

## TRADITIONAL COMMUNICATION VERSUS MODERN COMMUNICATION

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### RESEARCH ARTICLE

#### Abstract

*If we go back to the genesis of mankind on the aspects of communication, we come to the conclusion that individuals have socialized since ancient times, even before writing was invented or a language with which to interact. Communication dates back about 250 thousand years, and the period of onset is considered "epoch of signs and signals".*

*The emergence of communication was concurrent with the birth of mankind. Although there was no pre-established communication language at first, they interacted through signs. Progress during that period was slow and influenced by the way individuals live, as well as by their adaptation to the environment. With time, development led to the emergence of "thinking man". At the moment of the emergence of language, communication took on an assault and experienced an accelerated evolution. Around 4,000 b.c. We have the first testimonies that the man began to communicate in writing. They began with writing on stone and clay. Adaptations to people's needs favored the transformation of alphabetical writing. The spread of knowledge was initialized by the discovery of the papyrus, thus developing communication and social transformations.*

**Keywords** : Communication, modern communication, traditional communication

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### INTRODUCTION

Communication highlights the human need of the individual to reach the consciousness of her own status. It is important to realize that we need constant communication with those around us and with the self.

The messages we send can be of a direct nature (when individuals communicate face to face) and mediated (when communication actors use other means of transmission). We can have bilateral communication (when the receiver can become the transmitter) and unilateral (if the receiver can not become the transmitter).

Communication is carried out on three levels: verbal, paraverbal and nonverbal. When we talk about direct communication, we use all levels. Although we tend to think that the verbal type interaction has the highest percentage in the act of communication, the paraverbal and nonverbal come to show us the opposite. We use verbal communication to convey oral or written messages, paraverbal messages through the tone in which we utter the message, volume, rhythm, etc., and the nonverbal level through our facial

expression, gestures, gestures, and clothing etc. Face-to-face communication conveys all these messages, unable to exist without each other.

### MATERIAL AND METHOD

The methods used in this study were different: the historical method, the comparative method, the sociological method, the logical method and the analytical one, their aim was the systematic analysis of the information selected from the sources studied in order to develop personal points of view and conclusions about the stated objectives.

### RESULTS AND DISCUSSIONS

We call today traditional communication the approach we have devised since ancient times. Face-to-face interaction and meetings with groups of people highlight a relationship that is still happening in all institutions and places where individuals meet as well as writing on paper, which we find in letters, books, manuals, etc.

Oral communication is an exchange of ideas that is manifested by speech. To interact orally, communication partners need to know and establish the code (the language by which they will speak). Orality involves the transmission of messages using the phonator: lips, teeth, alveolar region, palate, veil, uvula, glottis, and tongue. Orality is among the oldest ways individuals communicate. This process is considered a human ability because the production is carried out with the help of our organs. To transmit sounds, we need the intervention of the lungs and vocal cords and, implicitly, the articulators (language, teeth), other cavities, and muscles that participate in the modulation. The auditory organs are vital to be received by other people.

"Orality is falsely associated with deviation from the norm, and therefore with ungrammaticality. But in reality, the oral has its norms determined by the structure of the situational context, for example, the concomitance of issuance and reception, respectively the co-presence of interlocutors. If in written communication the hesitations, reruns, and rectifications are often considered unacceptable and ungrammatical, in oral communication they are perfectly justified, expressing cooperative and strategic behavior (Ionescu-Ruxăndoiu, 1999a: 14). In oral speech the syntactic relations are expressed by: a) constructions located at the boundary between coordination and subordination, b) incomplete constructions, c) redundant constructions (GLR, II, 2005: 860)."<sup>1</sup>

To better understand the orality, I will present an example below:

Three young people have a dialogue that is disrupted by a meow cat. This distracts B and C, and D fails to get the answer to the question he asked B. D loses patience, and C tries to fix the situation with the replica "please him, he's not paying attention to you because he saw the black cat", but D gets angry and tells B "I no longer need you to answer me". B returns to the discussion he was in and gives the expected answer to D:

B: Here's a cat!

C: Pss! Pss! Pss! Come, come!

(B and C follow the cat climbing the tree, they talk about the cat, but are not heard)  
D: And what was the price for the seven-day trip?

C: Excuse him, he's not paying attention to you because he saw the black cat.

D: I don't even need you to answer me anymore.

B: Only 800 lei per person.

"In the following we present the aspects that Ionescu-Ruxăndoiu (1999a: 17-19) considers relevant for oral communication: a) linguistic expression in all productions (from folklore or oral literature to current conversations) is determined at all structural levels by the mnemotechnical patterns which form the very substance of thought, b) if in writing the structures are relevant to the syntax domain, in oral communication they are relevant to the field of pragmatics. Oral structures are mainly based on addition, and syntactic ratios rely more on coordination. c) Oral structures are distinguished by redundancy concerning written ones, and the members of a paradigm series coexist in succession."<sup>2</sup>

Oral communication has the means of expression with a mixed character, which are verbal, nonverbal, and paralinguistic. Oral activity is not necessarily aimed at transmitting information but at signaling relationships between partners. Oral communication is situational and may have a fragmentary character that is determined by the appearance of words or phrases not concluded by the locator, the speech statement is often elliptical, unanalyzable, being represented by: nouns, adverbs, interjections, incident constructions, etc.

Written communication

Written communication is also one of the oldest means of communicating with other individuals. Writing is "a system of conventional graphic signs designed for rendering words and thinking". Writing is what helps us communicate with people even remotely, it is the one that keeps our message throughout time and can convey it even to the generations that follow.

Jack Goody concluded that written texts are distinguished from oral communication by several peculiarities such as:

- a tendency to use longer words;

<sup>1</sup> Iulia Mihaela Tămaș, *Aspecte ale dialogului ca formă de comunicare orală*, Editura Universității de Nord din Baia Mare, 2018, pp. 165–166.

<sup>2</sup> *Ibidem*.

- preference for nomination where speakers usually resort to words with the same meaning;
- using a more varied vocabulary;
- more frequent recourse to epithets;
- a lower occurrence of personal pronouns;
- greater weighting given to syntactic subordination at the expense of coordination;
- the preference for propositions enunciative over exclamatory ones;
- greater emphasis on passive construction;
- greater gerund frequency;
- the care to formulate complete ideas, with an explanation of all the underlying assumptions;

• the elimination of repetitions, unnecessary digressions, and other manifestations of redundancy, characteristic of orality.

*Written communication was manifested through letters, books, etc. (in the physical version), and over time more through e-mail, social networks, etc (via the Internet). It is a fairly in-demand form in current times and even useful for everyone. However, through this type of interaction, we cannot observe the person we interact with, the way she is dressed, mimicry, gesture, timbre, rhythm, or tone of voice. We are shadowed and isolated by para verbal and nonverbal language that usually makes a great contribution to the communication process.*

#### *Paraverbal communication*

*Paraverbal communication is expressed through the auditory canal and is transmitted through prosodic and vocal elements. It highlights the characteristics and qualities of the voice, bringing out information about the interlocutor such as age approximation, how he feels, etc. The role of communication is to convey the message and let the receiver perceive our emotions, feelings, feelings, feelings, to be understood, to achieve our goals, etc.*

*The nuances of speech affect the meaning of the expression, signaling emotions, the human condition, confidence, or uncertainty, therefore, together verbal and nonverbal means of communication are used in communication and*

*paraverbal funds that represent a set of sounds accompanying the spoken word, bringing complementary values. Usually, it happens when the information of paraverbal communication is transmitted by vocal tones, which in several languages give a specific meaning. The spoken word is never neutral, the way we speak is more important than the content of the message.*<sup>3</sup>

The characteristics of paraverbal communication are outlined by:

- the intonation;
- the timbre of voice;
- the speech rhythm;
- in the act of speaking.

All these features help paraverbal communication to take place. Through these elements we can observe the person next to us much better and fully understand the message conveyed.

#### *Nonverbal communication*

Nonverbal communication is presented through behavioral elements of individuals. Through this mode of interaction, coding is carried out (in)voluntarily. What is interesting is that decoding does not always occur. Communication channels are not limited to visual or auditory channels but to all sensory channels. Verbal and nonverbal communication coexist and complement each other.

A first characterization that can be possible in terms of nonverbal communication is the one that makes the difference between certain vocal elements such as laughter, crying, sighing, stigma, etc., and the non-vocal one by: mimicking, gesture, kiss, handshake, etc.

Considering the human body as the main transmitter of nonverbal messages, Michael Argyle and Fiske are the ones who identified ten categories of codes:<sup>4</sup>

- body contact (hand squeezing, shoulder beating, kissing, etc.);
- (personal, social, public);
- (posing the transmitter and receiver);
- (clothing, hairstyle, etc.);

<sup>3</sup> Andra Seceleanu, Suport de curs: *Comunicarea interpersonală*, document Word, p. 10.

<sup>4</sup> Adrian Lesenciuc, *op. cit.*, pp. 36–41.

- the body's movement;
- the facial expression;
- the gestures;
- the post;
- eye movements and eye contact;
- (contained in nonverbal speech code);
- the olfactory signals;
- perception and significance of time use.

Nonverbal communication is of particular interest because, from a conversation, 55% (a fact demonstrated based on the Decoding of Inconsistent Communication ) is retained due to nonverbal language and because its role is usually minimized. This study also determined that the ratio of the perception of information by the receiver in an oral communication is 7% words; 38% paralimbic (mainly intonation and voice inflections) and 55% non-verbal language.

Non-verbal language can support, contradict, or substitute verbal communication. Moreover, the non-verbal message is closest to the reality of the issuer and is the one to whom the most attention is given by the interlocutor. Body language contributes to communication through facial expression, body movement (gestures), body shape and position, general appearance, and tactile communication.

Since the XX century, we are starting to talk about a different kind of communication, a modern one. This interaction has the basis of traditional communication, but it is helped by the emergence of the Internet and fixed and mobile telephone networks. People can communicate from any geographic position through their phones and online. We can hear and see through the video camera without being face-to-face. We no longer need sheets, now we can write emails and messages through social networks. We can read books online. Communication has reached a high level and is still growing. It is believed that we will be able to communicate through holograms and create a type of online interaction as similar as possible to traditional communication. Man is constantly looking for experiences and experiences that will ease and improve his quality of life.

Traditional communication is the most useful and used method of interaction with people around us. It laid the foundations of modern communication and is also the most effective to correctly use all communication techniques.

What makes traditional communication so special is that it helps us connect with people, and improves our lives psychologically, socially,

and spiritually. We, humans, are social beings, to live we need to communicate, and we need human experiences. Relationship with our loved ones brings us happiness and balance.

Online interaction has been and is a useful method for transmitting and accessing information, but it is more of a way that we approach out of necessity. It makes us feel at times robotic and rigid, as if uprooting the essence of life.

## CONCLUSIONS

Traditional and modern communication works on the same principles, but the difference is that the traditional one makes us live on another level emotions and feelings towards the online one. It brings us another satisfaction, it makes us feel human.

Both have come to bear great importance and be vital to everyday life, but if we were to choose between the two, face-to-face interaction is for the soul, from the desire to see, to hear, to feel someone that he is with you and converses with you, and the online one for the moments when it is necessary to dialogue when we do not have the opportunity to meet, nor is it necessary for that type of subject. Although social networks have grown, they are not the ones favored by people, they are rather to give us the illusion that we are connected in relationships with other people from a distance, but we have real relationships with the people we see in the real world.

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