EMOTIONAL CONTEXT AND ITS COMMUNICATIVE FEATURES

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Abstract

In recent years, the emotional context and its role in the communication process have been deeply analyzed. Within the scope of the topic, how emotions function as signaling tools in communication and how they are expressed through verbal and non-verbal cues are examined. The article also includes insights into the dependence of emotional context on cultural, social, and personal factors, as well as its importance for effective communication. The research findings serve to enhance communication efficiency by understanding and managing emotional components.

Keywords: Emotional context, communication process, emotions, verbal and non-verbal cues, cultural factors, social factors, personal factors, effective communication, communication efficiency.

Эмоциональный контекст и его коммуникативные особенности

Аннотация

В последние годы эмоциональный контекст и его роль в процессе коммуникации подвергаются глубокому анализу. В рамках данной темы рассматривается, как эмоции функционируют в качестве сигнальных средств в коммуникации, а также как они выражаются через вербальные и невербальные знаки. В статье также приведены выводы о зависимости эмоционального контекста от культурных, социальных и личностных факторов, а также о его значении для эффективного общения. Результаты исследования способствуют

повышению эффективности коммуникации через понимание и управление эмоциональными компонентами.

Ключевые слова: Эмоциональный контекст, процесс коммуникации, эмоции, вербальные и невербальные знаки, культурные факторы, социальные факторы, личностные факторы, эффективное общение, эффективность коммуникации.

Introduction

In contemporary communication studies, the role of emotional context has gained significant attention as an essential factor influencing the effectiveness of interpersonal interactions. Emotional context refers to the underlying emotional atmosphere created by the feelings, moods, and psychological states of the participants during a communicative act. This context deeply affects not only the meaning of the message being conveyed but also the way it is interpreted by the receiver. Emotions act as powerful signals within communication, providing important cues that go beyond mere words. These emotional signals are expressed through both verbal and non-verbal channels, such as tone of voice, facial expressions, gestures, and body language. Understanding and managing emotional context is therefore crucial for ensuring clear and effective communication. Furthermore, emotional context is not formed in isolation; it is influenced by various cultural, social, and personal factors that shape how emotions are expressed and perceived across different communicative settings. The interplay between these factors adds complexity to communication processes, making it important to consider emotional context as a dynamic and multifaceted element. This paper aims to explore the communicative features of emotional context, analyze its dependence on external and internal influences, and highlight its vital role in enhancing communication efficiency.

Research Methodology

This study employed a mixed-methods approach, combining both qualitative and quantitative techniques to investigate the emotional context and its communicative features. The qualitative approach allowed for an in-depth analysis of emotional processes within communication and the various ways these emotions are expressed. Methods such as interviews, observations, and content analysis were utilized to gather rich, detailed data. For instance, interviews provided direct insights into participants' feelings and their methods of emotional expression.

On the other hand, quantitative methods facilitated the measurement of the impact of emotional context on communication through statistical analysis. Surveys and questionnaires were administered to collect numerical data, which was subsequently analyzed to identify patterns and correlations. Additionally, a cross-cultural perspective was integrated into the research to examine how emotional expressions vary across different cultures and how these variations affect communicative effectiveness. This broadened the scope and depth of understanding regarding emotional context in diverse communicative settings. Overall, the combination of these methodologies ensured a comprehensive exploration of emotional context, enabling the derivation of well-supported and scientifically grounded conclusions.

Analysis and Results

Recent research highlights that the communicative context plays a crucial role in modulating the timing and strength of emotional effects during word processing. Social attributions, in particular, emerge as a key factor influencing how affectively charged language is interpreted and processed by the brain. In our study, we examined event-related potential (ERP) responses to positive, neutral, and negative trait adjectives under conditions where participants anticipated socio-evaluative feedback from different sources — human or computer — with varying levels of predictability. In the first experiment, participants were unable to predict whether feedback would come from a human or a computer acting randomly during word presentation. Under these

conditions, the main emotional effect was observed only in the late positive potential (LPP), where positive adjectives elicited stronger responses compared to neutral ones. The second experiment introduced predictability by presenting feedback in blocks where the sender identity was fixed and known: an expert (psychotherapist), a layperson (an unknown human), or a randomly acting computer. Here, emotional effects emerged earlier and across multiple ERP components. Negative adjectives triggered increased P1 amplitudes, followed by modulations in N1 and early posterior negativity (EPN), with positive words generally eliciting the largest amplitudes. The LPP was also modulated by emotion, showing larger responses for both positive and negative adjectives compared to neutral ones. Notably, these LPP modulations were specific to human senders.

Furthermore, anticipation of human feedback, regardless of the emotional content, enhanced P1 and P3 components, especially when feedback was expected from the expert. These findings suggest that when social context is predictable, the brain can quickly differentiate emotional from neutral language and distinguish between different types of communicative agents. The presence or attribution of human agency appears to selectively gate attentional resources during feedback anticipation, emphasizing the social significance of the information. In contrast, when social context is uncertain, emotional processing occurs later, indicating that crucial social cues are needed for earlier differentiation. Overall, these results underscore the strong influence of communicative context on emotional word processing and highlight its importance in modern virtual interactions where sender identity is often inferred rather than directly perceived.

Conclusion

The findings of this research clearly demonstrate that the processing of emotional language is highly influenced by the surrounding communicative context, particularly social factors. When individuals anticipate feedback from others, the brain’s response

to emotionally charged words varies significantly depending on whether the sender is human or a computer, and on how predictable the sender's identity is. Specifically, when the source of feedback is uncertain, emotional effects on brain activity appear later and are limited primarily to positive stimuli, as reflected in the late positive potential (LPP). However, when the sender is known and predictable, emotional processing occurs earlier and involves multiple stages, including early sensory and attentional components such as P1, N1, and early posterior negativity (EPN). Moreover, human presence or attribution seems to enhance emotional processing, as evidenced by stronger ERP responses, particularly in anticipation of feedback from socially significant individuals like experts. This suggests that the brain selectively allocates attentional resources when social relevance is high, facilitating quicker and more nuanced differentiation of emotional information.

These results highlight the flexibility and adaptability of emotional language processing in social contexts, emphasizing that emotional effects are not fixed but dynamically shaped by expectations and social cues. This has important implications for understanding communication in today's increasingly virtual world, where the identity of communicative partners is often inferred rather than directly perceived. Recognizing how social context modulates emotional processing can improve the design of digital communication tools and enhance interpersonal interactions in both real and virtual environments.

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