

THE LINGUISTICS OF IGNORING: NON-RESPONSE AS A COMMUNICATIVE STRATEGY IN DIGITAL INTERACTION

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Abstract. Instead of viewing non-response as a lack of interaction, this research explores it as a relevant communicative technique in digital communication. It makes the case, using a pragmatic framework, that context and implicature allow silence to communicate implicit meanings [1]. Based on viewpoints that consider silence as a communication act [2],[5], the study examines how "seen" notifications, ignored messages, and delayed responses work in online discourse. The results imply that in digital interactions, where absence itself becomes a means of communication, non-response is crucial in creating meaning.

Keywords: pragmatics, non-response, silence, digital communication, implicature, online interaction, discourse, communication strategies

Аннотация. Вместо того чтобы рассматривать отсутствие ответа как недостаток взаимодействия, данное исследование рассматривает его как важный коммуникативный прием в цифровой коммуникации. В нем используется прагматическая модель, утверждающая, что контекст и имплицатура позволяют молчанию передавать неявные значения [1]. Опираясь на взгляды, рассматривающие молчание как коммуникативный акт [2],[5], исследование изучает, как «просмотренные» уведомления, проигнорированные сообщения и отложенные ответы функционируют в онлайн-дискуссиях. Результаты показывают, что в цифровой коммуникации, где само отсутствие становится средством общения, отсутствие ответа имеет решающее значение для формирования смысла.

Ключевые слова: прагматика, отсутствие ответа, молчание, цифровая коммуникация, имплицатура, онлайн-взаимодействие, дискурс, коммуникационные стратегии

Annotatsiya. Ushbu maqola javob bermaslikni o'zaro ta'sirning yo'qligi sifatida ko'rish o'rniga, uni raqamli muloqotda tegishli kommunikativ texnika sifatida o'rganadi. U pragmatik asosdan foydalangan holda, kontekst va implikatura sukutning yashirin ma'nolarni yetkazishiga imkon berishini ta'kidlaydi [1]. Sukutni muloqot harakati deb hisoblaydigan nuqtai nazarlarga asoslanib [2],[5], tadqiqot onlayn munozarada "ko'rilgan" bildirishnomalar, e'tiborsiz qoldirilgan xabarlar va kechiktirilgan javoblar qanday ishlashini o'rganadi. Natijalar shuni ko'rsatadiki, raqamli muloqotlarda, yo'qlikning o'zi aloqa vositasiga aylanganda, javob bermaslik ma'no yaratishda juda muhimdir.

Kalit so'zlar: pragmatika, javob bermaslik, sukunat, raqamli aloqa, implikatura, onlayn o'zaro ta'sir, nutq, aloqa strategiyalari

Introduction. Meaning is frequently expressed in digital communication not just through words but also via silence and non-reaction. Online communication frequently involves behaviors like ignoring messages, postponing responses, or leaving messages marked as "seen." Silence was once thought to indicate a lack of

communication, but it is now recognized to have potential significance. From a pragmatic standpoint, meaning is not determined by literal expression but rather by context and speaker purpose [6]. Communication frequently incorporates implicature, which is the implication of meaning rather than its explicit expression. In this way, not responding can serve as an act of indirect communication [1]. Silence is also perceived in interactional contexts and has social significance. Thus, non-response is examined in this research as a useful tactic in digital communication[5].

Methodology. This study uses a qualitative methodology to investigate non-response as a communication tactic in online interactions. Pragmatic theory, including the ideas of implicature and context, forms the basis of the study [4]. The study also incorporates theoretical viewpoints on the significance of quiet in communication [2]. The study employs illustrative examples from commonplace digital communication, such as delayed responses, disregarded communications, and "seen" notifications, rather than quantitative data. The construction of meaning through absence, timing, and social context is examined in these examples. Furthermore, the study takes into account how digital platforms affect online discourse's interaction patterns and how silence is interpreted [3].

In general, this study uses interpretive analysis to show that non-response is not only a lack of communication but rather a meaningful and context-dependent communicative strategy.

Main Part. In digital communication, non-response can be viewed as a pragmatic occurrence where meaning is inherent in silence. From a theoretical standpoint, pragmatics describes how meaning is created through context and interpretation rather than being restricted to explicit verbal utterances [6]. In this way, attitudes like disinterest, avoidance, or even social distance might be shown by non-response, such as ignoring a communication or failing to respond after reading it. Interlocutors interpret the lack of a spoken answer as a meaningful communication act based on expectations and previous interactions, even though no verbal response is produced. Grice's implicature theory lends more credence to the idea that meaningful communication can be conveyed through non-response. Listeners frequently deduce meanings from speakers' indirect communication [1]. Silence can be used to create meaning indirectly in digital situations. When a communication is marked as "seen" but goes unanswered, for instance, the recipient may assume that the sender is either unwilling to reply, purposefully ignoring, or momentarily unreachable. Therefore, meaning arises from what is left out rather than from what is stated. It has also been acknowledged that silence is a separate communication tool. Silence can control interaction, reflect social significance, and convey emotional states [2]. In a similar vein, Tannen highlights that silence is always perceived within a communication framework and is never empty. Silence in digital communication can be used to indicate emotional detachment, preserve social boundaries, or signal disagreement without confrontation, among other purposes. For example, refusing to respond during a conversation could be a conscious effort to avoid confrontation or distance oneself from others. Furthermore, environmental and technical elements affect how non-response is interpreted. Pauses and response delays in online communication have an impact on how communications are interpreted [3]. In contrast to face-to-face communication, delays or silence may have more practical ramifications because users of instant messaging services frequently anticipate relatively speedy responses. Depending on the relationship between

participants, the urgency of the message, and the communication platform's rules, a delayed response may be regarded differently. Non-response serves as a practical tactic in which absence rather than words is used to communicate meaning. Context, interpersonal relationships, and common expectations all influence how it is interpreted. It can be interpreted as implicature needing inference from a pragmatic perspective [1]. Silence is therefore a significant, context-dependent communicative act in digital communication.

Conclusion. In conclusion, non-response in digital communication should be understood as a significant communicative act influenced by context and social norms rather than as a simple lack of interaction. According to Jaworski' ideas, silence in communication is not the absence of meaning, but a meaningful act itself [2]. Implicit meanings like apathy, avoidance, or emotional distance can be communicated in digital contexts by behaviors like ignoring communications, delaying responses, or leaving messages unanswered. Therefore, in contemporary digital conversation, where meaning is frequently created by absence rather than clear articulation, non-response serves as a subtle but crucial tactic.

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