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## PROSPECTS OF VISUAL COMMUNICATION DEVELOPMENT

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*Modern internet communication is undergoing a significant transformation, wherein visual components increasingly support and, at times, replace verbal content. This shift from traditional text messaging to visual representation has fundamentally altered the conveyance of information, relying more on images and signs than words. Historically, visual communication was restricted to artistic forms; however, in contemporary society, visuals have become ubiquitous and diverse.*

*Since the latter half of the twentieth century, the distinction between artistic expressions and everyday visuals has diminished, enriching our visual experiences. The paper underlines the crucial role of visuals in representing social milestones, reinforcing group identities, and fostering collaboration. Consequently, the exploration of visual culture has ignited significant discourse regarding the critical role of visuals in creating impactful content.*

*The rise of virtual communication has integrated visual images as essential elements of messages. This trend necessitates a theoretical reevaluation of visuality, as classical concepts and theories often fall short in addressing the practical aspects of visual studies. An interdisciplinary research approach has emerged to explore the complexities of visuals in communication, drawing from such fields as linguistics, semiotics, and media studies.*

*The growing importance of visuality in social practices underscores the need for innovative methodologies to facilitate a linguistic study of this phenomenon. Furthermore, the evolution of visual communication highlights its profound impact on society, shaping how we connect, comprehend, and share experiences in an increasingly digital world. The paper analyses this transformation of visual elements, their influence on linguistic interactions, and the construction of meaning in contemporary discourse.*

**Key words:** *communication, interdisciplinary, linguistics, online communication, text, visuality, visual communication, visuals.*

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### ПЕРСПЕКТИВИ РОЗВИТКУ ВІЗУАЛЬНОЇ КОМУНІКАЦІЇ

*Сучасна інтернет-комунікація зазнає значної трансформації візуальних компонентів, які все частіше доповнюють, а іноді замінюють контекст. Цей перехід від традиційного обміну текстами до візуального представлення принципово змінив передачу інформації, роблячи більший акцент на зображення та знаки, ніж на слова. Історично візуальна комунікація обмежувалася впливом художніх творів.*

*У другу половину ХХ століття різниця між відомими мистецькими творами та їх репрезентацією через візуальні зображення скоротилася. У статті підкреслюється важлива роль візуальних зображень у представленні соціальних впливів, посиленні особистісної ідентичності та сприянні розвитку комунікації. Дослідження візуальної культури спілкування викликало неоднозначне ставлення до ролі зображень у створенні змісту.*

*Візуальні засоби є важливою складовою частиною мовного спілкування, збагачуючи способи передачі та отримання інформації візуалізаційними елементами. Вони сприяють покращенню розуміння лексичних елементів повідомлення і суттєво впливають на емоційність спілкування в Інтернеті, посилюючи формування культурної ідентичності та соціальних взаємодій. Із розвитком цифрових технологій продовжує зростати важливість візуальних елементів у комунікації.*

*Віртуальна комунікація сприяє інтегруванню візуальних зображень як елементів повідомлення, що потребує теоретичної переоцінки класичних підходів до вивчення традиційного лінгвістичного дискурсу. Чинний міждисциплінарний підхід до вивчення ролі візуальних зображень у спілкуванні має включати такі галузі, як лінгвістика, семіотика та медіакомунікація.*

*Посилення інтеграції візуальних зображень у спілкуванні вимагає їх лінгвістичного аналізу шляхом комбінованих досліджень разом з традиційними текстами, дослідження їх в рамках змін у візуальних засобах спілкування, зумовлених розвитком інтернет-технологій та змін у сучасних культурних явищах. У статті проаналізовано поступову трансформацію візуальних елементів та їх вплив на розвиток лінгвістичного аналізу текстових повідомлень у сучасному дискурсі.*

**Ключові слова:** візуальна комунікація, візуальні зображення, візуальність, інтернет-комунікація, комунікація, лінгвістика, міждисциплінарність, текст.

**Introduction.** Modern communication transforms radically when visual components lead in supporting and substituting verbal content. Online communication has gradually shifted from text messages to visual representations of information received not through words and meanings, but through images and signs. Previously, the visual sphere of communication included traditional visual objects such as paintings, photographs, films, and videos, mainly found in museums and art galleries. In our time they are practically everywhere and represented by various types of visuals.

Since the second half of the twentieth century, the blurring of the boundaries between art and non-art objects has significantly expanded the scope of visual experience. The visuals in communication can record social successes, emphasize belonging to certain groups, confirm participation in a team, etc. Currently, the study of visual culture has given rise to numerous discussions about the role of visuals in creating meaningful content.

The widespread distribution of virtual communication has included visual images as a natural part of a message. Nowadays, the phenomenon of visibility requires a theoretical rethinking, which classical concepts and theories cannot provide, since their methods of research of the visual do not extend to practical studying. The variety of visuals has determined a new type of research, based on an interdisciplinary approach. The growing role of visibility in everyday use determines the need to substantiate the methodology of linguistic research.

**Research methods.** Modern research of linguistic text has demanded a new theoretical approach to the phenomenon of visibility, which is not achievable by classical concepts or theories, as their methods and ways of studying the visual do not belong to the field of social practices. The growing role of visibility in modern communication and social experiences needs to be justified by the methodology for studying visuals.

The role of visuals and images in online communication has garnered attention from various scholars and researchers. D. Machin, a prominent figure in visual communication studies, explores how images and visuals shape meaning in media and online text focused on the semiotics of images and their role in communication [10]. K. Hayles applied an interdisciplinary approach to examine the relationship between text and image in digital environments [6]. M. Griffin investigates the impact of sociocultural perspectives on online communication and how visuals enhance learning experiences [5]. S. Herring addresses the role of visuals in online interactions, analyzing their effect on discourse and user engagement [7]. Many research works were devoted to the role of visuals in social culture. J. Wagemans described the principles of visual perception of objects used in graphic design studies [11].

The works devoted to the psychological influence of information visualization were written by C. Conati, M. Haraty, A. Lau, A. Moere, D. Toker, C. Wimmer and others. Publications covering the new trend development in information visualization, its types and forms, were presented by C. Chen, S. Card, B. Eden, J. Zhang and others.

Within the framework of visual linguistic research, two main directions can be distinguished. The first is based on the methodological sources of the historical development of communication means, and the second is analysis of the existing visuals as the representation of modern communication [4]. Modern reflection on visuals has questioned the classical idea of text and image distinction and is based on a phenomenological approach, studying the phenomenon of visual communication. Visuals have their meaning and behave relatively autonomously in the perceiver's view. Within this approach, a semiotic model of the image has been developed, which does not limit the range of imagery paradigms to the representation and display of real objects but extends their role in conveying meaning [3].

Visual communication has been studied as a part of visual literacy competencies in visual communication design, highlighting the importance of understanding visuals in digital communication; in a cognitive framework for studying images in social media, summarizing existing research and predicting future trends in visual communication. These scholars illustrate the growing recognition of visuals as a crucial component of online communication [5; 11].

The method of research on the role of visuals in communication has given rise to numerous discussions about the heterogeneity of the understanding of the visual. There is also the problem of discrepancies and sometimes conflicts in interpretations of the visual [1, p.11]. Many theorists associate the development of the visual research paradigm with the so-called visual elements, which replaced the linguistic text as a representation of a system of images and a new linguistic way of expressing thoughts [2, p. 2]. The development of virtual elements stopped the dominance of words in linguistics and started the process of formation and functioning of visual

images as equals for expressing thoughts and ideas. The researchers consider visual communication as an influencing individual experience and interfering with everyday life.

The evolution of complex, hybrid texts, with visual elements or visuals as a substitution of text, needs to be studied as a combination of multimodal means with their verbal and visual representation. The scientists use the semiotic method to analyse visual texts through the audience's reaction or the visuals as a background of verbal communications [3].

The main difficulty in researching visuals in linguistics is the absence of a universal method for studying visuality as the research into contemporary visual communication cannot be based on a systematic theory, and modern visual studies do not adopt any traditional methods successfully tested in linguistics.

The problem of studying the influence of visual images on the development of communication is considered in the paper. The purpose of our work is to study the concept of visual content and the influence of visual content representation in modern communication.

**Results and discussion.** Historically, communication has always preferred several specific means, specifically, text as a written form, radio as a spoken one, and lately, television as an image. Rapid computerization and network development made it possible to combine various previously uncombined means of communication – visual, text and audio speech in one medium. Nowadays, we can equally easily access text, visual and sound files, which are no longer just a way to transmit information but act as a combination of video, text, and sound accompanied by illustrations [10].

In recent years, philologists, sociologists, and psychologists have experienced increased interest in visual communications as a part of linguistics and culture. The transformation of visual practices is associated with the development of social media and digital culture, which have developed a new field of visuality and forms of online communication associated with the need to read the news and publish information, sharing personal life with the virtual world. In modern communication personal information has become publicly available and its content can be influenced by any participant in the communication process. H. Jenkins introduces the concept of participatory culture, drawing attention to the sociocultural aspect of new communication, where viewers and users take part in the creation of the content, erasing the boundary between the information providers and consumers [9]. Moreover, online communication reorganizes the private sphere, deconstructs the boundaries of reality, and creates a new attitude to privacy. All this requires the development of new approaches to the study of visualization in communicative culture and the virtualization of everyday experience.

The definition of *virtual* or *online communication* is interpreted differently. However, the researchers generally agree that virtual/online communication is a type of information exchange carried out via technical means. Online communication is characterized by the visual representation of complex data or infographics and can visually transform huge sets of interconnected complex data into user-friendly symbols. Visual information has a strong effect on the audience, which is called viral distribution or enthusiastic exchanges between contacts on social networks [4].

By visuals, we consider all the visual information that accompanies or substitutes the text (photographs, drawings, diagrams, videos, graphics, logos, etc.). Information visualization has become a trend in practically all types of communication. According to R. Zu, the demands of the consumer are changing and the era of active reading is gradually replaced by the era of visualization, when information is perceived by looking rather than reading and new approaches to representing facts and figures are developing. The audience prefers to receive information in a visual format [13, p. 3].

The role of visuals in communication includes content clarification (diagrams and infographics can break down intricate information into small and clear parts easier to comprehend than a complicated text part); contextualization: of the text that words alone may not convey (a photograph can evoke emotions and set a scene enhancing the meaning); emotional engagement or strong emotional response making communication more impactful; symbolism or specific meanings depending on the cultural background, aiding in communication across language barriers. Visuals can also play a crucial role in creating a narrative complementing the text.

Visuals can even supplement traditional language means and their elements integrate communication, blending language with visual expression. Visual aids, like charts and graphs, can serve as mnemonic devices that help individuals recall information more effectively and facilitate learning integrating visuals into language learning and catering to different learning styles. Visuals in the form of videos, animations, or interactive infographics can make learning more engaging and dynamic.

Visual elements like logos, colour schemes, and typography are essential for creating and communicating special values as they can convey messages without words. In advertising, visuals play a critical role in attracting attention, conveying messages quickly, and influencing consumer behaviour. Visual content is often more shareable than text, making it a powerful tool for communication in the digital age. Different online platforms prefer visual content to text. As in a digital environment, visuals quicken information consumption shortening the attention spans.

The nature of information consumption has also changed as a modern reader wants less to read and more to visualize what is published. The text is received better with live photographs, drawings, or infographics. A new model of information perception transforms the specifics of communication towards an increased sharing of visual messages in the total volume of information. Leading researchers recognize the meaning of information visualization as a natural outcome of the development of communicative culture. Scientists identify several stages of media visualization: basic visualization of the message from the spoken to written text; a progressive blend of the traditional forms of comics and illustrated texts to photography, film and television; a story expressed via a photo/video, a poster and, finally, pure forms of a symbol, label, logo, etc. [12].

Nowadays, visualization of information has reached such a level when any information is often deliberately transformed into visual form [10]. Communication is shifting towards operating images with short descriptions creating so-called verbal pictures. Words are no longer the main tool to express the content, they often act as means of expressing transformed visuals [6; 9; 13]. An image presented as a part of a text or a substitution of a text provides information not only about some aspects of reality but also a holistic picture of reality. A picture transmits thoughts and ideas and becomes an effective way of visualization [8].

The visualization of linguistic content is shaped both at the levels of information distribution and at the levels of data transmission, which is dependent on everyday communication designed to send and receive messages. The main reason for the visualization of online communication is the changing demand of the user and the result of technical development. The diversification of methods for delivering the intended content reflects a new level of evolution of convergent processes in the sphere of communication [2].

Visuals in online communication influence the interaction, and information exchange, and help to express personal feelings and emotions in the digital space. In an online environment, visuals draw attention more effectively than text through their bright colours, intriguing images, and compelling graphics instantly engaging users. Visuals often shape the first impression of content an image or video enticing users to further study the content, while dull visuals may cause them to scroll past. Posts with images or videos tend to receive more likes, shares,

and comments, fostering higher engagement rates. Visual content can evoke emotions leading to deeper connections and more meaningful interactions. Infographics and charts can simplify complex information, making it easier to grasp key points. Images can clarify the message, reducing misunderstandings from text.

Visual content is more likely to be shared across platforms as users are drawn to share eye-catching images, memes, and videos. Engaging visuals become viral increasing visibility and engagement, where memes, logos, colour schemes, and design elements can be a prime example of how visuals can rapidly spread across the internet creating a recognizable and memorable context. Online courses and educational content incorporate visual effects to facilitate learning as they retain information better through relevant visuals. They are used in quizzes, polls, and interactive infographics making learning more engaging and memorable. Visuals in online communication evolve rapidly enhancing the effectiveness of communication strategies via online platforms and permitting individuals to express themselves creatively and connect with others.

In modern communication, information visualization is represented at formal and content levels. Internet users are increasingly not reading, but watching. As a result of this trend, traditional mono-reading formats have been transformed into multimedia formats, where visuals are the most common way of context visualization. The number of photos on the internet is never limited and publications often contain a lot of illustrations. Text tends to become smaller and simpler consisting mostly of two or three paragraphs or less, accompanied by photographs or video. The main aim for the alternation of text and photographs is the task of engaging readers and reducing the strain on vision by switching the attention from text to photos.

**Conclusions.** Overall, visuals are an essential component of language communication, enriching the way we convey and receive messages. They bridge gaps, evoke emotions, and enhance understanding in ways that words alone may not achieve. Visuals significantly influence online communication by enhancing engagement, clarity, and emotional connection, shaping cultural identity and social interactions. As the digital landscape continues to evolve, the importance of effective visual communication will only grow.

The relevance of the problem of visual communication development and visualization of internet texts is difficult to overestimate. The integration of visual images for communication requires their joint study with texts, as well as a general analysis of the phenomenon of visual changes in modern culture. The creative methods of communication are conditioned by the development of computerization. The current stage of online communication is characterized by the search for the optimal visual content suitable for expressing complex thoughts and ideas. Therefore, further research on the visuals as a representation of textual information can provide valuable material for studying linguistic features of modern online communication.

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