

COMPUTER COMMUNICATION STUDIED THROUGH MATRIX RESEARCH METHOD

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Nowadays it is completely impossible to imagine a proper interaction of banks, companies, governmental bodies and other organizations without modern computers. Otherwise there should have been a huge number of papers and people, and their work would not be reliable and fast enough yet. And every minute could be worth an image collapse or money loss. Using computer communication it is possible to discuss a diverse variety of issues: sex, recipes, gender problems, computer games etc. Everyone can put an ad or a piece of information which will be known throughout the entire world in a day (if there is a strong desire to do so).

For those whose native language is not English the problem of communication becomes sometimes confusing and even embarrassing. Russians consider the addressing "dear" to be very intimate, but from the point of view of English speaking people it is very official. There is a great number of things which a foreigner should know. To know this and that we should know the standard, the norm and whatever abnormal is used there should be an explanation for the reason (s) of such usage.

The matrix research method allows us to distinguish a standard and its variation and something which may not be used in the English Language.

Studying computer communication by means of matrix method allows to represent the interconnection and interrelation of a language and the process of thinking, some of their peculiarities, to extract text components modifying factual information providing effective communication and adequate understanding.

They are building elements of a text. A limited number of matrices and their elements is used to analyze structural units. Matrices could be neutral and marked. Neutral matrices are thought to be matrices presenting information without any subjective coloring, i.e. without positive or negative author's attitude to a described phenomenon.

Marked matrices are believed to be matrices expressing somebody's attitude towards a certain idea and its validity.

Elements composing matrices are: Constant Obligatory Elements (COE), Variable Obligatory Elements (VOE), Unobligatory Positionally Fixed Variables (UPFV) and Unobligatory Positionally Unfixed Variables (UPUV). In neutral matrices COE are neutral in coloring, VOE are subjectively colored, they could be strengthened with UPFV and UPUV. In marked matrices VOEs have a certain implicit meaning, while UPFV and UPUV concretize the information.

Inherent elements variability plays a decisive role in matrix changes, without it there would never be an individual choice freedom. Less predictable variations are also caused, but not by linguistic factors, but by dynamic aspects of a language situational usage.

UPFV and UPUV are the means to convey the subjective motions, to express the environmental subjective impact. It should also be mentioned that invariant constructions are always neutral, and their variants have a certain affective modification. Analyzing these two elements we come to the conclusion there is a specific set of place-positions for them; UPFV – 4 positions, UPUV – 10 positions.

Elements with singular and universal usage are obtained during the study through matrix research method. The studied elements are characterized with a wide range of variability and

serve to add subjectivity to the information produced. Author's attitude to the statement content include various degrees of author's assurance on the correlation between the reality and a statement (unequivocally, by no means, no doubt, undoubtedly). Some of them express not real but a hardly possible suggestion, the author hesitates and is not sure (merely, probably, seemingly, possibly, hardly, somewhat, fairly).

The information obtained was statistically processed by a computer and linguistically interpreted. Total reality characteristics correspond to a personal assessment attitude to the reality. The assessment presupposes the orientation to the norm (standard) and on an assessment stereotype, i.e. a social image on the given issue, item. UPUVs have affective properties, the properties of intensified evaluation.

A context assessment orientation may be determined by a generalizing initial UPUV. The change of an assessment sign may be shown with UPUV. Hence we could speak about the presence of an assessment text perspective with a certain proportion of signs +/- . Dealing with business computer communication the only possible sign is +.

UPUVs used at the beginning of a matrix have some modal or/and communicative shades of meaning, additional to the information produced, but they by themselves are very informative. The meaningful element of any system is revealed in the character of its function. Practically each UPUV is interacted and interconnected with several matrices and several passages. We noticed a singular UPUV usage, but there is no universal positional usage. Assessive UPUVs often modify the situation and explain/fix a situational conditions to a reader.

All UPUVs could be divided into 3 groups according to their positional functioning. Group 1 UPUVs play the role of a subjectivator and connect sentences into an entity. Group 2 UPUVs function as a predicate determiners and show an action quality. Group 3 UPUVs are subjective additions to the whole information volume. A place of their realization is absolutely dependent on the author's desire to express his intention. There is a certain degree of individual deviation; communicative intention is realized in various UPUV applications.

As a rule, marked matrices tend to be used in the middle of a passage, therefore it is possible to suggest they are used to express a specific subjective and logical peaks of thinking processes. The location at the end of a passage tells about a certain logical conclusion and about coming to the next presentation.

A semantic and logical criterion allows, though with some restrictions, to get the limitation range of matrix connections. The majority of matrices by their meaning are interconnected and interrelated with one-two passages up and down a text. Some matrices have a pragmatic meaning dealing with the whole text. The connection of neutral matrices are far more limited than the effect of marked matrices.

A potential matrix loading is realized in several parameters: assessment, evaluation, hesitation, probability, necessity, desirability, correspondence, significance, degree. A character of a sign quality (meaning) is specific and individual. There is no one-to-one correspondence in parts of a thinking process and words of a written sentence and recipient perception. However, some stable and repeated reactions justify subjective elements effectiveness.