



27 November 2020

NON-VERBAL COMMUNICATION IN THE ONLINE ENVIRONMENT

HODUȚ ANDREEA-MARIA, TOMA LARISA-ANDREEA, IOSIM IASMINA
 Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania",
 Faculty of Management and Rural Tourism, Timișoara

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

Introduction

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

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

Material and method

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

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

Through the questions asked I wanted to illustrate:

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

Conclusions

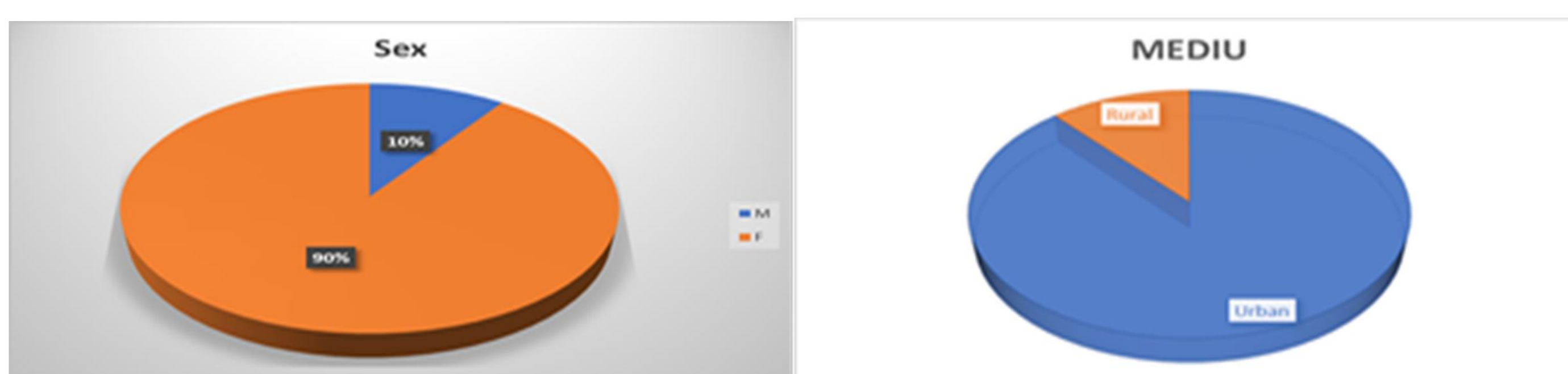
The online environment has become the preferred source of information for people because it still has credibility.

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

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

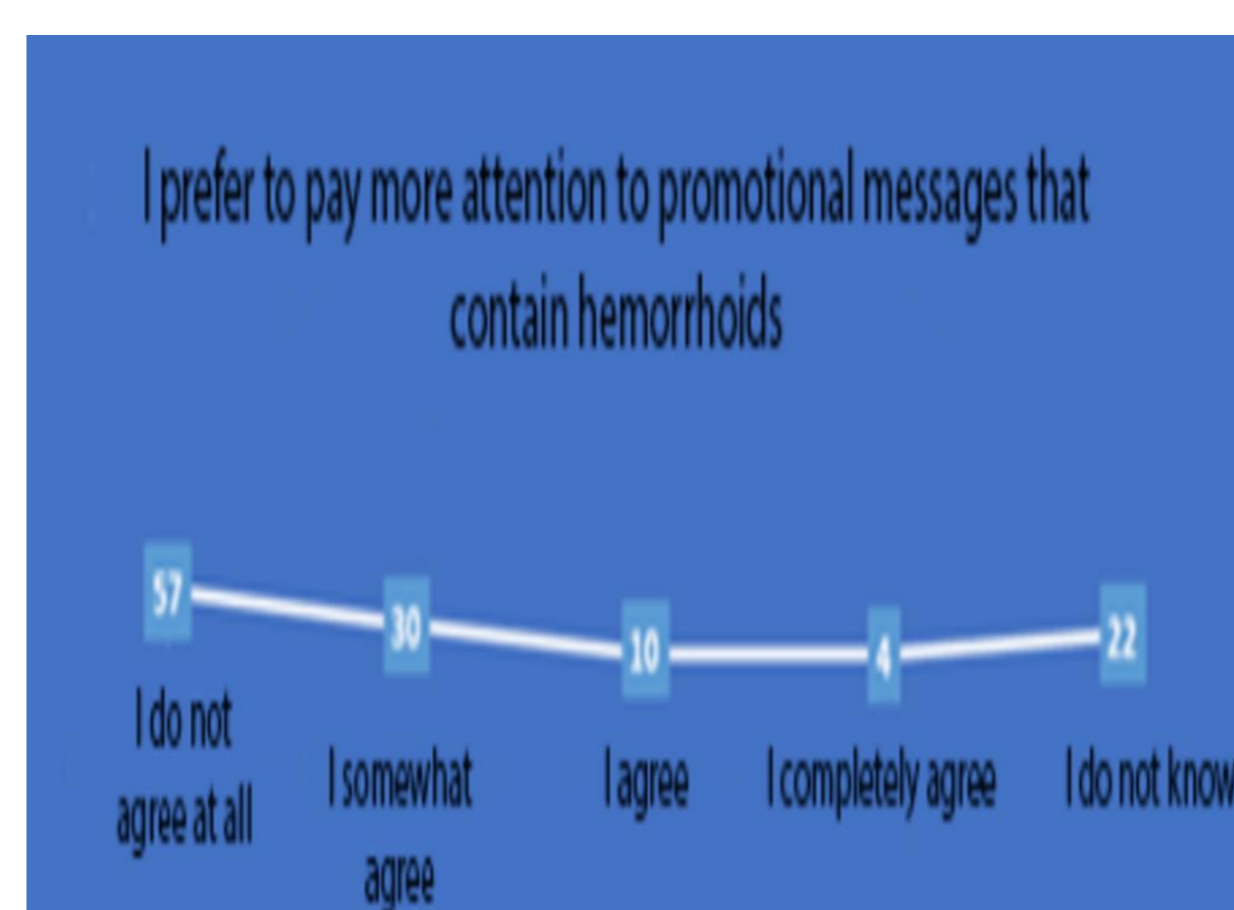
Results and discussions

The present study begins with the presentation of the sample used, we consider the number of respondents, sex and background. Most respondents were females rather than males and most are from urban areas. This influenced the way questions were answered.



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

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



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