

VKONTAKTE: COMMUNICATION IN DEVELOPMENT

Vasilenko Valeria, Kotova Viktoria, Fetisova Anna

Belarusian State University, Minsk

Research supervisor: **Aliona V. Popova, PhD**

Human communication has changed over the past years. Today we send e-mails and leave voice messages and there are lots of people who interact through the Social Media (SM) platforms.

Our research is concentrated on one of the most popular social networks VKontakte (VK). We have had to look through the SM platform's opportunities, ways of communication involved, methods of persuasion and argumentation used by VK.

SM are web-sites and applications that enable users to create and share content or to participate in social networking.

While speaking about opportunities, provided by VK, we would like to mention that a SM page on VK includes description, official website, location and so on. VK is characterized by a multileveled communication that involves various types of interaction. That is why the process of communication in VK is different from traditional models which introduced by H. Lasswell, C. Shannon and W. Weaver, W. Schramm and others [8]. At the same time we admit that every level of communication is vital for SM and may be identified there, because each has different objectives and different tools of interaction.

VK user shares his/her own reality with the help of argumentation with other accounted. In this paper we understand argumentation like a verbal action that includes approval system intended to justify any opinion [5].

Argumentation can be built with help of correct and incorrect methods [4]. The most popular correct methods of argumentation in VK are: reference to authority, evidence by facts, illustration, analogy and picture. Correct methods draw a picture of honest and attentive opponent. Incorrect methods include spurious or unsaid arguments, mislead and provocation. Users of social networks engaging such methods are often associated with wily manipulators or silly schoolboys.

Discourse of argumentation includes discussion, polemic, opposition and protest [4]. Discussion leads to the objectiveness. Polemic is a public dispute to protect one's point of view. Opposition involves public conversation with objections. And protest is a strong objection about subject of communication. Also argumentation can be associative, descriptive and analytic [5]. In this case argumentation is connected with interpretation of reality with a help of experience, description or factual knowledge.

Discourse of argumentation includes facts, truth and presuppositions [4]. Presuppositions in VK are less acceptable, that's why they need strong arguments which embrace thesis, argument and demonstration [9].

If we know what kind of argumentation tools our opponent uses we may choose right argument and get an effective communicative product.

We recognize how SM follow and influence us due to the persuasion. The key aspects of persuasion are wide-spread among PR professionals: when someone mentions

your brand in SM, it is believed that there is much more potential for other people to notice it.

In this paper we understand public relations as the planned persuasion to change public opinion. Persuasion is the act of causing people to do or believe something [3]. Persuasion is not something we have never come across. The techniques taught by Aristotle (ethos, pathos, logos) are still in use.

In order to fully understand how PR campaigns work in VK, it's important to know the process of persuasion. There are six stages of persuasion: presentation, attention, comprehension, acceptance, retention, action [2].

Researchers have been studying factors that influence people and make them say 'yes' to the requests for over 60 years. For example, Dr. Cialdini states six shortcuts that make people believe you: reciprocity, scarcity, authority, consistency, liking, and consensus. All of them are actively used in VK [1].

Effectiveness of social networks is a subject of polemics. Effectiveness here does not mean to be positive, it just means to gain a communicative goal. From the ethical point of view VK though has its pros and cons. One of them is connected with communication models setting. Another thing is info-noise because very often the user can get lost in various sources of information. SM are a wonderful source of provocation, too [6]. And if we want to forecast the development of social network's reality we should operate the basic aspects of its communication area and techniques of persuasion and argumentation.

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