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PUNCTUATION IS A MEANS OF EMOTIONAL EXPRESSIVITY IN THE DIGITAL AGE **COMMUNICATION**

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Abstract: Punctuation is a subtle but crucial aspect of written language. Punctuation has historically been used to structure written texts and serve grammatical reasons. Contrarily, a number of recently discovered possibilities for punctuation use today provide it a new function and a distinct meaning that differs from what we were previously aware of. More specifically, the tendency to use punctuation in digital communication to convey nonverbal cues and personal emotions that are typically difficult to express through other means, such as facial expressions and hand gestures in live, face-to-face communication, is an important aspect of punctuation use. This article aims to analyze various ways of using punctuation markers to convey emotive meaning.

Key words: emotions, emotivity, expressiveness, punctuation marks, emotive language.

Early punctuation mostly supported oral communication and assisted speakers in organizing their speech (e.g., Aristophanes' system of dots, Lupton and Miller, 1999). Through book printing, mass manufacture, ads, and posters, technological advancements allowed written communication to advance. Punctuation thereafter underwent a process of gradual systematization and universalization before becoming a fundamental component of numerous alphabets. Today, punctuation serves not just grammatical purposes but also makes it possible to communicate emotions in written communication in a more thorough and comprehensive way.

The exclamation and question marks, the ellipsis, and the quotation marks are among the most often used "emotional" punctuation symbols. Writing down a variety of emotions is made possible by their numerous features. By using one of these marks or a combination of them, people can convey their joy, grief, and rage as well as simple questions. People have been experimenting with shapes and curves for many ages in an effort to describe their feelings and emotions through different marks in order to arrive at this clearly defined collection of marks and matching emotions.

Depending on the medium and audience for which a work is produced as well as the style of writing used, punctuation marks are used differently in modern writing. A casual, unstructured arrangement of signs is unacceptable when writing in the field of science, for instance, which uses a formal technical language with relatively strict punctuation rules. This is especially true when writing strict mathematical formulas and/or scientific statements. The author's placement of punctuation marks, on the





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other hand, frequently deviates from the accepted conventions in lyrical works of literature but is nonetheless acceptable.

In this situation, the author employs punctuation to strengthen the relationship between the reader and the text, express the emotional theme of the passage, and develop a connection with the audience. Some writers even try to experiment with how punctuation affects how the reader understands their works. For instance, the French author Guillaume Apollinaire used no punctuation at all in several of his writings (Apollinaire, 1918). Punctuation marks can be classified into three major classes based on their primary purposes, according to Adrian Frutiger's taxonomy (Frutiger, 1989): sentence structuring indicators, expression signs, and reference signs. Expression signs are especially important for this article. Three punctuation marks are included in this category: quotation marks, the question mark, and the exclamation mark, which are all used to show emphasis or affirmation (used for expressing different types of quoted speech).

It is impossible to deny the reality that written messages deprive communication of the physical, personal communication that occurs when we can see a person, their emotions, and other non verbal cues. The use of words, punctuation, emoticons, "emojis," photos, audio messages, etc. in informal writing frequently replaces all of these. When it comes to punctuation, for instance, two adversaries in a dialogue may employ an excessive amount of punctuation, such as a string of consecutive exclamation and question marks as well as a lot of full stops. In today's texts, some punctuation marks have different meanings: for instance, a full stop at the conclusion of a phrase could not only be misunderstood as the phrase's finish but also make the message seem less serious or evoke unpleasant feelings (Gunraj et al., 2016). A "dot of hate" is the term used to describe such a full stop at the end of a text message.

As with, for instance, the economic and social situation, punctuation usage and meaning are subject to constant change. Today, when we receive a digital communication from a buddy, we read the semicolon and brackets as a happy face:). Similarly, full stops in the midst of words have taken on a new meaning in French as they frequently signify a gender-neutral or unisex version of a word (Vernooij, 2018).

In conclusion, today, punctuation not only performs grammatical duties but also permits a more thorough and comprehensive representation of emotions in written communication. The exclamation and question marks, the ellipsis, and the quotation marks are some of the most often used "emotional" punctuation symbols. Its varied functioning enables the textual expression of a wide spectrum of emotions. Despite their widespread use and adoption, new punctuation marks have been created for many centuries that can represent a variety of moods and feelings, from irony to posing a rhetorical question. The majority of these recently created marks are not now used often.



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