouring of weblog production. A blog supports a centrifugal movement in the whole genre spectre by its not completeness, amorphity, and subjectivity. The transfers become a source of inputs for building up and manifestation of an own, usually only "mayfly" genre affiliation. A stylistically clear state is kept on edges. The defined genres are focused on anti-poles related by the connection of non-realised similarity and difference. Hypothetically speaking: the texts professing the marginal parts of a genre field are stylistically more univocal, the discourses with central placement seem to be style hybrids.

4. A (web)blog with a political issue

It is not necessary to remind the authors of blog discourses are not professional politicians or journalists. Virtual pages of blog servers, despite their affiliation rather to other social, economic, interest and other fields than a journalistic state, are usually fulfilled by cultivate contributors with a strong will to publish. Their products do not bring traditional journalistic or investigative reports. The writers count with their existence in the subconscious of likely readers. Preferably, they focus on commenting and glossing or ironising even caricaturing selected and arranged information. Naturally, it happens with the help of features provided by the Internet. We mean open parallel discussion pages created and completed directly in front of "viewers." So regarding to a readers' interest the weblogs are implemented as though from the side view, complementarily, more subjectively and more expressively towards so-called a great fourth estate. Out of them, especially the texts with journalistic inclinations greatly and like models declare their style affiliation to analytical and fictious genres of journalism. Under the pressure or by the electronic environment utilisation, apart from the traditional press, they usually unexpectedly and surprisingly change their style face. They extend and enrich characteristics of

older, more developed and stabilised genres by the changes and they charge them with other tasks. The consequence of expansionism is clear: a genre centre generates other genre variations on the line convention – innovation – creativity – (originality).

If we accept the idea of the outlined conditions arrangement, functionality even on lower levels of abstraction, thus inclining to a concrete margin, we can relate the previous thought even to the situation directly among weblogs with political issues. A weblog, in spite of its relative newness and typological instability, is proved by the escalated disruption of antinomy individual/variant – social/invariant with an effort to strengthen a social and model pole and then to profess journalism. Methodological tools for the genre clarification are on hand; though it is necessary to count with their particular use in the weblog production.

The research of two hundred weblog texts with political motives proves the genesis that we characterised for the whole system of electronically determined language expressions with the specification of our attention to blog discourses. We compared weblogs of dual types created in the same time and similar in themes: **A.** stylistically homogenous texts heading for traditional genres of a journalistic style (affinity with journalistic texts; Vaňko – Kráľ – Kralčák, 2006, p. 67 and further), and **B**. stylistically heterogeneous units theme focused on the subjective sphere of their author (Internet diaries; Vaňko – Kráľ – Kralčák, 2006). In a centre of **A/B** we can find not strong and thus the most dynamic group of blogs; they represent the texts integrating the majority of polar defined characteristics.

A.
Is a strike necessary?

6th April 2006 has inscribed on the history of Slovakia. Perhaps, not by such big letters as 26th February 1948 and it is not even sure if the history names it The Triumphal April. The association with a socialistic revolution seems to be accidental but even that time social changes were accompanied by strike. Even the "general" one. It is hard to say if it is usefull to seize parallels, strikes have always something in common. Although today hardly somebody, maybe only members and fans of CPS (The Communist Party of Slovakia), doubts The Triumphal February was not so much of need, we cannot claim the same about the strike of medical officers.

The most resounding demand is to increase salaries and overall financial means for healthcare. The government`s response is: no. The laic public may ask why by 25 per cent and with the quiet persuasion they add: they will not get so much. From strikers` point of view it is not only about the sum. It is principially about the fact the salary has not been valorised for ages while the salaries in other spheres have. As if the healthcare has been (on purpose) forgotten. The second question is: why is there a strike against the government if the salaries belong to the employers` competence? Much less the strikers did not know but the government is the authority that set the system in a way hospitals are not able to extricate from debts only with a help of a

fishy creditor and they have to use the money of their employees to run the hospital. Many consider healthcare to be a "black hole" of subventions. But only a small per cent of Slovak inhabitants know the state itself is the biggest debtor of insurance agencies as for the payments for state policyholder. That is why the requested increase of financial means does not relate to money "above the budget" but a simple a state debt settlement to the resort. Also here the public gets the wrong impression medical officers support the conservation of "bad custom". The idea of transformation does not seem to be a problem rather than a way it is to be done as well as imminent consequences. Under the desirable conditions it is quite possible hospitals can work also as the providers of healthcare as well as the profit producers. Also in more developed countries they know the economic pressure in the mentioned facilities are so strong and a primary aim of hospitals, which is a complex healthcare, is still left behind and the net of state hospitals where the profit is not primary still has to exist. Apart from it there exist also a legitimate concern of medical officers from a hospitals wild privatisation by joint-stock companies whose value is decreased to minimum by growing number of executions. But once and again it is just an irrational fear. As we could recently see in cases of ER non-transparent privatisations, medical officers are systematically removed from auditions and the companies of often completely different business subject are preffered. Why should we think under recent legal conditions it will be different regarding to hospitals? It is inevitable to manifest by strike the hospitals transformation is very likely to bring the benefit to someone else but medical officers and patients. Finally, the ignoring government attitude to the problem, four years lasting absence of government communication and the Ministry of Healthcare with medical associations as well as a purposefull desinformation of the public by demagogical statements on doctors` salaries twice as high as the avarage Slovak salary or also the prime minister`s lies on the state expanses to healthcare, into which he definitely calculated also the increasing payments of inhabitans undoubtedly increasing the data, are certainly the strike cause. It is necessary to say clearly that according to the OECD survey Slovakia falls to the bottom of EU countries list as for the healthcare expenses and that is why the statement it spends as much as other countries is a lie. As we certainly agree a strike is just a legitimate expression of medical officers dis-satisfaction with the present state. The answer for the question in the title is: In case of our government`s higher willingness to communicate with medical officers the strike would not be necessary. It seems it is the only mean how to amplify the voice the government has not wanted to listen to until today, but now it will have to.

[Branislav Sepeši](), Friday 7th April, 2006 07:02

A/B.
Four questions for Mr. Kollár
Dear Mr. Kollár,

As we do not know each other, I, as a state inhabitant paying taxes and levies to a healthcare insurance agency, would like to ask you to answer four questions that I consider to be fundamental in connection with a running strike of doctors:

1. you say you do it for the good of patients. I have not heard anywhere about how they really feel the good of the fact that your salary and the salary of your

colleagues will be by for example 25 per cent higher without any change of the work system in healthcare?

2. other economically active people contribute to your salary and salary of your colleagues either by the delivery to healthcare insurance agencies or by a part of their taxes which the state pays levies for economically inactive people from. The state has only the money it acquires from people in forms of taxes. Does the strike mean to ask all economically active people to contribute to your and your collegues salaries?

3. is it right, in your opinion, if, apart from all other fields of national industry, that in the "state healthcare" every employee does not have to create sufficient financial sources to his salary by the quality of his work? Is it appropriate to excuse such an attitude because it is about the life and health of people?

4. You state the argument the state has always found the money to settle extra expenses for example the damages cause by CSBB (The Czechoslovak Business Bank), flood demages etc. Is it economically right, in your opinion, to compare one-off state expanses related to certain events to the permanent increase of operation expanses in healthcare system that will never fall to the level the state would be willing to settle now from the money of taxpayers?

I look forward to hearing from you soon promptly and sincerily.
Juraj Petrovič, Friday 7th April 2006 10:20

B.
The patients should strike for the needs of their medical officers
Medical officers should then do their service further, hospital directors would have to threaten nobody and Minister Zajac would see the patients also need a change. If they persuade me, I will be glad to support them somehow. Or they can stop for a while at some begger on their way home from work and together with him they can humbly ask for alms. Then, people will understand in such a bad way they are and they will certainly put something up.
Miero Rudišin, Friday 7th April 2006 09:06

Look at the representative samples via a style aperture. The text **A** is utilised with apparent features of a journalistic style, secondarily also of administrative and special styles, analytical genres on the surface level. In a deep level it is built up on the principles characteristic for an explanatory model structure, thus features of cohesion, explication, succession, objectivity and gnomic (on a low occurrence stage) of its components. [Features, their substance and cooperation, see Mistrík, 1989.] Therefore, it behaves like a member of explanatory composition structure – of course, with features of consideration – a talk with atmosphere mission. Such an arrangement of features is kept under the influence of an instructive and informative function. On the other hand a satiric-ironically, individually or individualistically behaving remark ("pinned" or in fact a stylised message) **B** declares the connections with belletrist genres of journalistic style, secondarily also with an artistic and colloquial style with the tendency to reveal an individual style. Within a deep level, it is connected to

incoherence, enumeration, commutability, subjectivity, and actuality (on a low occurrence stage) of composition components. It is created on the platform of descriptive and marginally informative composition affiliation. The constellation of features is kept by an entertaining and persuasive function. Regarding to an ambition to note model features a demanding research situation origins – how else – in a centre of a weblogs genre group. In a simulated letter **A/B** the basic features of a deep and surface level are found in an intersection thus not clear, not univocal definition. We cannot speak about a clearer articulation of two levels – the composition and style ones – to a legible genre model in the whole. The texts that temporarily oscillate on the clash of opposite characteristics occupy the space that is released and temporarily empty. After the "verification" of its language, composition, and style potential, they come to some of marginal spheres in order to complete their "true journalistic mission."

(Web)blog texts as a unit declare the biunique ambition: 1. by a moment to keep central balancing position in a group of Internet electronic texts and 2. on lower levels of abstraction to inspire gradual extension and the penetration of weblogs to relatively elaborated and more stable composition-style that is genre domains. It is remarkable, but understandable in the whole, the occurrence and representation of more prestigious varieties of a national language, especially the standard variety with their inventory, increases by the shift of a politically motivated blog to a social pole. Paralleling, not paradoxically at all it strengthens also the status of participated styles. There increase opportunities to implement understanding, the use of synonyms, the entrance to formerly frequent and today oft "sleeping" rhetorical elements and methods to public communication sphere and etc. A journalistic style – especially within analytical and fictions genres – experiences its renaissances this way. What is more, weblog creation does not support an inflow of slogans, cliché, rhetoric, thus "verbal smoke" to public communication by a great personal and oft individual involvement into the procession of issues, sometimes even by the manifestation of author's abilities. [On the so-called after November newspeak see Just, 2003, 2005.] We could relate the mentioned cognition to a language style in general. In order to confirm the idea it is necessary to conduct a wider research of recent weblog production.

5. Conclusion

The final brings also an answer to the question contained in the contribution title along with a permissible summary and generalisation of the issue.

Weblogs discourse – just as *e*-zines, namely complex carriers of media messages of higher journalistic level – test their language potential capacity verified in for example printed daily newspapers sphere within the penetration of opposite features. They stabilised their achieved style identity and under the

influence of communicational stricter conditions and demands of electronically mediated communication, they set out on the journey of several stages inner division and genre expansion. The process may be perceived like a tail and heads of the same coin. It means the blogs are able to create more and more varieties but on the other hand, they still keep their characteristic model side. It happens according to the tendencies of weblogs to bind fully or partially to some of developed language styles, of course, in permanently identical technological space – the electronic environment. It does not seem to be efficient to think of a particular electronic (*e-*) style even in the group of blogs.

We have already stated that so-called marginal genres in the electronic environment head more courageously for several out of stable genres. Within the shift and the origin of a unique text the regularity, repeatedness and models in a genre group are supported. Central genres, due to inconsistency or quite permanently present and even "obligatory" not completeness of their text characteristics, do not support irregularity, accidentally and non-repeatedness within a genre group. Communicants inevitably co-contribute to textual changes due to the interaction with the electronic environment. For the present weblog, texts are permanently an interesting communication platform thanks to their consistently supplied awareness of non-completeness, instantness, momentariness.

So also, weblogs participate in a purposeful balancing friction between a variant and an invariant. The parameterised changeability and forced comfortable instability guarantee the diversity and permanent development dynamics of genres. The conception of selection, representation and the communication value of more prestigious language varieties are strengthened on the level of an expression. Finally, a significance and a value of a natural language are empowered without an origin of a special variety that we hypothetically and lightly named (web)blog Slovak. A natural language declares its uniqueness also in the electronic environment this way, which is equipped with competitively strong non-verbal code sets.

3

Out of the Applications
of Electronically Determined Communication

"NICKS IN CHAT"
(A VIEW ON THE INTERNET NICKNAMES
VIA A VISOR OF SOCIOLINGUISTICS)

An addressee will certainly accept a seemingly macaronic, perhaps secret and at first sight recessionally introduced theme of the following remarks. Of course, it is not about an observation of mysterious *Nick* – let us call him e.g. *Dominick* unfamiliarly and unofficially –, of his motion in some relax centre. Our aim is also not to seize in/on the mentioned position some nooks (the word nick reminds the word *nika* whose pronunciation is similar to the English one "nick" but it means a niche, which comes from architecture, it is a feminine noun declined following the word pattern *žena* according to the grammar rule of Slovak language. What is more the Slovak original includes the expression "v chate" which means "in a chalet" but also the English borrowed word "in chat". The other meaning of the title in Slovak is "niches in a chalet").

In order to form a title, but particularly an offer that is apparently hidden in brackets, some more serious facts inspirationally influenced the process that corresponds to onomastics, undoubtedly an attractive – we can use quotation marks here – "social-linguistic" discipline.

1. As we certainly know, especially antroponymum is charged with special tasks in verbal communication. An ononymic nomination deals with a man and the results of his activities, it is felt by a human individuality itself, it enters an essential existence of its creator and donor or its carrier. On the other hand e.g. metamorphosis in nicknames, pseudonyms and etc. which include, apart from others, a clear characteristic gesture elements, a personal name extends its working space – it functions as a "socially determined identification" (Blanár, 1996, p. 20). Without a greater risk of distortion we can say that antroponymum economically and clearly balances the dichotomy individual – social (see also Patráš, 1997).

2. There is no reason to agree with opinions of a Slovak onomastics doyen about the connection of proper nouns with a system of national language: his proper names is in fact in a permanent contact, sometimes in tension and occasionally in confrontation, with an appellate lexis (see Blanár, 1996, p. 12). Proper nouns take an advantage of appellatives and at the same time, they enrich them as the system value; the validity of both groups is verified in a particular process of nomination.

3. A sociolinguistically oriented researcher who tries to use peculiarities (advantages and imperfections) of an integrating and interdisciplinary attitude in his research can acclaim especially one fact in his thoughts. Onomastics – along with a "methodological dictate" of a research subject – naturally and openly confess to a social-communication frame of

ononymic (sub) system, what is more it directly supports social-linguistics along with an issue of anthroponomy (Blanár, 1996, p. 152 and further). It is particularly gratifying that is not about manifested contacts but the real, beneficial, and mutual enrichment of both related sciences.

4. The modern society when entering the 21st century more or less successfully copes with the pressure of life mass-medialisation. Even the Slovak (communicating) society is greatly hit and influenced by so-called tele-technologies (the term is used by Naomi S. Baron; see Baron, 1999, p. 3) which efficiently enable, and usually even effectively, to send and receive information to and from great distances via electronic tools (telephone, radio, television, tax). Especially a personal computer deserves our attention, used as a final technical equipment of the electronic net with an access to an electronic mail (e-mail) and the Internet.

5. Users form technically marginal but social-communicationally central part of electronically mediated so-called interaction. Without a tint of snobbery *ad hoc* we can call them *e-mail chatting interlocutors* and at least within these considerations we can use uni-worded variant *interlocutors* (= generally participants in chat, regardless of their communication role author/recipient) which is very common in Anglo-American field literature (Schulze, 1999). Interlocutors, when exchanging information, have to respect elementary rules of social etiquette. It happens like in a direct, not-mediated communication contact (*one-to-one, face-to-face spoken communication*). It means they have to identify/differentiate, to be appropriately addressed, to respect elementary moral rules in communication etc. A special sign (we can synonymically call it supplementary [secondary, computer] name); with regard to home technology and semantics of the term which is used in the west linguistics a collocation *nickname*[28] seems to be clear. The sign introduces characteristic features of its social environment into communication; it "bears" a communication relation of interlocutors and their social-demographic equipment (age-generation affiliation, education, intentions to a language game but also technical and communication experience with the Internet etc.)

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[28] The collocation comes from the medieval times (15th century) and has two meanings in recent English: it functions as 1. usage supplementary nomination or an addition to an official name of e.g. a person; 2. familiar form of proper nouns of a person, place etc. (Merriam Webster – **http://www.merriam-webster.com**) In the practical (also in Slovak) computer environment with regard to the second mentioned meaning of *nickname* there is frequent its shortened variant – non-terminological obverse *nick;* masculine noun, declination pattern *dub* in Slovak grammar.

6. From sociolinguistics point of view (we can believe that also from onomastics point of view), a group of social-communication parameters, influencing a form, substance and communication tasks of a computer nickname, seems to be an interesting matter. A computer nickname – a frame part, able to synecdochally represent the whole discourse – identifies itself even in the electronic environment; it differentiates and ranks its carrier/user somewhere. It always happens with regard to other participants of a so-called chatting[29] society. It is not unreal a nickname is able to function as a ready connector, a bridge between individual and social without any special needs to an onymic system.

In order to objectively handle the last, from the theme point of view, and the most significant remark, it is necessary to point out the peculiarities of so-called e-mail communication (In an Anglo-American form *Email Communication*, in German language *E-mail Kommunikation)*. An electronic connection is a fast and a simple contact. Interlocutors use the way of communication to be more natural than a letter; in private almost in an intimate contact with a computer screen they are not limited by officiality that often cooperates with a written form of communication (see Hoffmannová – Müllerová, 1999, p. 58; lately Jandová, 2006; Jandová and collective, 2006). We may agree with the opinion a text exteriorises an announcement, it separates it from an author's individuality (Čmejrková – Daneš – Světlá, 1999, p. 33). Technically speaking an e-mail communication represents an efficient connection of computer technologies with telecommunication systems (computer + telephone), of course, by implementation of contacts in their written form. Technically an e-mail is a clearly written medium (see Baron, 1999, p. 11; Hoffmannová – Müllerová, 1999, p. 58).

A different situation appears in experiments to profile e-mail communication as a text model, of course, including frame parts thus also computer nicknames. The effort can be successful e.g. with a support in dichotomy arranged non-verbal features determined by a communication situation and its components: writing – verbality, publicity – privatness,

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[29] Recent electronic translation dictionaries introduce on the first position the meaning of *chat* "a talk of a user in the computer net" and only after that other meanings (2nd "talking", 3rd "speaking", 4th "telling"). The study theme allows us to introduce other related – expressive/pejorative nominations *chatter* "babbling, gabbing, prattling, gossiping," *chatty* "talkative, familiar" (**http://www.teos.sk**). In German language we can find a substantive pejorative equivalent to *chatter/chatty* e Plauderei "babbling, prattling, gabbing." The word *chat* is completed with a synonymic chain of expressive character and with a stylistic feature of colloquialism/slang: *babble, bibble-babble, clack, gab, jabber, palaver, prattle, tittle-tattle, yak-yak* (**http://www.merriam-webster.com**). With regard to a purposeful "playing" with a nomination *chat* in the text we do not use its Slovak domesticated form *čet* (pronounced like an English form).

officiality – un-officiallity, readiness – non-readiness, monologicity – dialogicity (Findra, 1991). For a "traditional" communication situation and related texts where a parameter of writing dominates and a direct (*face-to-face*) contact absents e.g. in a journalistic style (a newspaper article or an extended report, a communiqué etc.) there are the first members of opposite pairs preferred. Reversely – for the texts with a dominating parameter of verbality and in a direct and real contact (a regular talk, family debates, gossips, friendly speeches, greetings etc.), there are other members of the opposition preferred.

In informal (relaxing, entertaining) electronic groups IRC (*Internet Relay Chat*) interlocutors use the peculiarities of the used technology. They form and express their ideas with a high measure of spontaneity in order announcement content to be told not to be written. E-mail dialogues, from the text model affiliation point of view, move in a triangle: a written correspondence – a direct talk – a telephone contact. An immediate (on-line) technical connection with an operational alternation of roles *expedient – percipient* really strictly wipes away the differences between both forms of communication, but – naturally, more tenderly and secretly – also between other cooperating members of Findra`s system. Such a statement does not weaken universality of text models in the concept of the above-mentioned author based and just on the co-operation of text-communication parameters. I am convinced that considering the change of hierarchy and rearrangement of proportions in particular features and accepting them is possible to quite simply set model parameters valid for e-mail *chat* texts. Regarding to a momentous absence of direct evidences to confirm reflections (the conclusions is not a centre of my recent attention) we might be willing to identify ourselves with the following opinion: e-mail communication is profiled in a depth fundament as a wanna-be text model because it represents the connection of speaking and writing act allusions (compare Čmejrková, 1999, p. 114).

The attempt to look into a recently averted face of a text model in e-mail communication is not useless. Via a chain of features, the space to sources of nominations (identification/differentiation) in computer nicknames is open – short but significant components of e-mail interaction with regard to its communication sphere are able to stand for the whole text and a complete communication act. Referring to this we can cover the mentioned chain by the parameter of mass-medialisation that directly corresponds with peculiarities of computer technology. We suppose that such a method enables – of course, by signal – to answer a key question: what conditions and what assumptions do so-called *nick*s occur in, how they enter *chat* communication, and what mission they complete. It is in order to remind a horizontally arranged pair writing – verbality (and right behind it a pair officiality – un-officiallity) does not need a delimitation mission although – paradoxically not at all – it is the problem core. A vertical-horizontally + front-back (= spatially) structured trinity of parameters comes to its place: **A**) a communication aim (an attempt or effort to find an

electronic – occasional, regular or permanent communication partner, to talk, to gossip, to share impressions, difficulties, to entertain[30]); **B)** a profile, characteristics and a purpose of a discussion club; **C)** an author (an initiator, a user) of a computer nickname and his social-demographic characteristics. All three fields of delimitations meet in the origin of a computer nickname that is able to reflect **1.** pragmatic sides and **2.** textual-communication (in their fundament also structural-systemic) aspects of a *nick* functioning in *chat.* From the file of interlocutor personal characteristics, three features are relatively the most important: age-generation affiliation/membership, sex, and education.

An ordinary and at least in average experienced *chatting interlocutor* enters e-mail interaction realising that the material result of his communication attempts or expressions is a text with a character of an open letter. Electronic communication is available to the public and it itself can be observed, checked (we can say also abused) by others. A computer asks an interlocutor to create or set a secondary deputing nomination – a *nick*[31]. A *chat* participant **C)** in communication he himself uses the space of several parameters **A) – B)** including his computer nick and uses several opportunities that are provided by e-mail technology.

We can remind and make more precise a central biunique question of the contribution: **1.1** what communication means and methods does a computer *nickname* use in order to complete its mission and **1.2** what ways and what constellation are social-communication parameters applied for its owner (an author, a user) when completing its mission. When looking for the answer we issue from a mutually connected trinity of individually and at the same time socially determined social-communication *assumptions* (**I**) which fundamentally influence the origin, form and communication aim of computer nicknames. We can enable the mentioned trinity to enter compiled material corpus (better speaking the *choice* of computer nicknames) to divide it (**II**) into smaller groups just according to their age-generation affiliation, sex and education of computer

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[30] Czech authors trio Hoffmannová – O. Müllerová – J. Zeman (1999) eruditely turn attention to an individually but socially significant, in our (Slovak, Czech) environment still unjustly underrated, importance of free and light conversation as an expression of the phatic (contact) language function.

[31] A material source for contemplations is represented by a sounding overview on the Internet surveys of participants in *chat* clubs in Slovak *Lonely Hearts* (**http://zoznamka.sk/uzivatelia. phtml?** – 25th April, 2000). 432 users were chosen from the file of about 27,000 interlocutors for the study needs. A research sample was arranged in the structure: physical age – education – sex. In order to illustratively compare onymic processes in a related language (Czech language) 235 nicks were used from the Czech Lonely Hearts (**http://zoznamka.sk/uzivatelia.phtml?** – 19th April, 2000, but without social-demographic structuring. We did not miss also discussion forums focusing on the problem of identity in the Internet contact (**http://chat1. seznamka.cz/default.asp** – 23rd May, 2000) and advisory clubs for chat participants (**http://www.dnes.sk/vypis.asp?id** – 23rd May, 2000) and advisory clubs for chat participants (**http://www.rozweb.cz/chat** – 25th April, 2000).

nickname owners. After completing the duty we will form a frame onomasiologic principles and will watch what language-communication means; these principles are enlighten on the face of a *chat* nickname (**III**). In the foray of the field, **I – II – III** a synthesis occurs thus an answer to a central question.

I. ASSUMPTIONS

a) a basic identification-delimitation parameter also when creating computer nicknames is a sex-generation affiliation/membership of electronic net users. In the generation of 10-23 years-old interlocutors (a middle school age – the completion of an institutional phase of education) to the members of higher age-generation groups there exists and functions a greater measure of expressivity with characteristic-gesture features (the need to obviously, "attractively" identify in a formal structure of a nickname, economic in its creation, semantic clearness; a language game, the use of wide inventory of a computer keyboard; there are not scarce even so-called emoticons in the text itself – various *smilies, faces* etc.);

b) sex, the second crucial social-demographic parameter, is clearly utilised in an onymic process as a selective feature (the need to clearly separate from the "other group"); a differentiating value of the parameter is lost in communication interactions of transvestites, homo- and bisexually oriented and other interlocutors;

c) a level of the achieved education of the IRC group member with regard to the affiliation to the younger generation and a social-economic profile of a computer nickname is not too noticeable. A basic school pupils and a secondary school student's *nickname*s stand for their interests, hobbies, a university student's *nickname* more apparently reflects his study/achieved specialisation or a social status.

II. THE DIVISION OF CHOICE ACCORDING TO AGE-GENERATION AFFILIATION, SEX, AND EDUCATION OF NICKNAMES CARRIERS

II-1 *an age-generation group* (**10-15 years old**) – *sex* (**M**) – *education* (**basic**):
alex2, ANDY 27, BEAN, Snitch, Budo, Butterfly, Cartmen, Charlie ONE, Chetah, Dzipan, Half-Life, Hrusi, Johnny, JOKER 2, Skater, Kubčo, L. Di Caprio, lazyman, mato_ke, pascal, Paťo, Pretty Boy, RICII, rocker, romantic Ivo, sakris, satan666, Scoobydoo, Scoobydoo*, Snowy, Spigi, ste, Tanner, tHOM, Viscaria, wild, Števec;

II-2 10-15- F – basic:
ajsa, beedevil, bigboss, BIUŠKA, little bobble, BV, delissa, DENCA, dežo, DV, evinka_1989, Haňa, sidekick, Ivanka100, Jenny C, Jesse, Kac, Looker, Lara Croft, lucica,

lucica 12, Lucy Lee, luna, Miňa, Monica, Pilveta, Sarah007, sporty girl, Vanishka, weronikka, Frogie, Zuzusa, frog;

II-3   16-19 – M – basic:
A-bomb, Aillag, al_bunda, andy XL, Arthus, big man, birko, blaider, beaver Fero, bombardon, bud_bundy, Charly, lemon_mato, Clovek, Denco, devil25, Dexo, Dj. Frenkie, dochtor, Fisher King, FUNNYBOY, geeforce, Gexík, Gogh, gorby, HAPO, heri, musician, ivusko, Jaguaar, Jano Grazel, Jimmy, Johny*, kabron, cactiboy, Kalixt, Karči, KIRK H., Korman, metalmaster, Kray, Lime3, maco007, Macuškin, marek, Marianko, martin-ko, martinzh, maverix, McLaren, Micro, MISENKO, Miso 16, Mittch, mmartin, little shiner, n-rico, neo*, Nicolas, Nihilius, Opavio, Pagac, Paneee, smuggler, peniscilin, Peppa, calmer, pozitron, pretorian, punto, Quasimodo, radekk, raster, ra x 1, Razo, REM-fan, richie-black, ricky17, Riho, romeo 2, romeo 4, steuko, surfer00, Tiborman, TOM98, tominko12, Toudy18, Trumen, roughy, twisty, pervert, z1, little pupil, zofrey de, „ReNZoR“;

II-4   16-19 – F – basic:
SANDY, abilea, Amorka55, anonymous, aška, Barbbie, Biccy, Blondie, bobalik, cathie, Catty, red, little man, sweetheart, dzejna, Eliss, elle, Evula, flegmatic, Fufa, GIPSYNKA, gogga, jana.PO, Jarmil1, jennifer2000, KACENKA*, kajula, Katariínka, keita, Kika14, beauty, kubienka, chic, lalíta, leila, lentil sweet, Lívia, Lollita68, Lolly, Lucilienocka, Lucka, luiza, lukka, MARKYZKA, maxmac, special, misicka, miura16, Nikusa, oliviera, limper, parapet, Crayon 17, Paula, little greedy, pera, Piccola, rusty girl, s.o.f.i.a, sandruska, stanulka, stingerka, sugar, Teja, Grass, little wanderer, Venulienka, Wuppie, villain girl, Spite, icecream 1, Zuzina, Šaška, Beast;

II-5   19-23 – M – university:
adamko, antil, bachelor, bumbik, pansy, Canto, didi78, djWyclef, Edo0, energic, enricko, Eross, Fexman, Feynman, freakazoid, geodet, goofi, Hárvi, hyperion, Imrik, joi85kl, jožino, justice, koffo, majko, Marosh, mengo, Mormón, Mormon, Morphius;

II-6   19-23 – F – university:
Aipril, andykak, Angelica, bobbler girl, Bubinka, girl, Fuxa, little pea, Isabell, Jenniferka, Jogobella, Karamba, kolina, little flower, latina, macica, Martinka3, mirabela, miskaj, moni, bra, SEX GIRL, silvika1, Sinead, sisi1. Vangela, Whitney 95, SMARTY207.

Illustrative-contrastive file – Czech environment, without parametrising:
Adámek, Ambrozián, anetah, ARSENAL, Packet6, Béďa, Betynka, bimbak, bobeš, boniem2000, boomslang, JOCK_FROM_CITY, YOKEL_FROM_VILLAGE, Dampfy, Daniela, DarkAngel, Daun, Dior*, EXPERIMENTATOR, FrankCostello, gedžitka, GRÁZL, hazard, Hifi, Chuckie, INSEMINATORR, *ivule, JA, Jesus, jetotam, Jirka**, Johanes, Johnny, Katbi, ***chica***, daisies, kovi, capricgirl, creampuff, laky-bejb, lepra, lvicecislojedna, Macíček, maculínek, map, ***Martin***, Máří, mattonisover, m*o*l*l*y*c*o*d*d*l*e, MIKA002, MilkmanApollo, MO*crazy, MrGespant, mrProper, not too skinny, NICEGIRL, protector, Old_Shatterhand, Olgína, Lad_from_Liberec, Patric, Pista Hufnagl, sailboat, Pushpin, sower, pleater, Score, old-mate, stir, SUperlovec, Šmoulinka**, tamara, taury, technocrazy, Tomík, two/meters/man, *txtx*, I̓ll come up, Verona, Volejballplayer, Winnetou, KILLED_KENNY, 666, 031268, XXXMale…

III. FRAME ONOMASIOLOGIC PRINCIPLES
AND THEIR LANGUAGE-COMMUNICATION
IMPLEMENTATION IN A COMPUTER NICKNAME

♦ *Principles:*

1. the principle of controlled mystique – along with chatting an interlocutor gets into a virtual[32] contact with a communicating partner quietly in his room. He does not physically perceive another interlocutor (not like in a telephone talk or when reading a letter written by hand), in spite of it he is willing to freely and lightly have a "chat", exchange the most private information, apart from the youngest ones he oft uses lascivious erotic hints. He usually presents himself better than he really is or he manifests his real or supposed knowledge complex, often with added exhibition. The entrance of chat over the border of a computer nickname is the first "sounding" means for such an interaction.

☐ The hierarchy of interlocutor's social-demographic characteristics in terms of efficiency when forcing the principle of controlled mystique: $1^{st} - 2^{nd}$ generation affiliation/membership, sex, 3rd education;

2. the principle of a joke, playfulness (interpersonal; language, communication) of a game: the objective non-existence of visual and acoustic inputs and a live feedback moves an interlocutor to a factual anonymity. Having been moved to the back, a space of communication laidback, exuberance, recession is open. It strengthens a conviction that "not only in a great extent of (virtual) freedom and privacy everything should be said ("tittered", "blabbed")". The attempts to mislead intentionally a communication partner appear and even to tell lies[33] to him in the term of self-satisfaction, spending "pastime," after the first successes the attempts of this kind usually become a rule. The attitude is characteristic not only for one interlocutor; it is not exceptional for both or several participants of chat interaction. A *nickname* helps to overcome shyness and to develop the humorous principle and a game, particularly if its author and a carrier achieve an expected response

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[32] "simulated, unreal, seeming" (PETRÁČKOVÁ, V. – KRAUS, J. and the collective, 1995)

[33] "There are people who can tell lies all their life in the Internet or outside it" (**petry@pobox.sk**, , 18th May, 2000); "…the one who surfs and chats in the Internet at least several hours a day just like me, he knows what the philosophy of the Inet is. Nobody is able to tell lies there for a long and after some time the true upholds." (**hogo_fogo@post.sk**, 18th May, 2000); "What about a pc camera?" (**substance242@yahoo.com**, 17th May, 2000); "…a mic, and IP telephone will be the only way :))" (**pixel32@box.sk**, 17. 5. 2000); for more opinions see **http://www.dnes.sk/vypis.asp?id .**

from the other side of *chat*. Finally, a *chatting* interlocutor's awareness of responsibility for the content, form, politeness, and consequences of communication might be weakened later.

☐ The hierarchy of interlocutor's social-demographic characteristics in terms of efficiency when forcing the principle of a joke (playfulness, game): 1st education, 2nd – 3rd generation affiliation/membership – sex;

♦ *Language-communication implementation of principles:*

a) expressivity: a highly marked constituent which "flows" into a *nick* also via other language-communication means and methods or together with them. It is manifested in many ways:

❖ shading, exceptionality of the environment/situation, (pseudo) exoticism – foreign language element, mainly borrowings from English or similarities with it, usually copies of proper nouns namely computer nicknames ..... *BEAN, Butterfly, Cartmen, Charlie ONE* – II-1; *bigboss, Jenny C, sporty girl* – II-2; *big man, Charly, surfer00* – II-3; *SANDY, elle, sugar* – II-4; *bachelor, Hárvi, Feynman* – II-5; *Isabell, Jenniferka, Sinead* – II-6;

　　without a substantial difference between the groups; it is general feature characteristics for the members of all age spectres within a researched generation group;

❖ allusiveness – hints and similarities to the figures of show business, art literature, to historical dignitaries but also persuasively pretending occassional creation etc.... *L. Di Caprio, pascal, Scoobydoo* – II-1; *beedevil, Lara Croft, sporty girl* – II-2; *gorby, Kalixt, Quasimodo* – II-3; *Barbbie, cathie, SANDY* – II-4; *djWyclef, Eross, Morphius* [maybe a) a student of medicine; b) a consumer of narcotics] – II-5; *Aipril, Angelica, Whitney 95* – II-6;

　　without a bigger difference among groups; a slightly bigger representation in younger categories II-1 – II-4;

❖ diminutivness – familiar names, hypocorists and pet names... *lazyman* – II-1; *bombulka, evinka_1989, Frogie* – II-2; *ivusko, Marianko, calmer* – II-3; *Amorka55, aška, bobalik* – II-4; *bumbik, Imrik, majko* – II-5; *babulecka, hrasok, kvetinka* – II-6; /note of a translator: Slovak familiar names add suffixes –ko, -ka, -ik to their original form/

　　a higher occurrence is apparent in groups II-2, II-4 a II-6; it almost absents in the group II-1;

❖ tabooisation – relations to sects, to erotics... *satan666* – II-1; *peniscilin* – II-3; *pansy* – II-5; *bra, SEXGIRL* – II-6;

　　less frequent, favorable signal of respecting a so-called social etiquette in *chat* communication;

b) colloquialism: the feature of spontaneity, immediacy or communication interaction, a factual evidence on breaking the dichotomy writing – verbality and its shift to the other members of a pair... *Kubčo, sakris, Števec* – II-1; *bombardon, dochtor, cactiman* – II-3; *kolina, latina* – II-6;

a low frequency in structurally clear cases; it is necessary to add that colloquialism flows to nicks via many channels, via the means of expressivity, it becomes its part and finally it empowers the expressivity (extravagance, significance), namely a dominant constituent of a computer nickname occurrence and functioning.

c) conciseness: many computer nicknames ensure expressivity (factual or supposed attractiveness) and support to attract interlocutor`s attention just by the semantic unclearness of abbreviations or a sign or an acronym, often in combination with a numerous codes... *alex2, tHOM* – II-1; *DV* – II-2; *HAPO, KIRK H., ra x 1* – II-3; *didi78, joi85kl* – II-5;

> indistinctive representation is a "clear" form, particularly in groups F with higher education or university students; conciseness also participates in building up the demand of expressivity;

d) supletion, mixture of sign systems: a pendant of expressivity parameter, the second significant constituent in an origin and utilisation of a computer nickname, an univocal expression of dichotomy writing – verbality in an e-mail text; finally it also supports expressivity (expressivity, attractiveness) of a *nick*. It is manifested in many ways:

❖ laidback (non)usage of diacritic marks – *Dzipan, Korculiar, mato_ke; Kubčo, Paťo, Števec* – II-1; *DENCA, Frogie, Zuzusa; BIUŠKA, Chica, frog* – II-2; *Man, musician, MISENKO; Gexík, Karči, Macuškin* – II-3; *red, little man, sweetheart; aška, Blondýna, Šelma* – II-4; *bumbik, enricko, Mormon; Hárvi, jožino, Mormón* – II-5; *babulecka, girl, little pea; SMARTGIRL207* – II-6;
> within all researched age groups an absence of diacritics prevails; this way of inscription is typical for the computer environment;

❖ free, playful/joyful treatment with small and capital letters – it is not possible to consider a principle, we can speak more appropriately on *playing with a keyboard ... ANDY 27, Charlie ONE, tHOM* – II-1; *BIUŠKA, delissa, weronikka* – II-2; *lemon_mato, MISENKO, „ReNZoR"* – II-3; *GIPSYNKA, MARKYZKA, sandruska* – II-4; *adamko, Fexman, goofi* – II-5; *miskaj, moni, ŠIKULKA207* – II-6;

❖ the combination of letters and numbers – it signalises e.g. physical age of a carrier, a number of a university student room in a campus, it differentiate its carriers of the same names/nicknames; sometimes it is only a file of signs, of course, significant for its carrier … *ANDY 27, satan666* – II-1; *evinka_1989, lucica 12* – II-2; *Miso 16, ricky 17, Toudy 18* – II-3; *miura 16, Pastelka 17* – II-4; *joi85kl* – II-5; *silvika 1, sisi 1, ŠIKULKA207* – II-6;

❖ combination of letters/numbers and particular signs from computer symbol sets – a less frequent method; it is remarkable that in the Slovak environment it is not so widely spread as in e.g. a social-cultural and communication related (Czech) computer sphere (compare an illustrative-contrastive file of

nicks from the Czech Lonely Hearts in the text). In the Slovak chat a bottom hyphen is used (*mato_ke, al_bunda, citron_mato*), an asterix (*Scoobydoo*, Johny*, neo*, KACENKA**), quotation marks are rarely used („*ReNZoR*") and even less rare fractioning by dots (*s.o.f.i.a*). The corpus of nicknames even in the Slovak environment as well as in the Czech environment does not contain any emoticon – a focus really lies in the fulfilment of nominating task in a computer nickname.

Just before the formulation of insights and signals into several final thoughts it seems to be inevitable to a material part in coherence with its analyses to add an important methodology remark. The exactness and an expressive value of these type material corpuses despite modern tele-technology cannot be perceived without reservations. If we realise the functioning of both principles – the principle of controlled mystique and the principle of a game in the *chat* interaction, it is in order to approach carefully to the gained data. In several cases, there are relevant social-demographic parameters of interlocutors "only" declared, without greater technical and ethic opportunities for their verification. We suppose that despite the objective imperfection the expression value of a material part for serious argumentation and for posturing persuasive postures is definitely not sufficient.

Few words to sum up. Perhaps, there are no greater doubts on the facts that *nicks* in *chat* namely computer nicknames in a light, relaxing and entertaining genre of electronic communication, with regard to its deputing character, **have** or **have only ambitions** to achieve their particular model ground plan. To be precise the contours of models are shown in the structure of social-communication criteria at first, which can be confirmed via a language system. We might believe the journey to achieve the goal has already been opened during the limpidity of the concept and the composition of remarks issuing from the study. When "setting a feasible trek" we intentionally avoided several, in terms of onomastics undoubtedly attractive, matters. We did not think of for example not a contextual model of a computer nickname thus about its own systemic-communication pattern.

A *nickname* – a language sign or a mark of a special kind is, despite its seeming efficiency, motivational limpidity, and formal-language simplicity, really a specific and very complex phenomenon. A computer nickname immediately reacts to the recent communication demand and to dynamically developing and changing conditions in the electronic environment. Social linguistics deals with *nicks* even with a deeper interest but it willingly lends its workplace to onomastics for further continuation in generally beneficial research.

A TEXT MODEL
IN THE MULTIMEDIA ENVIRONMENT

> *"...the media... are the recent tool of our ever during and abiding streak of life in harmony with our closest friends and the wish to reduce moot points in our surroundings and to ease our burdensome being. Such a streak is defensive and sustaining, eternal just like a self-preservation instinct."*
>
> (Régis Debray, 2000, p. 104)

For a start, it is necessary and even inevitable to point out the peculiarities that issue from the contribution title. Every pair member is innly and seemingly contradictive.

a) The motive of the breaks off is initially and on surface perceived like a synthetic matter. Not only because its core includes the term-notion a *model*. We know a model, so mostly a purposeful scheme of an effect or a subject that is used for the research and explanation needs not only analyses before its own construction. It can be, and usually is, a general source for their serious implementation. In other way: a model in the muse is situated somewhere in the middle between **a$_1$)** *wider*, nonverbal *causes*, conditions or assumptions of human communication and **a$_2$)** *closer*, *outcomes/consequences* regarding to communication interactions. It is not necessary to emphasise the reliable results may be finally completed after noticing linkages between *a$_1$)* and *a$_2$)*, thus using analytical-synthetic methods.

b) The word connection the *(multi)media environment* seems to be pleonasms at first. The considerations, inter allia, head also for weakening or negation of such an impression.

The causes themselves of the theme selection might be summed up in three following fields.

1. We are trying to diminish, if not completely to remove insignificant constraints, disinclination or repulsion to a functional-procedural analyses of some inter-subjective (maybe: interpersonal, group, social) interaction. It is about the relations going on when exchanging information of any kind in the specifically profiled environment.

2. We mean to contribute to the unification of the term *medium* meanings. As we certainly know, the mentioned term is recently influenced by the frequent use of especially social-political and journalistic conditions and gets various too wide, almost generally comprehensive, and as a result amorphous

characteristics. [See e.g. Cejpek, 1998; Jirák – Říchová, 2000; Jirák – Köpplová, 2003; in: *Jazyk, média, politika*, 2003 on the semantics and the term *medium* use.]

3. We are trying to look for a more solid and viable, way for the tasks research that a structurally-systemically perceived natural language fulfils in communication services.

It seems natural we cannot avoid a brief characteristics of the recent era when scientifically and ambitiously achieving the mentioned intentions. We cannot manage it without the definition of the *multi-medium* term in a communication chain. Finally – it is not possible to miss especially the harmony and contradiction of the main construction components that decisively form a text model itself suitable to be utilised in the multimedia environment.

Within the gradual development of our insights, it seems significant to introduce several returnable remarks on the era characteristics at first that multimedia communication places consider its home environment.

The notions *global – cognitive – informative – electronic – telematic- tele-technological – media* era might be joined together with a stub – sometimes risky, sometimes successful but always by balancing the pressure of electronisation to individual and social, cultural and civilisation expression of social existence. We can see the background of the mentioned notions contains especially a growing number of participants of electronic technologies for communication. Regarding to this it seems to be useful to take into account manifold and for effect non-halted but in depth always controlled or at least expected functioning of electronic conditions in (inter)personal activities.

After a general aside, we can focus our attention on at least intentionally disarranged trinity of intrusive questions.

☐ What changes does/would interpersonal communication like/have to cope with in the telematic era?

☐ How do communication participants react to the tele-technological environment?

☐ How to seriously create and use and, of course, to use the sources, products and the outcomes of communication activities – texts/discourses which in a so-called traditional definition poise on the edges of traditional nonverbal polarities verbality – writing?

It seems inevitable to come out from some verified model of a communication chain in interdisciplinary tinged answers for the formed questions. With regard to the conceptual preference of the environment, *ad hoc* one-way Shannon-Weaver's model seems to be an advantageous assumption. A medium, the generally mediating means and the contact environment, is perceived differently:

1. *general* understanding: everything which is used as a tool for the preservation and transfer of an announcement in space and time is considered to be a medium in communication;

2. *specific* understanding: in social communication we consider a medium to be the speech, writing, music, art works, architecture, dance, way of fashion, gestures, signals so any objects which might be used to represent the meanings, and also as a social organisation of these meanings. Canadian mediologist, "amazingly contradicting Toronter" H. M. McLuhan (2000) considers a medium to be everything which is used to spread, to enrich human senses and abilities (electricity, a bulb etc.) [For our purpose, we have to resign on the general understanding regarding to a language issue. We accept the highlighting of the deputing thus sign fundament of a medium.]

Both understandings more or less easily "bear" the definition supported with the mentioned formal dichotomy verbality – writing/printing of code components. This, in the completely rigorous, division and functioning of codes is known also in the form of axioms respected e.g. in stylistics as a set of composition agents.

Supported by the media definition as a time spatial phenomenon we generally understand the term *multi-medium* to be:

a) an integration of higher number of heretofore known information storages (printed, radio, television, film, thus sound and picture records) in one user environment. We can define the multi-medium in detail as:

b) a product or service enabling to record, to transfer and to preserve information of visual (texts, graphics, static and moving pictures) and auditive character. A multi-medium needs specially prepared user conditions. It is usually a properly equipped personal computer. It is inevitable to ensure an access to digital information either directly from storage (CD ROM, DVD) or by a direct – so-called on-line connection to the distant sources via web pages or the Internet. [For more definitions see: Osvaldová – Halada and the collective, 1999.]

A multi-medium in its heterogeneous material fundament and "the fuse of the matter" of information storage weakens the polarity verbality – writing. Secondarily the pressure affects its fall on the line not readiness (spontaneity) – readiness (styling) of communication. Using the closer characteristics of the multimedia, it seems suitable and theoretically prosperous to support the dichotomy fining appropriately. The supplement of the pair verbality – writing is not presented as a sharp contradiction but as a less strict contradiction. We can say: not only discreet sound and picture codes enter the communication process and a discourse itself but also acoustic-auditive-optical-visual code sets.

What states issue from the heretofore-mentioned thoughts for a researcher trying to construct an ambitious model? What influences the texture itself situated just in a centre of attention of every, thus also an interdisciplinary oriented, linguist?

　　1. A multimedia basis supported by an electronic background and computer conditions balances communication imbalance of a traditional communication model. It is about a pragmatic disharmony between a

central text position and marginal positions of communication interaction participants themselves in it, thus an author (an originator) and an addressee (a recipient) of information. We mean the imbalance that is conventionally emphasised by linear communication models and from which descriptive attitudes to a natural language, including also the older educational concepts, take advantage.

2. Within a multimedia ground and regarding to a text/discourse a well-known Saussur's pair langue – parole gets carefully inactive. A researcher is "forced" to respect also the sources, assumptions, and consequences connected to a human factor itself in a communication chain. It is particularly about a mental-psychical abilities and a social-group background of every single participant in a communication act including also the significance of intentions, the effect of communication, social and communication relations as well as an emotional set.

3. Multi-coding of a multimedia storage offers quite a precisely localised set of composition vectors to a perspective model construct – an issue for analyses. Out of them a primary role is given to **space, time** and (physical, psychical thus measurable) **effort** (= significance, value, effect etc.) In the third vector, we count with the effort which communicants put into communication activities and which they presume and expect during and after completing interactions. It is necessary to emphasise the vectors jointly from the whole communication skeleton. By that, they also really influence the order or representativeness and efficiency of the used code sets. It is happening with regard to partial communication intentions or final communication aims.

4. Multi-medially rooted spatial vectors under the influence of a shrinking time vector briskly – usually virtually – diminish a physical distance (proxemics) between communicants. On the other hand, they greatly enlarge the individual loneliness of communication participants. A fast alternation of medially *pre-prepared* "pulsing" information sequences and cognitive blocks impressively supports their momentous reception. At the same time it weakens their experience (perception, feeling) thus their own efficiency of communication activities and methods.

5. Feedback and self-regulating mechanisms gaining exceptional efficiency in the multimedia environment. A communicant sitting by a computer is able to hyperactively react on many inputs and complete parallel tasks or to meet communication needs. At the same time, he carries out e.g. a wanna-be chat, he writes an official e-mail, he responses to an intrusive short information (SMS) from the side; in another "window" he evaluates an electronically set and back sent task. Apart from it he manages to watch an interesting webpage, he accepts a message via a fixed phone and all along with it he is engaged with a colleague visit in a room. Simultaneity of the created texts more and more often affects their forays.

It often evokes individual and socially demanding, colliding or even critical communication situations.

6. A text in the multimedia environment (it is usually and not very preciselly called a hypertext) is uncovered in its univocal linear characteristics along with feedback methods. Also electronically adjusted data with various media fundament are stored, compiled, evaluated, interpreted and processed (archived, transformed and sent) by a real communicant. He depends on individually and also socially perceived time, one-way flowing from the past through the filter of the present irretrievably further.

7. Interactivity in the multimedia environment supports almost total dialogisation of interpersonal communication contacts. This supports an (by some non-critically refused) opinion of Czech author tandem O. Müllerová – J. Hoffmannová (1994) on a dialogue character of every interpersonal interaction.

8. Constructing a model we cannot miss the behaviour and the tasks of language levels and their inventories in the multimedia environment. The activation, order and cooperation of language communication components depend on external non-verbal circumstances thus on social-psycho-pragmatic vectors of a perspective model. Both sets mutually cooperate.

Let us imagine the partnership as a tension arch of a bow. Of course, with regard to the concept of two sets in our model core there operate two opposite tension bars bound together at both ends and having a common string. As strongly, we drag a string with any of a tension bar in our hand, so the other flexible components of the equipment bend with a consequent reconfiguration of the whole system. One part of the equipment is thus really influenced by others.
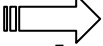
We suppose in the multimedia environment a communicant No 1 with a communicant No 2 carry out the **common** activities with a **common** aim via a multilevel total dialogue. As a simplified example, we can introduce e.g. a chain of dialogues on the line an expedient – an expedient's computer – a multi-medium – a recipient's computer – a recipient. Respecting the **significance** and **effect** (= string) which we assign to communication, we may use a suitable code set or an intersection of several systems in their hierarchy and in detail. **All** non-verbal vectors and elements together with the means and methods of particular language levels are mutually and algorithmically affected and re-arranged to an efficient constellation.

The model construction
(respecting conditions of multimedia interactions but also with general ambitions)

A. SIGNS AND SYMBOLS:
- $x_1, y_1, z_1...$ **space** (local) **coordinates** where a communicant 1 operates

- $x_2, y_2, z_2...$ **space** (local) **coordinates** where a communicant 2 operates
- $t_{fut}, t_{past}.$ common **time coordinates** which affect a communication contact
- $rel_1 - rel_2.....$ individual/social **relations** of communicants to reality, to each other and to other participants of communication interactions
- $l_1 - l_2......$ **links** between communication, its subject, intentions and aims perceived and utilised by every communicant
- $emc_1 - emc_2...$ inner (hidden) a external (expressed) **emotional world** of each participant in a communication event
- ⟰ ... posing the information levels (= **communication** + **understanding**)

B. MODEL:
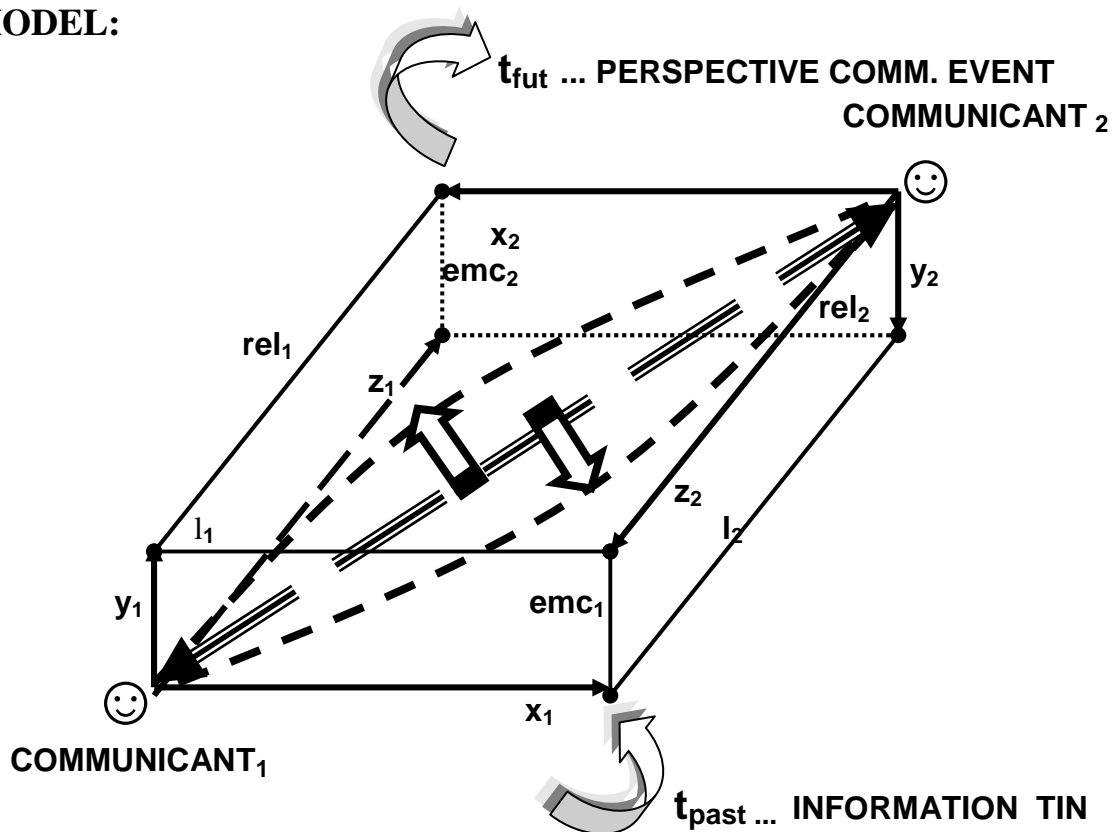
C. EXAMPLE of the model utilisation
(in the multimedia environment from the position of an addressee)

Observing a troublesome advertisement banner on a computer screen

we identify

- an optical-visual component including colour, geometrical structure, space arrangement and kinetically components (-inevitability), parallel

- an acoustic-auditive component including effects and sound tricks (=*possibility)*;
    then

we analyze

- syntax components ("from up to down", so usually in the following order: physical length of a sentence, modality, number and quality of syntagmas...),
    then
- vocabulary (number, origin, value, significance of lexical inventory...),
    then (less noticeable)
- morphological side (frequency of parts of speech and their relation to particular and usually individually embedded norm...) with orthography peculiarities,
    and
- (at the background a sound level – a discourse primarily engages a visual channel of the first signal system);

we interpret

- communication mission and
- its value supported by so-called information tins (= texts stored in our awareness from the previous experience),
    and finally

we adopt a posture, so we (parallel or hierarchically)

- gain pure information
- entertain,
- identify with an announcement content/we refuse it,
- gain a status of persuasion
    etc.

In every case – in the term of metaphorically perceived double bow with a common string – a mirror but always really outlined and attentive supposed author appears in our mind with a wide communication background including motives, his aim and intention as well as supposed/expected effects of a recipient.

9. It seems every, not only multi-medially determined and affected, communication event can be successfully parameterised and precisely analysed due to communication vectors. The complex process in our environment was imperatively worked out in the late 80's by authors grouped around J. Kořenský (Kořenský – Hoffmannová – Müllerová – Jaklová, 1999). Of course, generally and at that time regardless of the multimedia conditions brought by a so-called telematic era.

10. At the end of our demurs, we should remind the following: along with the model advantages and the application complexity, an outlined method does not resign to a privileged language/speech component of communication in one particular group of (electronically determined) communication acts. What is more, a model reflects also several culturological and intercultural peculiarities inevitably brought by an electronic era.

11. The elaborations of some peculiarities of an electronic era with initial ideas to construct a model were outlined in several reports in home and foreign science forums. It also happened in the 5th Conference on Communication in Banská Bystrica (Patráš, 2004a) and also in the interdisciplinary conference in the Polish town Rzeszów (Patráš, 2005).

ELECTION BILLBOARD
IN THE MECHANISM OF POLITICAL
PERSUASION
(IN THE EXAMPLE OF PARLIAMENTARY
ELECTIONS IN 2006 IN THE SLOVAK REPUBLIC)

Before adopting a posture to the theme, it is appropriate and even necessary to state a methodological remark. With a help of several extended and mutually related demurs enriched with a unifying statements we form an acceptable definition of the issue, which is outlined in the title. This step enables us to limit the space in which an author – not a politologist or sociologist and even psychologist, not a media worker, market or advertisement expert or a linguist equipped with interdisciplinary knowledge – means to seriously operate or he can move their with a certain benefit. The last remark in the following field is formulated as a discussion matter. It represents one of the paradoxes in the communication sphere of the explored field and forms its own thread of the study.

1. Communication is "…the process of understanding among individuals, groups or institutions. Its aim is to exchange ideas, to share the knowledge and information or ideas. The process is implemented in different levels using various means and leads to precise acts" (the definition by B. Dobek-Ostrowska; by Iłowiecki – Zasępa, 2003, p. 12). In the dynamic coherence the quoted characteristics lists all main features necessary to notice and define conditions, circumstances, and connections in any communication contact.

The quoted definition, apart from the primary qualificator thus the mediation of inevitable information parts, introduces a social basement, co-operation and intentionality of communication in the second plan The third line helps to form hierarchy and more or less perceived relation *ratio – emotio*, so the features connected to the media basement of communication interactions which can be perceived for example in advertisements. It is not too far from the univocal social-psychic-communication features to control, direct, influence, persuade and often to manipulate somebody or something. Of course, it is usually an effect with a precisely defined intention or aim. Not even here it is necessary to emphasise that communication among people includes several individual sides and at the same time social expressions of man's existence.

2. Political communication (synonym communication in the political environment, communication operation with political goals but not communication of politicians/among politicians) as a communication subsystem more clearly than in "traditional" ordinary conditions works with the parameter of persuasion on the verge of propaganda. The propaganda – a more aggressive variant of persuading, but almost always an obligatory attribute of political

operation – it is possible to understand it as "…an intentional and systemic effort to form perceptions, to manipulate thinking and immediate behaviour with an intention to achieve the responses that are in accord with requested goals of propaganda" (V. O'Donnell – G. Jowett; by Iłowiecki – Zasępa, 2003, p. 34). It is apparent from the above mentioned that a propaganda target is a man – recipient, usually an addressee of the exposed mission or object. If an addressee realised the presence or pressure of persuading, we have to speak about manipulation. In terms of technology its base is the same; there is no sharper line between propaganda, persuasion, and manipulation.

We can hypothetically try, with a help of a theoretical construct (see figure **A**), to depict persuasion as a key condition in political communication. In order an affected individual efficiently succumbs to persuasion or propaganda, after an inevitable stage of attraction there must come to "vibration" of his psycho-communication levels particularly psychologically the most stable – an intrapersonal, unofficial, subjective, emotional sphere. The mentioned sphere gets from a calm state, by purposeful, multipliable and usually rhythmical vibration of personal experience complex (on the term see Kořenský and the collective, 1999), to side fields or to opposite position just for a short time. The relocation enables to open a very efficient channel for the penetration of a persuasive discourse to the (sub) consciousness of especially not an already decided and doubtful individual – a member of minor target group but the most suitable object of affection (on status see in the publishing by Jabłoński and the collective, 2006, or in the contribution by Krejčí, 2006). Having "defeated" an essentially personal communication level a viable way is offered in order to in influence the addressee's decision in accord with an author's communication intention. Interpersonal contacts (an interpersonal level – No 2), various institutions (3) and the mass media (4) participate in making an intrapersonal communication level active in its hierarchic structure in the line *strong – weakening – weak inputs*. The effort of a political persuader is to keep particular levels of an addressee – a potential voter – temporarily in their maximum amplitude. Their stabilisation and return to a balanced state starts after pushing aside the subject of persuasion or propaganda from an immediate individual visual field for example after leaving a ballot room.

Figure A

The fundament of persuasion/manipulation/propaganda
In terms of psycho-communication

1. INTRApers
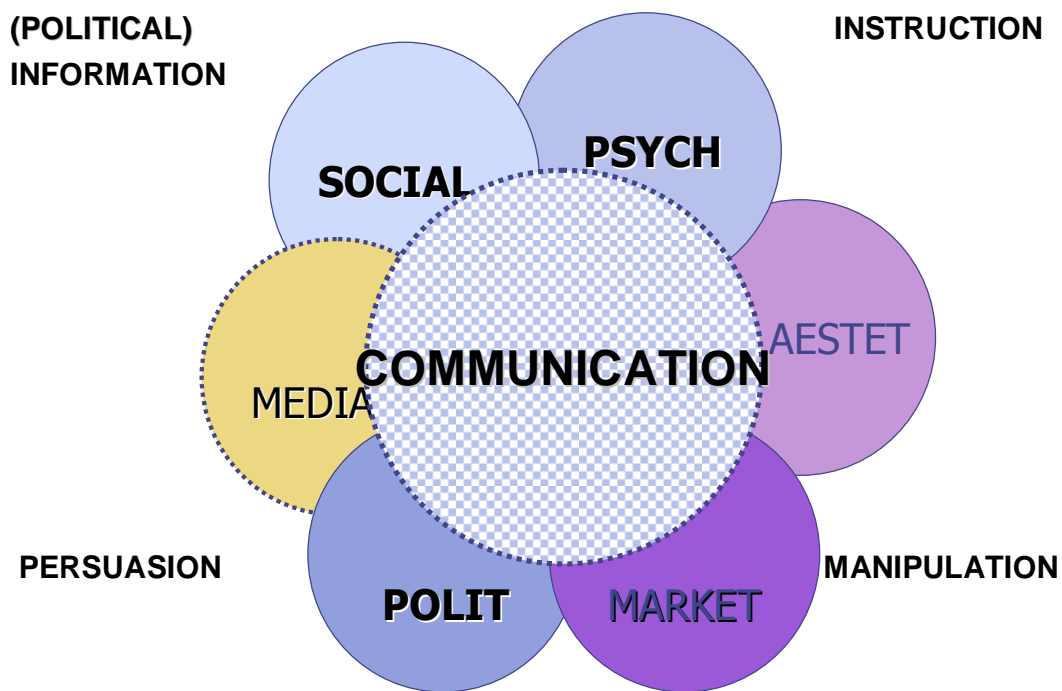2. INTERpers
3. INSTIT
4. MEDIAL
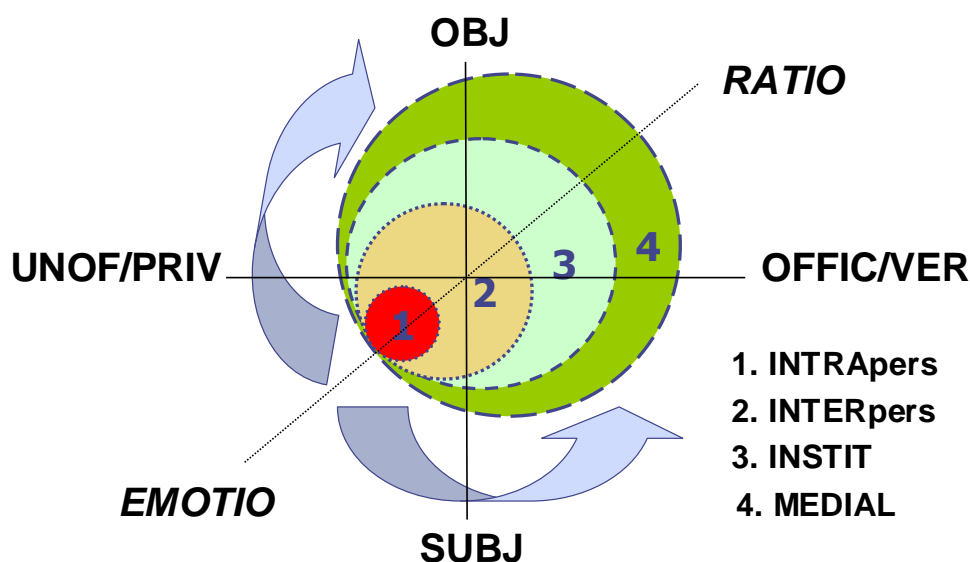
3. An election political billboard is apparently a text created and destined for communication namely a discourse with its all-characteristic features of a communication model. [with regard to communication models see especially a sociological model SMCR[34] – a suitable analytical platform for the research of political communication; for more details see Janičijević, 2000.] A board with a political poster obviously supports a relative universum, an invariant with the presence of all known and stable parts. On the other pole it is typical with its peculiarities with a help of which a billboard is put in charge with more or less efficiently/creatively ensure locution, illocution and perlocution component of political communication. It is profiled with a help of cognition from several scientific disciplines and their applications. With a help of various semiotic systems, environments and inputs a billboard is able to cover the whole

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[34] **S**ource – **M**essage – **C**hannel – **R**eceiver. Primarily the marginal components of a communication chain are understood as dynamic entities able to individually and socially communicate, thus to reflect knowledge, cognition and links to a social system and a cultural level within the mentioned model.

reference frame of political communication regardless of a genre it is utilised in (see figure **B**)

Figure B
    Interdisciplinary basement of a political election discourse

(POLITICAL) INFORMATION   INSTRUCTION

SOCIAL   PSYCH

COMMUNICATION   AESTET

MEDIA

PERSUASION   POLIT   MARKET   MANIPULATION

Differently speaking: a large area poster (according to its measures a billboard, a city-light/abribus, a big-board, a mega-board, a giga-board) is predestined to function as a variant fully-fledged member of a media communication instrument file (promotion mix) to promote via a so-called above-link advertisement thus open propagation with a help of television, radio, adverts etc. In the adapted version, it manages to enter also the other media and that is how it multiplies the efficiency of its mission. As goods sui generis it evaluates economic expenses invested to its operation. Of course, on this occasion we have to point out also objective communication limitation of a bearer activity in this time. An election political poster "experiences" a golden age in an exactly defined stage of a political campaign – several days before balloting in parliamentary elections. A relatively short time of a parliamentary election billboard operation is apparent in related campaigns e.g. in regional elections, in municipality elections etc. Within the model similar communication

situations, the inter-medial operation and coactions acquire a different arrangement.

4. An election billboard with several features, commissions, and tasks obviously professes advertisement and advertisement discourses. During its existence, namely its communication arch – a concept, composition, depiction, distribution and especially effect/impressiveness/efficiency – today along with customers professional agencies take responsibility together with their staff "image-makers". As we know, it is a team that with a help of publicity and advertisement creates a positive public opinion about an object within its extended meaning, in our case a person and a political group. Agencies co-operate with customers on commercial basis, they count with obvious motives, pre-survey of their own ambitions, and the competition environment clearly, clearly defined state on the line of expectation – reality and especially with an effort to achieve a proper success. A billboard is a part of integration marketing strategy. As a carrier of so-called slow advertisement it is ranked among the printed media with their virtues – rentability, remembering of the message, opportunities for analyses, evoking positive emotions and long-term effects on a recipient (on detailed characteristics see Janik-Wiszniowska, 2006).

The difference between a political billboard and an advertisement sphere lies in an object of promotion. A politician, a candidate for a deputy, a political party, a program, represents the object. We cannot think of the promotion of "the right goods" with reservations and with appellation to "indispensability, attractiveness, a part of a life style" like in a commercial. An election political poster does not form but only strengthens the picture of a person or a political association in the eyes of its recipients. Here it is necessary to point at the differences in communication intentions and techniques that are used when comparing a promotion of **a)** entrenched political associations, **b)** parties in "crisis regime" and **c)** new and less known groups. [In the Slovak environment compare e.g. election billboards presenting The Slovak Democratic and Christian Union, SDCU; Smer, Movement for Democratic Slovakia – People's Party, MDS-PP, The Party of Hungarian Coalition, PHC – The Alliance of a New Citizen, ANC; The Free Forum, FF – The Slovak National Coalition, SNC; The Prosperity; The Mission 21.] Of course, the mentioned typology is not shown with regard to the effort to leave a positive impression on the billboard. The parameter "fame – new", affiliation to coalition or to opposition, also does not play too important role in the eye of a hesitating individual or the public.

Figure C
EXAMPLES:
   a) an election billboard of a stable political association

Billboard text: **it is about perceptive and fair solutions, SDCU, 17th June, 2006**

   b) an election billboard of a political association in a "predicament"

Billboard text:
A decent life here and now! Count with us! The Free Forum, a politician`s name

   c) an election billboard of a new political subject

Billboard text: **SNC,** names of politicians

5. In terms of communication, an election political poster represents a product that unifies several sign systems. Regarding the importance a visual part is usually and reasonably on the first position including promoted dignitaries, colours, typography, form, object setting in the area, colour and measure contrasts and graphic symbols (a logo e.g. an election mascot, a logotype – a short version of a political party's name). The preference of a visual side corresponds with observation skills of a human individual; three-dimensional perception and distinguishing colours belong to the basic communication skill of a man. With a help of optical and aesthetic codes not only an attracting function is nourished but also the information content is mediated as well as a persuasive goal of the depiction intention.

In terms of efficiency, an election slogan is on the second place. A short slogan in a political billboard is responsible for completing a demanding task – to attract an observer and suggest him an idea to ballot for a promoted candidate or a political association. A slogan is usually a fragment of a political program, a contact formula to ensure interests in the time of persuasive promotion or a supporting and highlighting tool in a political offer in the time reminding promotion (on the terms *persuasive* and *reminding advertisement* see Janik-Wiszniowska, 2006). On the ground of our surveys (compare also examples of political posters in the study) we can state several cognitions that like in other European countries not even in the Slovak election political campaign there were recorded greater breaches of the usage communication level in election slogans. Differently speaking: the presence of a striking, surprising, and creative verbal component in a large poster has not been found. The conclusion declares the newer opinions on the end of era of the advertisement overestimation in our environment and on the attention to marketing and strategic planning namely

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noticing "consumers`" habits, needs, hopes and lifestyle in advertisement messages (Timoracký, 2002).

6. A notified discussion remark is formed in the following way. After at least tolerable identification with the thoughts presented in the study, after a signal survey of the media agencies researches and after the demurs in the related field (apart from the quoted sources, see particularly Bútora – Mesežnikov – Bútorová, 1999; in: *Jazyk, média, politika*, 2003; Głowiński, 1992; Gregová – Rusnák – Sabol, 2004; Jirák – Köpplová, 2003; Ożóg, 2001; Toscani, 1996; Vybíral, 2003; in: *Nowe czasy, nowe języki, ...*, 1998; in: *Tekst w mediach*, 2002; in: *Współczesne analizy dyskursu*, 2005) here comes up a question: What obstacles limit or even decrease the efficiency of an election political billboard (not only in the Slovak environment)? After all a billboard meets all limits of an efficient discourse – it is economically high-priced[35] thus with a certain value, it is assigned to complete demanding tasks, it is equipped with necessary characteristics and today it almost exclusively carries the features of professional team procession.

After the existing thoughts and demurs a partial answer (without reasonably absent politological, sociological etc. asides but respecting wider circumstances which have already been mentioned) is connected to – how else – a communication side of billboard propagation. On the one hand, it reflects evaluation aspects issuing from our information on the state and from the analyses of the situation in propagation before the parliamentary election in Slovakia in 2006. On the other side, along with the demand to interconnect communication techniques, it suggests one perspective in the concept and compositions of successful billboard discourses; thus, an idea is hidden in its ground: What are you/will/should you be like, a quality, cultivated, successful political billboard?

A large election political poster is a particular discourse that builds up its own success on a relation context. We mean the state and level of actual social conditions, mood, an emotion, and ideals in population, the stridency of group interests' advancement, factual and mythical cognition on an inner-party life of a particular political association, their un/success in a political hierarchy up to the day of elections and their communication with voters. The instrumentory for a thought-out concept and composition, hopefully a successful political promotion aid, lies in the mentioned information tins. If we realise the presence of the gradual diversion of life from collectivism to individualism, the change of political direction from high ideals to general formulations typical for the early 90's and the shift of the mentioned components to more pragmatic policy, we

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[35] Just to illustrate: serious estimations of political parties inevitable expenses used for billboards in a political election campaign (without establishment expenses) state: SDCU = after a conversion rate 556.5 thousand €/740 billboards (**Source**: The Fair Play Alliance, **http://www.fairplay.sk/clanok.php?u=3&u1=6&u2=25&u3=238**)

will accept also the inclination to the concept of a promotion aid – a subject of our demurs. With a help of the picture **A** we see the solution: more remarkably to empower intrapersonal level of a voter's personality before political persuasion and after it (compare again also Timoracký, 2002). It means not to reverse the operation of other communication levels to anti-motion, to free a citizen-voter from the pressure of institutions and the mass media, not to supply him with the information ballast, not to put him on a false pedestal of too pragmatised interests but to empower the immediate communication methods, tools and highlights particularly essential, emotional-aesthetic embedding of intentions by the emphasis of a promoted person individual contribution. In the field of a political billboard, the idea can be objectified in a form that we could call a synecdoche discourse at the end of our contemplations. In the parliamentary election propagation in 2006 two billboards with the mentioned concept appeared in the Slovak environment (see figure **D**; we consider the second example to be good). A synecdoche billboard contains several features that are able to ensure a more elegant, humanly more appropriate transfer of a political message from an author to an addressee. The motive does not apply only to a so-called hesitating and not yet, decided voter but it can attract and persuade a member of voters group with a stable opinion.

Naturally, regarding to this it is inevitable to remind two well-known facts: **1.** behaviour of a perspective voter is usually irrational and parallel **2.** a higher level of communication creativity does not directly mean a higher efficiency of propagation. In terms of a possible change in the communication level order (they were introduced in the previous paragraph), an idea to support the efficiency of promotion via the impressiveness of billboards seems to be a functional method not only a word game.

Figure D

Billboard text:
We do what is necessary! 17th June, 2006.
The Hungarian Coalition, the slogan uses two languages – Slovak and Hungarian

(Billboard text: **Choose a better life!**)

MULTI-MEDIA PRESENTATION AS GENRE?

The goal itself of the demurs is to look critically at a part of the social-communication sphere into which most of us get and operate moving in a particular field of interpersonal communication. We pay attention to the communication spheres of education, language, linguistics, language and literary science contacts and especially the communication culture within its greater meaning – everything rooted in the electronic environment. Direct and live public performances of a special subject and message, with (inter)active participation of the public and the promotion support built up on the electronic base .ppt, namely in the multimedia application commercially called PowerPoint, enter the heart of our thoughts thus with assignation *pars pro toto*. Developing our thoughts, we move on the intersection point of technological and linguistic text components of their kind. We lay stress just on their language-communication sides.

The direct motive of such considerations includes some experience; extended knowledge on generally increasing communication interference in the terminology field belongs to them; the computer field seems to be particularly vulnerable. Imported "e-ideas" often bring also a terminological instrument set from the sending environments, of course, with a different semantic definition and settling in a receiving context. A mass media filter, popular-educational communication sphere, and commercial activities play a distinctive role in a terminology transfer. In terms of the contribution we mean especially a meaning shifts, often also diffusion or the unproductive exchange of field nominations *medium – storage – multi-medium – multimedia product (application) – hyper medium – hypertext* etc. and, of course, some misunderstandings in their use.

The second and in this case the most substantial reason of our demurs is represented by the content of field courses for the improvement of academic staff computer competence. It is remarkable there is not enough effort put on the most essential categories that undoubtedly ensure a value and success – the significance and expression of a (verbal) text in electronically determined discourses –, in order to make them more lucid. Finally, the semantic, grammar and language-stylistic sides of the electronically determined texts do not enter even the study programmes aimed at the multimedia because of quite understandable reasons. [See for example the data for the final exam preparation in the branch *robotics – the multimedia* in management in the engineer study in a certain Slovak technical faculty[36].] Tranings on the methods of e-courses creation set for the distant study are a partial exception.

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[36] http://www.kar.elf.stuba.sk/VPRA/ss/2008/predmety/Multimedia%20v%20riadeni.doc

From the field of the related "linguistic" inputs a visual and typographic text side get into the program of field courses for example the choice and arrangement of usually ready parts or pre-prepared panels, of course, in an attractive and user friendly offer. We mean the captions, the form of writing fonts, various grapheme forms, colour depiction of text dominants, background with animations, ordering pages into promotion chains etc. The courses participants-non-linguists come into difficult situations after mastering technological sides of presentations. They decide more or less intuitively for the nominal or verbal line of presentation, they linger in choosing the right nomination usually tacking on the edge of home language and other communication systems. Regarding the structure of verbal text component, either they consider the tendency to text fragments with indents or numbering or to inserting complete quotes to a slide; they bother with a paragraph and hypertext links of text components into a meaningful and plastic discourse etc. Partial user inputs for the solution of own language matters in the multimedia promotion may be found at most in usage conceived recommendations of Internet etiquette (netiquette). All the rest lies on intuition, expertise knowledge, or practical experience of a presentation assembler.

Before starting the viable way leading to the appointed aim, it seems suitable to remind the term-notion *multi-medium* for our purposes. Making it clear props upon language-communication signs. [See *A text model in the multi-media environment* on an attributes definition. On pages of the issue see Patráš, 2004b.] The characteristics relates also to the observed PowerPoint application.

Recently the multimedia includes especially the Internet environment and a user-friendly web design and web presentation. The multimedia products – multimedia CDs or DVDs of various content and use (electronic dictionaries, encyclopaedias, multimedia presentations of localities, institutions, strategy plans, concepts etc.), combined digital documents, online computer games, services of mobile telephone contact – MMS, WAP, 4G calls etc. enter this field. There exist also specific utilisations. For example, bibliographic standards within electronic information source define computer-controlled materials including those that need the use of a peripheral device connected to a computer (e.g. CD-ROM). The mentioned devices can but do not have to be used interactively. There are two kinds of sources: 1. data – information in the form of numbers, letters, graphics, pictures and sound or their combination, and 2. programs – instructions of methods to implement certain tasks including data procession. Both sources may be combined also in a way they can contain electronic data and programs, for example online services, interactive multimedia etc.; for more details see ISBD (ER) / International Standard Bibliography Description for electronic sources, 2002.

Our task is to identify main components of a PowerPoint presentation, to rank them into an appropriate reference frame, to outline the measure of cooperation between them and a real level of efficiency/impressiveness in

preparation and electronic presentation. It is obvious that within these overviews we cannot avoid either external conditions and assumptions or also the cohabitation of verbal and non-verbal sign systems in the special communication sphere. The results of our considerations is an insight into a skeleton and the ascertainment of in/justifiability of an electronic presentation model which was able to co-create a suitable invariant – genre used for the good and successful varieties thus "good multimedia discourses".

PowerPoint texts, recently furtive and regularly used but in any case apparently intersection text-communication forms; remain in the shade of home focus. As we have already suggested our interest in them might rather be perceived in the users' field of this way interpersonal communication interactions. The available sources profess the researches of mostly commercial-application and communication-pragmatic characteristics. They are based on the ground of the marked technological or optical-visual and aesthetic sides of the issue. They evaluate especially the application utilisation and are aimed at practical mastering and commercial use of electronic storages and mediators of various strategies, more or less ready manuals and results with different levels of persuasion (on representative asides in the world see e.g. Kress – Van Leeuwen, 2006). Just a marginal attention is paid to language-communication components of an electronic presentation in the file of publishing collectively focused on electronically determined texts. It is a paradox because generally the primarility and a great importance of a verbal side are emphasised (multimedia – Horvátová and the collective, 2001, s. 103-111; from the last period inspiring instructions for rhetoric presentation translated to Czech – see Hierhold, 2005, p. 133-155). In contrast to it, recently the domestic and until today less numerous language contributions take a closer look into the field of e-learning and at the same time they state verbal demands for successful communication. They emphasise the elaborated word selection, a functional utterance perspective, a moderate composition arrangement and an appropriate language strategy (see for example Pankuchová, 2004; Klincková, 2007).

In order to come to the appointed aims and to complete our mission, we choose an appropriate methodological approach, denotationally persuasive instrumentory and we relate it to a functionally arranged unit. By interconnecting of corresponding blocks, we define the traits, mission, and the level of PowerPoint presentation language-communication culture. In this way, we analytically outline its tendencies to head for some stabilised genre or the ability to create a relatively unique genre. Of course, motives for the efficient preparation and utilisation of the regular as well as an awkward even contradictory way of communication interactions within the academic field do not stay aside. The built up construct needs a wider use in the electronic information and propagation. In terms of methodology and with regard to the subject of our attention we use a selective communication approach with a focus on lingua-pragmatic constituents.

An analytical apparatus with a great support of the speech acts theory (Austin – Searle; on its fundament see for example Hoffmannová, 1997) and in a binary code related individual and social-communication determinants (Findra, 1991) we construct from the following panels: **1.** nonverbal, external criteria in their basic arrangement, with their identification, choice, specification, gradation and dynamic relation to PowerPoint presentation; nonverbal conditions are influenced by the presence and activation of relevant sign-code systems, again in their hierarchic arrangement (on general issues see Findra, 1991); **2.** a theoretically understood genre type as an intersection of a deep (composition) and surface (style) text level – an invariant able to borrow its content to a certain discourse, in this case to a multimedia e-presentation. [On the terms a deep level, a surface level see Findra, 2004.]

Ad 1
FIGURE 1
A system of non-verbal communication conditions and assumptions
(in its basic arrangement with the highlight of peculiarities for a multi-medium)
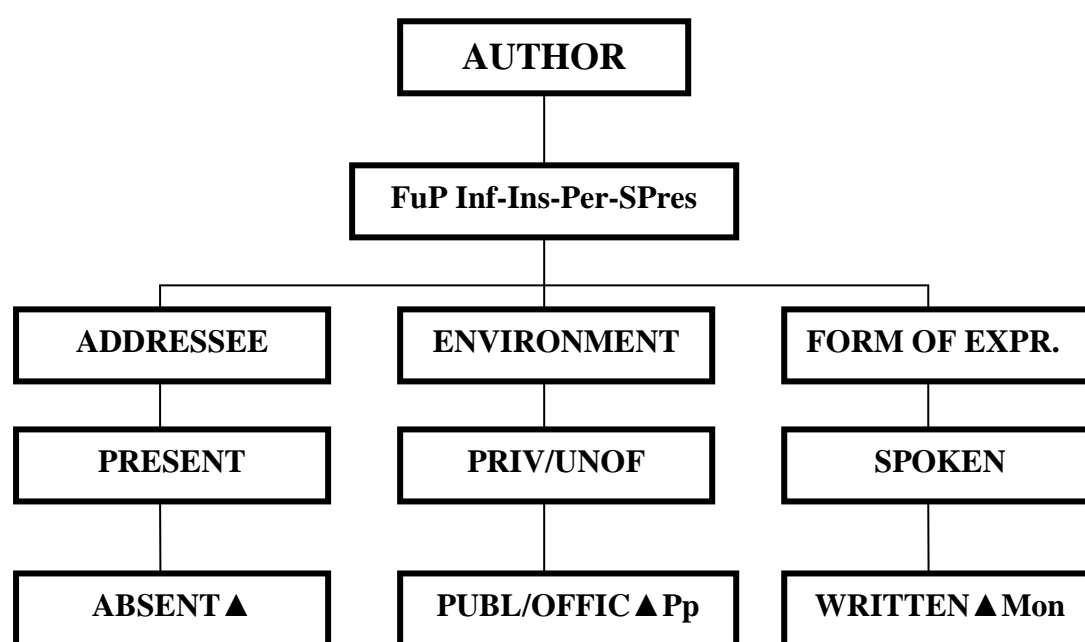
Abbreviations and symbols:

FuP .... performance function
                Inf – informative
                Ins – instructive
                Per – persuasive
                SPres – (self)presenting

Priv/Unof Nr   ... private/unofficial environment, not readiness
of communication (text)
Publ/Ofic R .... public/official environment, readiness
of communication (text)
Dia .... dialogical type of communication
Mon .... monological type of communication
▲ .... preference of a relevant parameter (file of parameters)
in .ppt presentation

Ad 2
FIGURE 2

Genre – definition and peculiarities
(the relation between an invariant and a variant in multimedium)
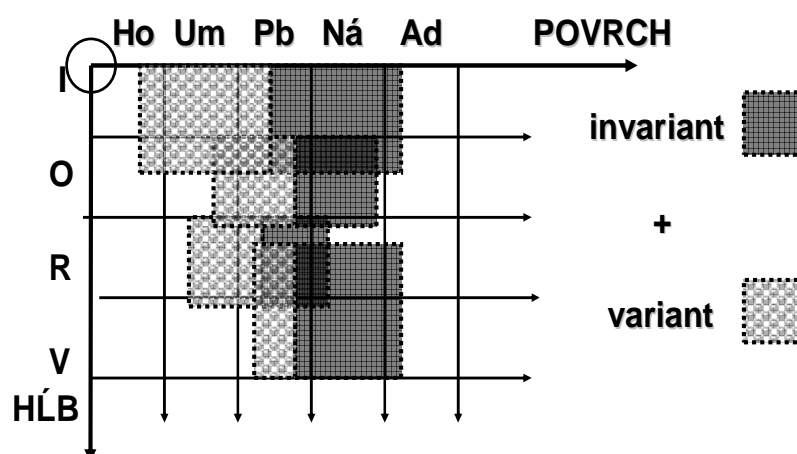
Abbreviations and symbols (Slovak equivalents are not in bold)**:**

D/HĹB......... deep level (composition) level of .ppt presentation
  I – information composition method
  D/O – descriptive composition method
  S/R – storytelling composition method
  E/V – explanatory composition method
SURFACE/POVRCH **...** surface (style) level of .ppt presentation
  Co /Ho – colloquial style
  A/Um – artistic style
  Jo/Pb – journalistic style

Edu/Ná – educational style
Ad – administrative style

Just before harmonising inputs into the whole platform with its analytical but also prophylactic-productive use, we should outline basic social-psycho-communication conditions where an author gets into, thus a presentation originator. We can use already semi-finished inputs concisely indicated in both pictures. An algorythmised file reflecting the relationship between general and unique serves as a working definition of a possible genre domicile that a PowerPoint presentation professes or tends to.

A demonstrator generally masters his theme line during an initial period of his performance, he realises the presentation function and message, he defines an audience, he accepts the environment, and he thinks of an appropriate form of his performance. He builds up his clear individual intention on the abstract and general ground. In the academic environment, a direct presentation with a specialised content and didactic processing before an immediately present ("interactive") audience is preferably used. A presentation via an appropriate storage (for example a CD, a DVD) as a repeatable product with multiple use is a little rarer variant. The use of professional presentation is increasing in order to be used and spread in the Internet (e learning). In terms of text-communication, it is necessary to count with activating and syncretisation of several genetically-typologically related stable genres including their respective sign-code systems. The diffusion of several "verified" genres with regard to virtuality of the electronic environment is tolerable in terms of conditions and a final product. However, a demonstrator has put a lot of intellectual energy in the genre mixed environment. The same goes also during preparation as well as the mediation of a discourse itself.

A preparatory stage naturally counts with implementation and in the academic environment and it acquires several shades. As it has already been mentioned, complex preparations is the most demanding and at the same time the most advantageous and the most valuable variant of PowerPoint presentation. A skilled and technologically or communicational prepared demonstrator (usually an author himself) himself makes everything beginning with a theme definition via its structure and ending with division of a content-theme and language-composition plan into a final form. An elaborated and usually even diminutive composition of verbal and nonverbal elements into a fine presentation as well as a communication support, a factual guarantee of a professional success during live exposing are the basic advantages and presumptions of this way success. The disadvantage is definitely a high time strain and overwhelming to a detail. The second variant is leaving a part of work effort to somebody else. An author (a scientist and a pedagogue) prepares content and a text or he outlines an idea and a structure of contribution by himself; he asks a technical team to process it into a presenting form. Its advantage is saving of author's time and a professional form of the presentation

itself, the negative is a possible disharmony between author's ideas and a related PowerPoint form. The third and the least appropriate possibility is a decision to set the whole order – to outline an idea and to choose a designer. Professional processing of presentation is definitely a virtue but a remarkable retreat of author's individuality to background becomes a serious limitation. So, technical perfectness as well as impersonality and stiffness of presentation are definitely a disadvantage. It is not necessary to remind that: every variant is conformed to a particular choice, arrangement and the use of **a)** means of various code affiliation; **b)** media and information storages.

On the ground of a more general issue (Patráš, 2007), the mentioned remarks, drafts and reflections of all inputs can be hierarchically connected to the net of evaluation criteria. The net needs algorythmisation of the method when preparing and evaluating PowerPoint presentations. Bold highlights signalise dominants suitable just for the researched field of the electronically determined discourses.

We can mark the net by a non-term collocation

**The reference frame
for the analyses and objectification of multimedia presentation
features**

1. NONVERBAL COMMUNICATION DETERMINANTS
1.1 AUTHOR
   creator, producer (contractor, submitter, order party, buyer) of "slides"
1.2 ADDRESSEE
   a supposed or real **group recipient** ("consumer")
1.3 FUNCTION OF A POWERPOINT PRESENTATON (.PPT)
   (rarely 1, usually several functions in hierarchic arrangement)
   1.3.1 **informative**
   1.3.2 **instructive ← orientation, selective**
   1.3.3 **persuasive**
   1.3.4 enterntaining
   1.3.5 operative
   1.3.6 contact
   1.3.7 **(self)presenting**
1.4 COMMUNICATION ENVIRONMENT
   1.4.1 **public/official**
   1.4.2 private/**unofficial**
1.5 PPT FORM
   1.5.1 **written/printed** – optical-visual
   1.5.2 **spoken/verbal** – acoustic-auditive
   1.5.3 combined – audiovisual

1.6 CORRESPONDECE OF NONVERBAL SIGN-CODE SYSTEMS

    1.6.1 form

        vertical – horizontal rectangle, square and their combinations

    1.6.2 colour/s – choice and arrangement, background: graphic, fount, emblem, mascot

    1.6.3 **animations**, caricatures (cartoons), video clips a **hyperlinks** and their harmonisation:

        presence – absence

    1.6.4 sounds, music motives, effects and their order:

        presence – **absence**

1.7 DISCOURSE CHARACTER

    1.7.1 **monological**

    1.7.2 **dialogical**

2. LANGUAGE-COMPOSITION DETERMINANTS

2.1 PPT LANGUAGE

    choice, arrangement and the use of language means form the national language inventory (main text, secondary texts)

    2.1.1 **nominality – verbality**

    2.1.2 **conception – of experience**

    2.1.3 **operativeness – iconizing**

2.2 COMPOSITION AFFILLIATION OF PPT
** – DEEP LEVEL**

    2.2.1 **explanatory** composition method

    2.2.2 **descriptive** composition method

    2.2.3 information composition method

    2.2.4 storytelling composition method

2.3 STYLE OF PPT – SURFACE LEVEL

    2.3.1 affiliation to **objective styles:**
    educational, administrative style

    2.3.2 affiliation to subjective-objective styles:
    journalistic, rhetoric, essay, religious style

    2.3.3 affiliation to subjective styles:
    colloquial, artistic style

3 SOCIAL-PRAGMATIC DETERMINANTS

    Understanding the content + purpose = completing components (complete overview on .ppt slides):

3.1 LOCUTION... the discourse **content**

3.2 ILLOCUTION... communication **intention**

3.3 PERLOCUTION... a level of **understanding/comprehension** between an author and an addressee = **communication effect**

In conclusion, it is in order to include several generalising remarks. It is not necessary emphasise that they deal with a language-style side of multimedia, they ask for a wider use and they can become valuable recommendations of a plastic, complex course of computer skills improvement.

A multimedia presentation purposefully includes several elements of a recipient's signal system. By its multi-channel, elaborated deep and surface arrangement, connection to verbal and nonverbal systems represent nothing more but a technologically supported return to a verified archetype method of natural communication among people as it unifies optical-visual components with acoustic-auditive elements of communication via a (graphically) prepared and direct communication contact. The narrativeness is rooted in linearity of presentation and in the academic environment as a communicational transitive, tolerable and social-psychologically the most advantageous way. It is able to mediate the content and aims of the presentation and in the whole to ensure its necessary – projected (an author) and expected (recipient) of communication functions.

A PowerPoint presentation in the academic environment as a unique way of communication interaction uses contacts with the theory of communication, rhetoric and mediology, typography and design, art, artistic interpretation, choreography, scriptwriting and other, less represented, fields. It professes stable and verified genres, several communication environments accepting their dominant characteristics. It acquires "flexibly not finished", "of program not clear" contours of an invariant unifying elements, methods and means of discourses with deep and surface characteristics of primary and secondary character. We can say it more precisely: in the first preparatory stage, information, operativeness, objectiveness, physical absence of an addressee dominate, as well as the public and the related preparedness, writing/printing, monologicity. In the second, implementation, and presentation stage it comes to a fluent shift of characteristics to their antipoles, of course, with connections to initial features (see hatched sections in the figure 2). A collective addressee is a direct, interactive participant – it offers feedback inputs for a demonstrator – a discourse in the official or semi-official environment. It, as a partner, observes demonstrator's acts with a help of a combined communication form.

Regarding inter-digitations and mixed characteristics and their oscillation it is not necessary to define a PowerPoint or multimedia presentation as a separate genre. In normative terms, it is useful to count with dynamically and on purpose defined and variable electronic workspace. On one hand, it proves unstable, non-solid, but otherwise "ad hoc" invariant fundament of multimedia. On the other hand, it ensures a proper freedom when forming a certain intention, given by a theme, function and an addressee of a related discourse.

For the preparation, arrangement and presenting of a PowerPoint presentation any average and statistically set middle way does not exist. A

precise usage definition and hierarchical representation of necessary elements will never be used. We mean for example: the time set for the presentation divided by three = a suitable number of slides, 7 lines in one slide, 44 words in one slide, nominal phrasing, the flood of text comprimates (abbreviations and marks, pictograms, numbers, charts and graphs, maps and pictures), text fragmentarisation with not complete exclude of a complete sentence pattern, decimal ranking, paragraphing etc. In any case, it is suitable in any PowerPoint presentation to separate the main and complementary text line. It is also good to hyperlink the main line with supporting sections within the presentation. The placement of a lecture and its classical text form into the flood of PowerPoint slides is considered a classical example of presentation failure.

The architecture of PowerPoint file is influenced by the presentation content reflecting its locution, illocution, and perlocution elements. A technological structure of a .ppt platform uses a similar plan. It is not necessary to absolutely avoid animations and appropriately halted colours as well as building up a discourse and communication intentions "in the eyes of public." However, the positive result depends on the appropriateness of nonverbal element occurrence and the measure of their functionality, acceptability, or even tolerance for the related public. Clearness, logic, and a necessary objective detached view should always win over a superficial attractiveness, making simple things difficult, self-manifestation, or even a comedian show. Of course, it goes also in cases if an academic demonstrator does not ask for a social-communication and socially acceptable status of his own words animator, glossator or just an entertainer.

The task to know and define the audience is one of the most difficult ones for (and not only for him) an academic demonstrator. The community of recipients approaches the mass medially characterised audience by its characteristics – institutional, collective, mass characters, dispersiveness, and anonymity (Jirák – Köpplová, 2003, p. 39). The demanding "ready" audience expects a demonstrator to perform not tiring, information saturated and attitude shaded presentation. The audience is used for the electronic environment, a computer screen, it "opens," and "reads" Internet windows, uses their opportunities and know without putting too much effort to decode demonstrator's intentions. The audience disagrees with superficiency and refuses routine, copies, not creative assembly methods and especially not a professionally prepared verbal side. The precise and empathic demonstrator – as a skilled director – should (is obliged?) to presume and use his knowledge of the audience and its needs, demands, moods, reaction etc. in all work stages which a PowerPoint presentation "experiences" and overcomes.

The presentation with a help of PowerPoint is not an admired idol of presentation skills any more in our (academic) conditions. It was deprived of its initial exceptionality, it enters the competition with other presentation techniques, it co-operates with them, uses them, alternates them, influences, and

enriches them. At the same time it becomes the source of innovations it the related software field and inspirations for technological improvements of educational intentions and aims. [Several latest thoughts on multimedia perspectives and electronic application in terms of our considerations are introduced in e.g. Sak, 2007; Mičienka – Jirák and the collective, 2007; hyperlinks Futurelab: Innovation in Education, Sociable Media and others.]

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OUT OF THE BOOK REVIEWS

"Vladimír Patráš – seemingly – leaves a classical language analyses, he does not evaluate (he does not analyse or interprets) its vital (tangible, actual) text presentation and implementation, he renounces also explicit officiating of language means not only on the line standard – non-standard but also on the line functionally accurate – still suitable – unsuitable. His ambition is to cover all characteristics of the communication space (communication sphere) which makes new demands on the language and charges it with new tasks. Thus, V. Patráš is particularly interested in all relevant factors which, in the new communication environment, "play" their crucial role of dominant determinants (modifiers) of a newly created specific communication model. Therefore, he definitely rather connects the category of norm with text models and regarding to it, directly or indirectly with norms of social manners rather than strict language norms. It seems obviously related to the fact the deep content-thematic, surface, language-compositional formation of discourses in the mentioned communication sphere has to resist and also conform to the pressure of external heterogeneous factors that are usually stronger." **(Ján FINDRA)**

"The order of particular, in average ten pages long studies, is given by the advance from general and methodological consideration (that permeates through the whole file) to empirical and material analysis of some new genres and text (or rather "hyper-text", multi-media) formations like for example (web)blogs or PowerPoint presentations. It seems necessary to point out the author realises how ephemeral and brittle research object he has chosen as it permanently changes literally "before eyes" or "by hands" but still or just because he is fascinated by it, its hybridity, vagueness of the whole e-discourse, its centrifugal tendencies, permanently shaping oscillation BETWEEN public and private, mass and individual, objective and subjective, rational and emotional, real and fictive, standard (stereotyped) and playful (ludic), written and spoken, between various codes and functions – i.e. between information, instructive, persuasive, entertaining, phatic, self presenting (exhibition) function..." **(Jana HOFFMANNOVÁ)**

"As V. Patráš has already had much sociolinguistic experience and many researches, it seems obvious the standpoint he observes electronically determined communication from is, as he suggests, sociolinguistically reinforced. The study represents a contribution both to general and applied linguistics, but it is also a significant development and enrichment of sociolinguistic research in Slovakia." **(Slavomír ONDREJOVIČ)**

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a linguist and a University teacher, a member of the Sociolinguistic School of Banská Bystrica. In his scientific, research and pedagogic and publishing activities home and abroad, he deals with the issue of human communication and that is via the terms of general linguistics, sociolinguistics, and stylistics. He focuses on interdisciplinary researches of communication in the society, particularly in the spoken (verbal) form of a language in towns and various interest and professional micro societies, on language and communication culture in a mass media sphere, in political communication and in the electronic environment. Concurrently, he turns his attention to style and stylistics of objective and artistic texts, to classical and practical rhetoric, to management and pedagogic communication, Slovak as a foreign language and to a language-communication fundament of information technologies.

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