

PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA
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FACULTY OF FOREIGN LANGUAGES
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THE IMPACT OF EM☺JI ON LANGUAGE AND COMMUNICATION

CASE OF STUDY MOSTAGANEM ENGLISH STUDENTS M1-M2

BOUDJEMAA Aboubakr El Sedik

Board of Juries:

Chairperson: Dr. Benmaghrouzi Fatima El Zahraà.

Supervisor: Dr. Derraz Amel.

Examiner: Mrs. Benaouda Sihem.

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Dedication

I dedicate this work to my beloved parents whose love and prayers have always been the source of my strength.

Acknowledgements

First, I would like to thank my supervisor Mrs. Derraz Amel for providing invaluable comments and going through parts of the work. Many thanks for your guidance, enthusiasm, thoughtfulness and generosity that have empowered and encouraged me to do my best. Also, thanks to my brother Chemsseddine for the moral as well as the financial support. Special thanks to my family and especially to my beloved parents, for your love and support. Last but not least, thanks to all my fellow students for excellent and memorable times on exchange in the campus. Thanks to my friends old and new who have made my years in the university worthwhile.

Abstract

Emoji are the greatest advancement in visual communication in the last twenty years and they have gone truly global in the recent few years. This study investigates the use of Emoji in online communication. It aims not only to highlight Emoji impact on language and in communication, but also to explore if Emoji can be considered as a language in the future. For the relevance of the study, thirty-five participants were selected from Mostaganem English department. The survey is conducted by a qualitative research method in a form of a questionnaire. The latter was distributed as online and printed papers among the participants. Therefore, findings suggest that Emoji are widely used and that those pictographs representations are affecting language in terms of grammar and pragmatic functions. Then, they are understood and interpreted differently. After that, results displayed that Emoji share many characteristics with natural language. Through gathering the data of the research, the study has found how Emoji have evolved and been developed by those who are termed the technologically savvy youth generation, and also how necessarily crucial is the role of Emoji in visual language to fully grasp what exactly the addresser is trying to say.

Keywords: Emoji, visual communication, textual communication, non-verbal cues, visual language.

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General Introduction

It is pretty challenging to imagine the world without social media. In today's society we use social media for a variety of purposes; to make new friends, to keep up with celebrities and brands and to express our thoughts and opinions to the world. However, social media has only been around for about two decades, and before that, methods of staying in contact with friends over long distances were not nearly as simple. Furthermore, the use of social media now is in constant expansion. Constantly, changing and shaping the way we interact online is rather developing to be more visual.

With that in mind, most people think that hieroglyphs are just pictures that try to show what was going on but, in fact they are a visual representation; a way of writing using pictorial symbols basically, or a way to visually communicate. It is like the Latin writing system that we use for many languages. They also do the job of Emoji, because they are the visual representation of the idea. Moreover, there are languages that are purely visual such as *Blissymbolic* language. The latter was invented in 20th century (1949) to the present time; it is basically made of pictures with its own grammar system and vocabulary. It was developed to people who had difficulties of speech, making them able to use this pictographics to communicate. Their characters were used as both verbal and physical visual communication. Hieroglyphs acted as visual communication a lot like Emoji, while the latter are important at adding meaning to text. Emoji, however, are the greatest advancement in communication in the last twenty years and they have gone truly global in the recent few years, but where did they come from and how did we ever manage to communicate effectively in the Emoji era?

As a linguistics student, the sociolinguistic study of language cleared the foggy notion of language to me. And I happen to have a friend whom I never saw sending a message without adding an Emoji to it, this made me puzzled and gave me an urge to know more about

these yellow pictographs that are becoming a worldwide visual instrument that takes up the place of paralanguage in a face to face interaction.

To that end, the present dissertation attempts to afford the literary framework of internet and communication. Mainly, it provides a general summary about communication with its both types; face to face communication and online communication. Another key fact to remember is that, this piece of research accords the historical background of Emoji as well as to giving explanations and methods to fully understand the Emoji Code. Further details are provided for a better comprehension and understanding. Coupled with the literary evidence of the topic, and in order to achieve the study objectives, the study pursues to answer the following research questions:

- 1- Can Emoji be considered as nonverbal communication?
- 2- Can Emoji substitute the real paralanguage in the written language?
- 3- Are Emoji creating a new language?

In order to pursue the study answers, hypotheses are afforded here:

- 1- Emoji are filling the need for adding nonverbal cues in the digital communication about the intent and emotion behind a message.
- 2- Emoji may not be words; they might not be language. But, we as online users, still need them in the written language to make it more like speaking. Emoji may not be speech, but all together, they have the ability to convey tone in a message form regardless of time, location or person. To put it differently, they are an attempt to capture the aesthetics of speaking.
- 3- Emoji are a broad language that has the ability to carry more authority than words alone. They can be grouped to increase emphasis, and create responses of greater creativity and imagination.

The study is conducted at the University of Mostaganem, precisely in the department of English language. A questionnaire was distributed to forty 40 Master students (10 percent of the whole amount of Master students). It is shared on Facebook groups of Master students and also distributed as printed papers. Twenty questions (open-ended and close-ended questions) are of a great importance to help the researcher come up with a better understanding about the study purposes. For the study sake of Emoji, adequate data about the nature of Emoji are provided. The data are further analyzed aiming at highlighting the difference between Emoji in written language, and facial expressions in face to face interaction. The questionnaire is qualitatively analyzed, and it also backs up my hypotheses to prove that Emoji are not just pictograms but they do add the missing nuance in the written language.

In this piece of research, the first and the second chapters will foreground the literature review. On the one hand, the first chapter tackles the key concepts about Internet and communication. Not to mention, the two types of communication; verbal and nonverbal. On the other hand, the second chapter is devoted to give a better understanding about Emoji and all what is related to it; the historical background, use and function, competence, semantics and Emoji language. Then, the third chapter is allotted to the practical issues. That is to say, that a questionnaire is analyzed to answer the inquiries and support the objectives of this research.

Chapter One

Internet and Communication

Introduction

The chapter at hand gives a brief overview about the internet and communication, it provides a general summary about communication both verbal and nonverbal and how the face to face- communication differs from the online communication as well. It also tackles the major models of communication. This chapter is partially devoted to supply the reader with the literary framework of communication and internet. The conclusion of the present chapter is meant to pave the way to the second part of the research.

1. Internet and Communication

In the early nineties, the internet comes alive and revolutionizes the way we communicate; one may find communication anywhere he goes. As social beings, we cannot exist without social interaction, for we need the latter to understand our social realities. The word communication is originated from the Latin word “COMMUNIS”, which stands for what is shared and common. Furthermore, there are several pillars in which communication, be it verbal or non-verbal, leans on; the sender, the receiver, message medium, context, effect and the feedback. Moreover, linguistics and social patterns have been affected by the innovation of internet. David Crystals (2011) asserts “language itself changes slowly but the internet has spread up the process of these changes so you can notice them more quickly” (Crystal D. , 2011).

Internet is delineated in Merriam Webster dictionary as “an electronic communication network that connects computer networks and organizational computer facilities around the world”. Internet according to Jim Clark, “not just one thing, it is rather a collection of things – of numerous communication networks that all speak the same digital language”. In other words, it is a network in which any computer can communicate with any other computer as long as they are both connected to the internet. That is to say, internet is a holistic network

that assembles millions of computers of different users. It is pretty ambitious to say that all countries throughout the world are connected via internet. Hence, people are finding it easy to chat and communicate without even seeing each other. The present communication is more digital than analogue, because there is Facebook, E-mail, Twitter, etc. The latter are called *-Online Communication-*. The online communication is increasingly developing the way people talk, it has come to a point in which people can know the feelings of each other through embedding pictographs in messages.

Communication happens to be in everyone's daily life. It is accomplished through conversations, postures or glances across a room. In fact, most communication occurs without effort on our part.

2. Definition of Communication

Communication is the process through which we attempt to socially interact by sending and receiving messages. Fiske, J., & Jenkins, H, p 1. Communication can take on a variety of forms:

2.1 Verbal Communication

Verbal communication refers exclusively to the words that we choose. Most languages are incredibly broad and diverse, offering a breadth of options and attempting to share an idea. In other words, it is about choosing the words that communicate that idea. While, gestures, appearance, vocal inflection, the notion of personal space, facial expressions would all fall into the category of non-verbal communication.

Another key fact to remember is whether the communication is taking place in face to face or via an electronically mediated channel. Face to face communication on one hand is very channel rich; one can usually make use of all kinds of verbal and non-verbal cues. On the

other hand, the electronically mediated channel such as text messages, e-mail and social media are more channel limited, and in it one cannot see the facial expression or hears the person's tone of voice in the way he can in face to face communication.

However, the receiver is the one who receives these set of utterances. Communication aims at developing and sustaining social relationships. It is rather a basic human need just like food and shelter. Moreover, it is crucial to mention that the communication is not only a human deed; one may say that all living creatures communicate such as insects and animals. Communication is an ongoing procedure, because it does not end only with the receiver, but rather continues through further transmissions of the message to other people. (HSS-I-Journalism). It is, in other words, a learned skill. However, while most people are born with the physical ability to talk, not all can communicate well unless they make special efforts to develop and refine this skill further. Very often, we take the ease with which we communicate with each other for granted, so much so that we sometimes forget how complex the communication process actually is.

Communication has been defined as the act of giving, receiving or exchanging information, ideas and feeling so that the "message" is completely understood by both speaker and hearer.

Fiske, J., & Jenkins, H. (2012), p 1. The figure below explains this:

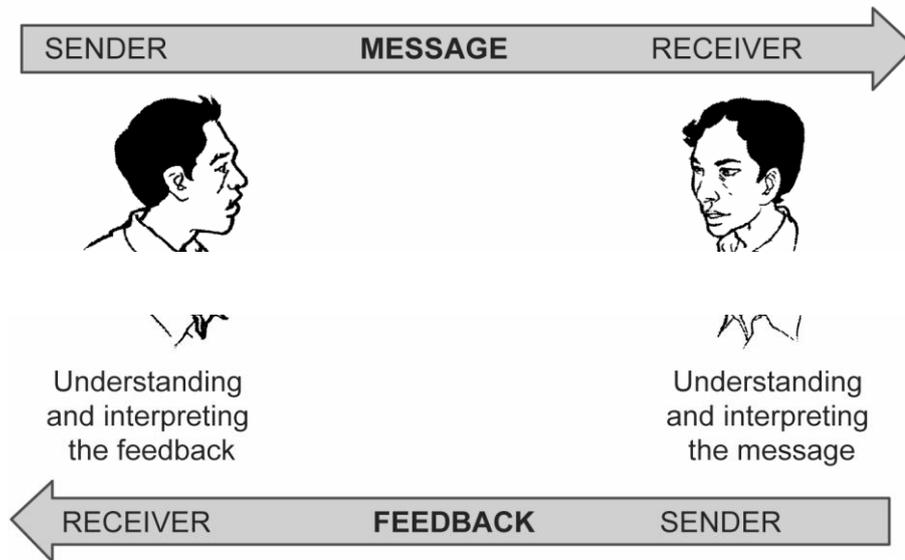


Figure.1. The Communication Process.

The sender sends a message with a certain intention in mind. The receiver of the message tries to understand and interpret the message that is sent. Then he gives feedback to the original sender, who interprets the feedback. This process, repeated continuously, serves as what is called –communication-.

3. Models of Communication

Over the years, the study of communication is developed through three basic models of the communication process, these models are:

3.1 Action Model

This model Portrays communication as a one way process; communication is something that one person does to or at another person, when the other person has a response then the whole process flips around and starts a new one. In this model, communication begins with the sender, the latter is the person who has something to express and encodes a message using verbal and /or nonverbal communication to send it to the receiver.

The action model is wholly based on four elements that serve as pillars of communication. These elements are:

1.1.1 The message:

The message refers to what it is that they are trying to communicate. It can be communicated verbally, nonverbally or a combination of both, it also can be communicated intentionally or unintentionally. The method through which the message is communicated is called the channel.

3.1.2 The channel:

The channel is the -how-; using voice when talking face to face, talking on the phone or texting in social media ...

3.1.3 The receiver:

The receiver is the fourth element in this model, it is the one for whom communication is meant. The job of the receiver is to decode the message that the sender has encoded and attempt to make sense of it.

3.1.4 The noise:

The noise refers to anything that interferes with the sending or receiving of a message. It is divided to three types which are:

1) Physical noise:

It refers to interference from the surrounding environment. It can be audible such as loud or distracting sounds that keep you from clearly hearing or paying attention to the message.

2) The psychological noise:

This type is self-explanatory; it deals only with what is going on in the mind, for example, anytime when one is daydreaming or his mind is simply elsewhere when some is speaking to him, thus he experiences the psychological noise.

3) Physiological noise:

It generally has to do with the human body, for example (paying attention when feeling hungry).

As scholars continued to dig deeper in the process of communication, they discovered that the action model did not paint the full picture of what happens during communication.

As a result, they developed a new model which is:

3.2 Interaction Model

The interaction model keeps all the former original elements; sender, message, channel, receiver and the noise, and adds two more which are: feedback and context.

3.2.1 Feedback:

Feedback is the response of the receiver to the message, it can be verbal or nonverbal, intentional or unintentional and creates a sort of loop within the communication process. The recognition of feedback creates a two way process.

3.2.2 Context:

Context or the environment or the situation, refers to the physical and psychological circumstances in which the communication takes place. Context basically has to do with knowing what is appropriate in some specific situation with specific person.

3.3 Transactional Model

The transactional model modifies how the elements of the communication process work. That's to say, that there is not just one sender and one receiver in each process, rather the communicator on each side of the process is both a sender and a receiver. Hence, the transactional model changes those labels from sender and receiver to communicator –a- and communicator –b-, both of whom send messages and make feedback.

4. Factors affecting Communication

There are situations where the message is not sent across, and there are also times when the sender's idea is perceived differently by the receiver. That is why it is important to identify some factors affecting communication breakdowns. These factors are as follow:

4.1 Status

The sender and the receiver can be adequate in social position (e.g. two head masters talking to each other) or they can be at different levels such as a teacher and a student. Hence, the social distance plays a significant role in affecting communication.

4.2 Cultural Differences

The world around us is full of divergent cultures (e.g. a tourist and a native speaker), That is to say that people living in different regions or countries mostly have to adapt to each other to ensure that communication is effective when they interact. So, the cultural differences may hinder a successful communication.

4.3 Use of Language

Language is an effective tool in communication but it also can be a barrier in certain situations. Moreover, the choice of words, formality and tone can “make or break” the interaction. In written communication, simple misplacement of punctuation or misspelled

words can easily give off a different meaning. (e.g. would you let me, eat Joey! – would you let me eat, Joey!).

4.4 known or Unknown Receiver

Knowing or not knowing the receiver plays a major role in effective communication. A known receiver may share the same schema; (preconceived knowledge) and may easily understand you. While on the contrary, the unknown receiver may have another perception of your message and may misunderstand the message. The known receiver is able to get the message that is intended to be said by the sender though the words are not enough. An unknown receiver on the other hand, may need more information to get the message.

4.5 Clarity of Message and Feedback

When the message is unclear, most of the time the receiver finds it hard to connect with the sender's perception. Feedback is also important because it clarifies the original message, if the feedback is unclear, it could mean that there was a problem how the message was sent.

4.6 Length of Communication

The length of the message also affects the communication process. Generally, human beings only have at the most, eight minutes of pure attention. So, shortening or being more concise in the message could ensure clarity.

4.7 Disabilities

Impaired sight, dyslexia and poor mental health can be barriers to good communication, these factors should be taken into consideration when evaluating the effectiveness of communication. Considering the use of communication tools like hearing aids, sign language, can help strengthen communication.

4.8 Individual Perceptions/ Behaviors/ Attitude

Effective communication needs to take into consideration the age, personality type and preference style of the participants in a conversation; elders have different conversational preferences from those of children.

4.9 Atmosphere/ Noise/ Distraction

A noisy environment may cause a strain to oral communication. That is to say, minimizing noise, both internal and external can help make a communication flow successful.

5. Online Communication

Communicating in person is different from communicating online, when communicating face to face, one can hear someone else's tone of voice, see his facial expression, body language and hand gestures. These methods of communication cannot be relied upon in the online environment. Following the online communication guideline can assist you in being an online learner.

5.1 Types of Online Communication

5.1.1 Synchronous Online Communication

It occurs at the same time (its real time) but in different places. It also involves being online during a specific time; Telephone.

5.1.2 Asynchronous Online Communication

It occurs in different time and different places, allowing the user to communicate at his convenience rather than real time. Asynchronous activities allow each voice to be heard whether one is participating in a small or large group. Some of the tools that are used in asynchronous communication include e-mail and discussion forums. One might also use social media such as (Facebook, twitter ...).

5.2 Online Communication Features

According to (Lee S.J., 2009), online communication produces a “Semi-speech” that is between speaking and writing, and similar to face to face interaction. However, D. Crystal, (2003) states that it is a way of information exchange, which. Lee, L; Toyoda. & Harrison (2002) reported that online communication relies heavily on the presence of *abbreviations*, unconventional punctuations and misspelling, as well as the use of visuals such as Emojis. Further, online communication depends on both reading and writing skills. Abram’s (2003) asserts that it is dissimilar from the verbal discourse in its written scripts. Hence, users may need more time to get the input and output. To put it differently, for the creation of new means to convey emotions and facial expressions, communicators invited linguistic devices like onomatopoeia (e.g. LOL stand for Laugh out loud) and keyboard symbols, smileys (☺, <3). They are commonly used in E-discourse to make up for the absence of paralinguistic features of real time communication. (Lee, 2001, 2006).

6 Nonverbal Communication

Non-verbal communication plays an important role in our daily life. Non-verbal communication can be defined as the process of sending and receiving messages via means other than words, like facial expressions, gestures, behavior, tone of voice, etc. Fiske, J., & Jenkins, H. (2012), p 67.

6.1 Types of Nonverbal Communication

6.1.1 Facial Expressions

Facial expression is one type of nonverbal communication that is nearly universal in meaning, though different cultures generally ascribe different meanings to various of nonverbal communication, the meaning is attributed the same facial expressions like the smile

or the frown remain quite similar throughout the world for example: a smile in Algeria will signal happiness or joy just as it would in Spain.

6.1.2 Gestures

Hand gestures are vitally an important type nonverbal communication that takes on various meanings as someone navigates the world of cultures. One might immediately think of waving, giving a peace sign or a thumbs-up. For example, politicians might use specially designed gestures to emphasize their points...

6.1.3 Paralanguage

Paralanguage is the vocal but nonverbal aspect of speech, a person could say the same sentence and express different meanings by varying the way he says the sentence; varying the volume, rate, pitch, tone and emphasis. In other words, it simply means the type of vocal communication without the use of language. This includes: voice inflection, pitch, rhythm, loudness and tone. For example a slow rhythm and hush tone might signify gentleness or concern, whereas, heavy pitch and rising inflection might be attributed to anger or enthusiasm.

6.1.4 Body Language

The body language and posture can be quite subtle; they can have an enormous impact on communication. For example: crossed arms might signify a closed off or a defensive attitude, slumped shoulders and excessive leaning may signify boredom, again these cues are subtle but powerful.

6.1.5 Proxemics

This term refers to the personal space. Different individuals prefer different distances when it comes to speaking with others. Obviously, standing too close to someone while

he/she is talking might bring about feelings of discomfort or annoyance, when speaking to groups individuals tend to need larger distances in order to feel heard.

6.1.6 Eye Gaze

Eye gaze is a fascinating type of nonverbal communication; the eye reacts very differently to outside stimulus depending on personal interpretation.

6.1.7 Haptics

This term simply refers to communicating through touch, touch is used to signify love, affection and familiarity, it might also be employed in times of stress or sadness when comfort is needed, the force of a handshake might signify an extra enthusiasm between close friends, while a firm standard might be more appropriate for professional introductions.

6.1.8 Appearance

Appearances are a very important type of nonverbal communication, physical appearances including clothing style and neatness is the first thing people see when encountering one another. Studies in the area of color psychology suggest that the colors of clothing can have big effects on mood and attitude; people make quick judgments of character according to dress and appearance.

Conclusion

Regarding the fact that the theoretical chapter has come to an end, one may come to a conclusion by giving a brief line about the sign and what it has to do with achieving a well-understood communication. The sign is any physical form that has been imagined in one mind. Whereas, communication is a two way process that transmits a certain message. It becomes even clearer, from the concerns of the chapter that communication is not built on what one says verbally but rather nonverbally. Based on what is said, when communicating, it

is not only important to pay close attention to what somebody is saying, but also to observe what someone's "*body*" is saying. That means to pay attention to the gestures and to the facial expression that someone is using. But, when it comes to online communication; especially texting, the nonverbal cues such as gestures and facial expression, are no longer within the communication process. Nevertheless, non-verbal communication plays a big role in how people communicate with each other. So, the second chapter of the study provides some of the aspects that can replace the nonverbal cues within the online communication.

Chapter Two

Emoji Code

Introduction

Primates have advanced systems of communication that include vocalization, hand gestures, body language. Body position movements and little micro expressions on the face send a stream of data to a certain person subconsciously and this is actually more powerful. Non-verbal communication is more powerful than verbal language, and Emoji are sort of tapping into that. Emoji means “*picture character*”, they essentially take an emotion and express it through a pictogram within a message. Thus, the chapter at hand provides a general idea about Emoji code. In further to the history of Emoji and how they developed. In addition, it provides explanations and strategies to fully understand the Emoji Code. This chapter attempts to give possible ways to facilitate the way online communicators use Emoji. Further details are provided for a better comprehension and understanding.

1. Communication and Emoji

Communication was truly affected by the dominance of internet in the late years, and it is no more limited to face to face interaction. People from all around the world are chatting in instant messages such as Facebook, WhatSapp... But this sort of communication is deficient comparing to face to face communication and misses one of the substantial elements to make it more real. To put it differently, non-verbal cues are of great importance to make a successful communication. To avoid this, Emoticons and Emoji would contribute greatly to reach mutual intelligibility while interacting online.

When we talk, a huge amount of meaning is conveyed through gestures, facial expressions and tone of voice and these of course can get lost in written language particularly as it becomes more colloquial. So in these modern times, being able to express feelings and emotions is rather important. For the process of communicating is still shifting from full words and sentences to short expressions, to finally icons and images to convey the meaning

more properly. The following figure gives some examples that clarify how the process of communicating has shifted:

Comments	Internet Slang	Emojis
That's funny	haha/lol	
Okay	K	
I like it	like	
Talk to you later	ttyl	
Just kidding	jk	
I love you	ily	

Figure .2. Evolution of Online Written Communication

As a universally known iconography, we now send them as texts, slap them on photos, and even reply to communication streams.

2. Emoticon

Emoticon is defined in I-emoji website as “an icon made up of punctuation marks, letters, and numbers used to create pictorial icons that generally display an emotion or sentiment”. It is an icon, because it is a representation that helps in the delivery of the sender’s message.

(I-emoji.com).

In Tech-terms website, “The term emoticon comes from "emotion and icon" and refers to facial expressions represented by keyboard characters”. It dates back to 1982’s when Dr. Scott E. Fahlman proposed to use the smiley face :-) or frowning face :- (to show whether a post is a serious one or just a joke. Though Emoticons are still being used, they are at the same time fading away for a favor of digital images that are called Emoji.

3. Emoji

Emoji is defined in Tech-target website, as “a small image, either static or animated, that represents an emotion, an item or a concept”.

In 2015, a truly noteworthy issue took place. The Emoji known as “Face with tear of joy” 😄 was selected by the Oxford Dictionary as the word of the year. It was not a word, it was in fact a pictogram. But, the peculiar thing about all that is that this event had not come up with any controversy from (academics, teachers, or even language purists...) Oxford Dictionary has elucidated the reason behind choosing a pictogram rather than a word, “Because it captures the ethos, mood, and preoccupations”. Emoji are, as a matter of fact, turning out to be astonishingly popular across the world, facilitating communication to people from various linguistic and culture backgrounds and help them express themselves more correctly.

4. The History and Evolution of Emoji

Emoji date back to 1999 when they first appeared on Japanese cellphones, but their history goes back further than that, because before the invention of Emoji, there were emoticons. The latter were the pictorial representation of a facial expression by using things like punctuation marks, numbers and letters. Lucas, G. (2016).

The earliest use of emoticon could be traced all the way back to the seventeenth century; in 1862 the New York times also allegedly used an emoticon in this piece of speech:

the front of the platform and spoke as follows :

THE PRESIDENT'S SPEECH.

FELLOW-CITIZENS: I believe there is no precedent for my appearing before you on this occasion, [applause] but it is also true that there is no precedent for your being here yourselves, (applause and laughter ;) and I offer, in justification of myself and of you, that, upon examination, I have found nothing in the Constitution against. [Renewed applause.] I, however, have an impression that there are younger gentlemen

Figure .3. A piece of speech from New-york times' newspaper (1862).

So, it is clear that, using symbols to represent facial expressions is not a modern concept but, it did become more popular in the era of computers. The first ASCII (American Standard Code for Information Interchange) is essentially an encoding standard, created by Scott Fahlman in 1982, he thought that emoticon would help people in a message board to distinguish serious post from jokes. At that time, Japan was developing emoticons of their own but they took different approaches to make emoticons. For example, instead of writing emoticon sideways to the direction of the text; :-), users in japan popularized a kind of emoticons called *KAOMOJI*; KAO stands for face and MOJI stands for character that were written in the same orientation of the text; (^-^).

As the internet became wide spread in the late 1999, emoticons became increasingly popular and were commonly used in text messages, internet forms and e-mails. They became so popular that the Japanese Shigetaka Kurita sent out to create true visuals that could replace emoticons. He wanted to design an attractive interface to convey information in a simple clear way, like an icon to show the weather cast  rather than spell the word sunny day. Shigetaka Kurita took inspirations from the Japanese letters, street signs and symbols used in manga (A comic; a non-animated cartoon, especially one done in a Japanese style), the company of DOCOMO in which Kurita works, wanted to find new ways to express information. Thus, it was the beginning of new visual language. Emoji were an instant success

in Japan, and were recognized by the UNICODE CONSORTIUM; a non-profit group that maintains text standard across computers. Since software is built on code, every letter or character one types in a computer is an encoded or represented by a code.

Before UNICODE, there were hundreds of different encoding systems which meant different computers and servers that did not always represent text the same way. Hence, the purpose of Unicode was to standardize these codes for international communication. So that the letter one types in Arabic, English or any other language showed up accurately across platforms and across devices. In 2009, Apple engineers submitted an official proposal to adopt 625 new Emoji characters to the Unicode standard. That made Emoji accessible everywhere and too popular to ignore. So this was the beginning of legitimizing Emoji as a form of communication. Lucas, G. (2016), pp 9-12.

As Emoji became more popular, they also became more plentiful, the Unicode Consortium added new Emoji to its approved list each year gathered from users around the world such as:

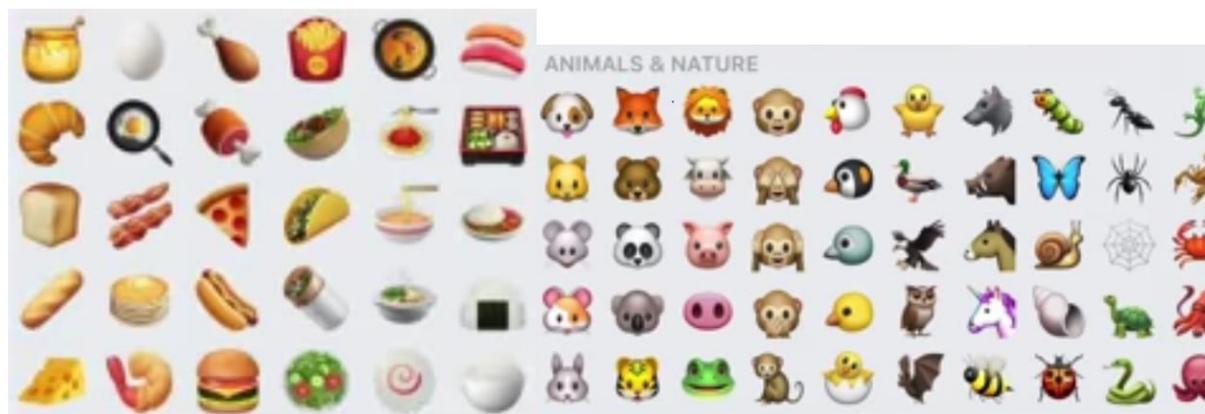


Figure .4. Some of the added characters in Unicode Consortium list.

By 2014, Emoji became political, it happened with the characters that represent food, flags and families and more. For example, the Israel flag was included but not the Palestinian one, the white skinned face was included but not the black one etc. In 2015, Unicode took its first step toward diversifying Emoji by introducing the option to change the skin tone on Emoji

representing people, along with additions to include more types of people doing different types of things. Lucas, G. (2016).

In the meantime, Emoji are prone to being misunderstood just like any other language, and that is mainly for two reasons:

- 1) Interpretation: is how the character is interpreted by the reader; it is rather cultural.
- 2) Different design: is that each phone platform uses a slightly different design to represent any given Emoji, so an Emoji one sent from an iPhone is a bit different from that of Condor.

The Unicode Consortium considers new Emoji every year, which means that the vocabulary of Emoji continues to evolve with every update to IOS and Android.

5. Emoji Use and Function

Emoji are trendy digital pictograms that are used in text messages, emails, and on social media platforms. Recently, communication is becoming more and more visual. That is, Emoji use and function have to be looked at significantly.

5.1 Phatic Function

The phatic speech is an essential element for putting forth the “positive social face” as the sociologist Erving Goffman termed it in (1955), during a communicative interaction. According to M. Danesi (2016), the most well-known phatic functions of Emoji are as follow:

a) Utterance opener:

Emoji that are put in the very beginning of a certain conversation are called *openers*, for they serve the function of a salutation tool; “hi” which will allow the sender to insinuate that the message has whether great or disappointing information.

b) Utterance ending:

It happens a lot when a text message ends suddenly. Therefore, the receiver may get confused in getting what was meant to be said. Emoji again function as a “good-bye” or they indicate that the message has come to an end.

c) Silence avoidance:

In face to face communication, silence may be ill-chosen. Silence in other terms, is an awkward gap that takes place within a real interaction. Humans tend to do whatever it takes to break the moments of silence. Emoji therefore, are meant to process as a silence breaker in a certain online communication.

The phatic function of Emoji is mainly used in informal written texts between friends, family members and colleagues to keep the interactions as friendly as possible. Danesi, M. (2016), pp 18-20.

5.2 Emotive Function

The emotive function can be defined as the use of discourse elements such as words, intonation and phrasing to depict thoughts. In face to face communication, several strategies are used to transmit the message either explicitly or implicitly but correctly. These strategies can be narrowed down to intonation, interjection, facial expressions and body language. However, in the online communication these strategies are no longer there to convey the message properly. So, Emoji are thought to be the replacement of the facial expressions that help the receiver understand the message properly. The emotive function of Emoji is dissected into two sub-categories: first, they substitute the facial expressions in face to face communication. Second, they visually emphasize a given emotion. Danesi, M. (2016), pp 21-24.

5.3 Emoji Competence

The use of any code, be it a letter, a word or a sentence evidently necessitates a specific kind of knowledge which is called in linguistics “the linguistic competence”. Emoji on the other hand, are being holistically used throughout the world; teenagers, adults from different countries and cultures and even the best-known commercial departments such as McDonald and IHOP (International House Of Pancakes). Hence, Emoji have been developed to have an “Emoji Competence”. The latter implies the knowledge of how these pictograms (Emoji) are combined to shape an understandable message and also where to exactly put it within a message. Emoji code is considered to be a visual alphabet code that is used in two main ways to produce a meaningful structure. First, (1) adjunctively within a written text. To clarify more, mix Emoji with written texts to keep the flow of the message. Second, (2) used substitutively of such a text. To put it differently, to only use Emoji in a certain message. But this type is more complicated than the first one, for it needs much more familiarities and cultural backgrounds to fully understand the message. For a better understanding of the Emoji competence, one may need the rhetorical knowledge of Emoji. Meaning by that, the Emoji use is a rhetorical structure. Thus, there is a body of rules that helps the receiver encode a whole Emoji text. Danesi, M. (2016), pp. 33-35. These rules are as follow:

5.3.1 Invention

It is the first procedure that guides the conversational partner to form and develop an effective argument.

5.3.2 Arrangement

This rule is about organizing and knowing where and how to use Emoji in a certain text to ensure that the receiver is convinced; “*maximum persuasion*”.

5.3.3 Style

This is the process of whether or not to put a certain Emoji in a certain place within the text. Moreover, the sense of humor and the funny way that is added to our texts is due to Emoji and is certainly a *style*.

5.3.4 Memory

This type refers to the memorization of a written text that is orally presented. But, it is noticeable that Emoji are of a great enhancement in guiding someone's memory process.

5.3.5 Delivery

The delivery rule is about knowing how to deliver the argument including gestures and tone. Since the written language lacks the nuance, Emoji code is a *tonal* picture language that makes the written text full of emotions and therefore the digital delivery of a certain argument is successful.

6. Emoji Code

Emoji code is now a worldwide communication system, and it has three defining features that help in deciphering the Emoji code and any code, (Danesi, 2017). These features are as follow:

6.1 Representationality

Representationality entails the usage of Emoji and other signs and how are they combined together to stand for a particular thing to create a meaningful message. For example, road sign, picture stories like Manga.

6.2 Interpretability

It differs from representationality, for in it, messages are easily interpreted and understood by anyone who is familiar and has a prior knowledge about the signs and their rules that are used to build them.

6.3 Contextualization

Context is rather a substantial element to understand the message successfully, for it serves to make a bridge to the text and the situation in which the text actually occurs. One cannot understand the message, unless he knows what is going on. Therefore, the contextualization of Emoji is an effective factor to reach a higher interpretation.

To conclude, Emoji code is now more like a living language that is becoming more and more common across the globe. Not only that they are used in facilitating communication, but to truly take it to another level which is the face to face communication. For, as known, any language has its lexicon of words. Emoji on the other hand, have been developed to have a large lexicon containing countless pictographs for almost everything.

7. Emoji Most Used Characters And Their Meanings

Emoji differ from an online speech community to another, but there are many Emoji that share the same meaning. For example, the thumbs up Emoji stands for 'like' in Algeria just as it would in Spain. Here are some of the common accepted meaning of Emoji provided by Harry Guinness: (H. Guinness, 2015)



Smiling Face with Smiling Eyes and Smiling Face: They simply stand for happiness and positivity.



Smiling Face with Open Mouth, Smiling Face with Open Mouth and Smiling Eyes, Grinning Face, and Smiling Face with Open Mouth And Tightly-Closed Eyes: They are somehow similar to the first ones, because a message that is followed by one of these is positive.



Smiling Face with Open Mouth and Cold Sweat: This one expresses happiness with a bit of relief. It is usually used after a message that indicated that something bad had been worked out to be something good.



Face with Tears of Joy: It indicates laughter, it nearly resembles LOL (laugh out loud).



Flushed Face: It expresses embarrassment or shyness, this Emoji could be used as a response to a complement.



Face Savoring Delicious Food: This Emoji stands for the emotional expression of loving the food that is mentioned in a certain message.



Relieved Face: This pictograph is self-explanatory, for it is used for showing calmness, composure and relief.



Smiling Face with a Halo: shows innocence and goodness, its use is appropriate when messaging and wanting help from someone to get something done.



Smiling Face with Heart-Shaped Eyes: shows love, adoration, or gratitude. It can be used towards a person, place, or thing. It is commonly used by women when they see a cute baby or a little kitten...



Kissing Face, Face Throwing a Kiss, Kissing Face with Smiling Eyes, and Kissing Face with Closed Eyes: Those are used to show romance and affection.



Unamused Face: It is used to show discontentment, it is not an indication of being sad but rather to express a negative emotion.



Winking Face: It is usually used to have something humorous within the message. Any message that has this Emoji is not to be taken too seriously.



Face with Cold Sweat: Shows annoyance and a lot of pressure. For instance, following a certain message with this Emoji could satisfyingly justify your situation.



Crying Face: The Crying face is ordinarily used to indicate sympathy and sadness.



Sleepy Face and Sleeping Face: They are both used to show tiredness and the need to sleep.



Loudly Crying Face: This Emoji has a strong indication than the Crying face, but it functions as an ironic Emoji more than expressing pain and sadness.



Preserving Face: It shows abhorrence towards a certain situation.



See-No-Evil Monkey, Hear-No-Evil Monkey, and Speak-No-Evil Monkey: The first one is used to pretend that one did not see what just happened. The second is to act like one heard nothing and the third one is for being embarrassed of what has been said.

 **Red Heart:** Is the classic love heart emoticon; used to show love, romance, or any other similar emotion.

 **Thumbs Up Sign:** Generally shows acceptance, likeness or agreement.

8. Emoji Semantics:

There are some linguistics theories that identify distinctive features of human language, so if one can modify Emoji to meet these features maybe he can make a language. Language generally separates human communication from that of animal communications systems. However, semantics is simply the idea that words have meaning. Emoji code on the other hand, consists of semantic structures that go directly to concepts and emotions. Emoji code is used to heighten the positivity of a certain informal message's tone. Thus, the main target of Emoji use is to preserve the positive nuance in a text no matter what its intention is. Danesi, M. (2016), pp. 51-52.

Conclusion

The present chapter has provided a general over view about the history and development of Emoji. However, it is rather important to say that Emoji and Emoticon differ from one another in their shape yet they are used similarly. Moreover, from the concerns of the chapter, having a full competence of the Emoji code is rather a significant matter in order to have an entire comprehension about it. In short, Emoji are a compelling assistance for adding nuance to our messages. Emoji code and natural languages share many resemblances. Subsequently, the former is certainly going to be regarded as a language. Despite the high level of Emoji universality, they differ from one user to another and from one culture to another. The next chapter, however, will provide an empirical study to demonstrate the significance of Emoji in nowadays' Online communication.

Chapter Three

Data Analysis & Findings

Introduction

As far as the researcher came to the practical section, it is rather important to briefly recapitulate the two previous chapters then to move to the following one. The first chapter was dedicated to shed light on the Internet and Communication. On the other hand, the second chapter was allotted to provide sufficient information about the Emoji code. Coming to the third chapter, it unfolds with giving explanations about the tools and methods used in the study. A questionnaire is analyzed in details to give concrete evidence to the questions that are raised in this chapter. Relevant answers are provided for the study purposes.

1. Research Questions

The study at hand is conducted for the sake of answering three research questions in order to fulfill the objective of the work. The questions are as follow:

- 1- Can Emoji be considered as nonverbal communication?
- 2- Can Emoji substitute the real paralinguistic in the written language?
- 3- Are Emoji creating a new language?

2. Research Hypotheses

- 1- Emoji are filling the need for adding nonverbal cues in the digital communication about the intent and emotion behind a message.
- 2- Emoji may not be words; they might not be language. Emoji, suggest that whatever they are, we still need them in the written language to make it more like speaking. Emoji may not be speech, but all together, they have the ability to convey tone in a message form regardless of time, location or person. To put it differently, they are an attempt to capture the aesthetics of speaking.

- 3- Emoji are a broad language that has the ability to carry more authority than words alone. They can be grouped to increase emphasis, and create responses of greater creativity and imagination.

3. Study Design

For the study sake of Emoji, adequate data about the nature of Emoji are provided. A questionnaire is further analyzed aiming at achieving the difference between Emoji in written language, and facial expressions in face to face interaction. The questionnaire however, is qualitatively analyzed, and it also backs up my hypothesis to prove that Emoji are not just pictograms but they do add the missing nuance in the written language.

4. Data Collection

The study is conducted at the University of Mostaganem, precisely in the department of English language, Master students. A questionnaire was distributed to 10 percent of the whole amount of the population of the study. It was shared on Facebook groups of Master students and also distributed as printed papers. Twenty questions consisting of open and closed questions that investigate the Emoji use among students were of a great importance that pushed the researcher to come up with a better understanding about the study purposes.

5. Population

The study is carried on at the University of Mostaganem in the department of English language. I have selected Algerian students in order to avoid culture confusion. The participants were randomly selected aged from 22 years old to 28 years old.

Thirty five participants were asked to answer individually without any help from my side or others.

This study aims at tackling the main effects of Emoji on our communication. Therefore, a questionnaire is analyzed by a qualitative research method. And it is used as a tool for providing relevant answers. Three pages questionnaire is distributed via net and as printed papers to the respondents. The 20 questions were a mixture of open and closed ones. The objective of the open questions is to give the participants the opportunity to present their own words to answer and to discover each and everyone's opinion about the study purpose as well, whereas closed ones are solely cross boxes that are pre-written answers able to be selected.

6. Data Analysis

In order to achieve the study purposes, questions were posed in a form of a questionnaire and were fairly responded to reach a higher understanding about Emoji as non-verbal communication.

After gathering the data, here is a summary of the key stages in the process of analyzing the data:

First of all, extra questions at the beginning of the questionnaire sought to know the gender, age and the level of the participants.

Which device do you usually use for Online communication?

31 responses

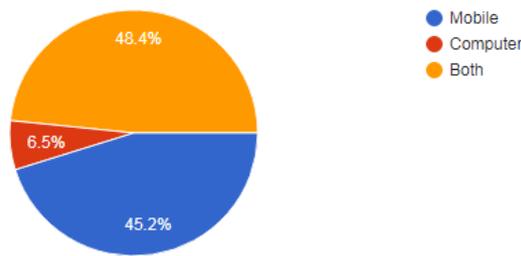


Figure 5. The most used device in online communication

This question is related to the extra questions, it attempts to know which of the devices are usually used for online communication.

1 - What do you name these? -

33 responses

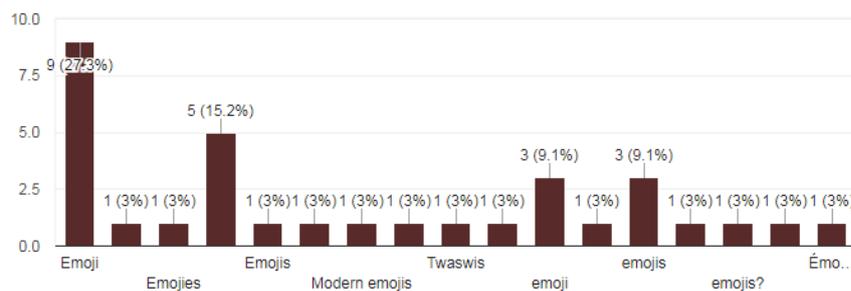


Figure 6. The awareness of Emoji

The first question was an open one; the question asked was: *what do you name these?* 🤩 😊

😊 . Its purpose is to discover the awareness of Emoji among the participants. It was remarkable that all participants knew to what those pictograms refer to. Clearly, our electronic communication has become much shorter, and began to look more like real sentences that we would put into a given conversation. In that, the rise of the universality of Emoji is no coincidence. Another measure in evaluating the takeover of Emoji comes from its penetration in social media applications such as Facebook, Instagram, and Twitter etc.

2- Which ones do you use the most?

32 responses

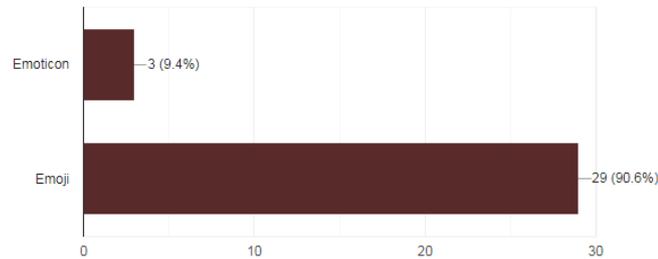


Figure 7. Emoji use among participants.

The second question is proposed as to know which of the following two the participant uses more *emoticon* or Emoji. Emoticons, however, are a former representation of a facial expression formed by some punctuation marks combined together, for instance, :). As we see in the chart, Emoji are covering the area of the use, because for the majority of participants, Emoji are easier to be put in a message, unlike Emoticon which are difficult to combine and also hard to come up with the right representation.

3- Why do you use Emoji/Emoticon?

34 responses

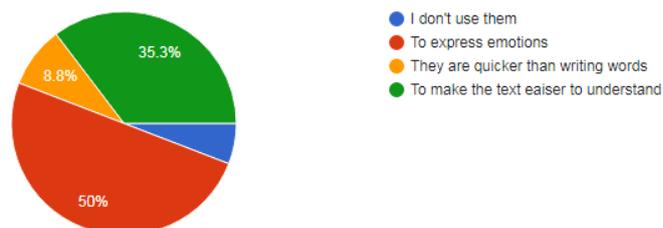


Figure 8. Emoji function

The third question is a closed one; its objective is to know why online users embed Emoji in their texts. Four answers were suggested to indicate the main functions of Emoji. The responses, however, were reasonable in demonstrating the participants' aim behind using

Emoji. 1% was the stake of the first option which is *I don't use them*. 8% said that they are quicker than writing words. Whereas, 50% chose the option of *expressing emotions*, the other 35% of the participants picked the option of *making the text easier to understand*. So, to speak, Emoji do the job of the nonverbal cues that are already missed in text messages communication.

4- How often do you use Emoji?

34 responses

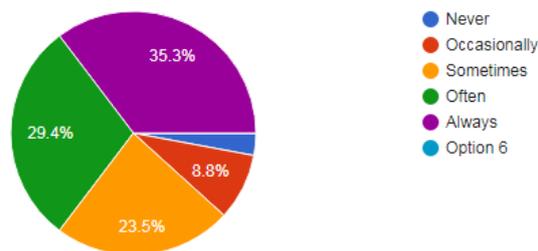


Figure 9. the frequency of Emoji use

The fourth question targets the frequency of Emoji use among participants. As we see in the graph, most of the participants selected either *always*, *often* or *sometimes*, which means that Emoji are overused in our text messages. Again, that proves that Emoji are extremely popular amongst the recent generation.

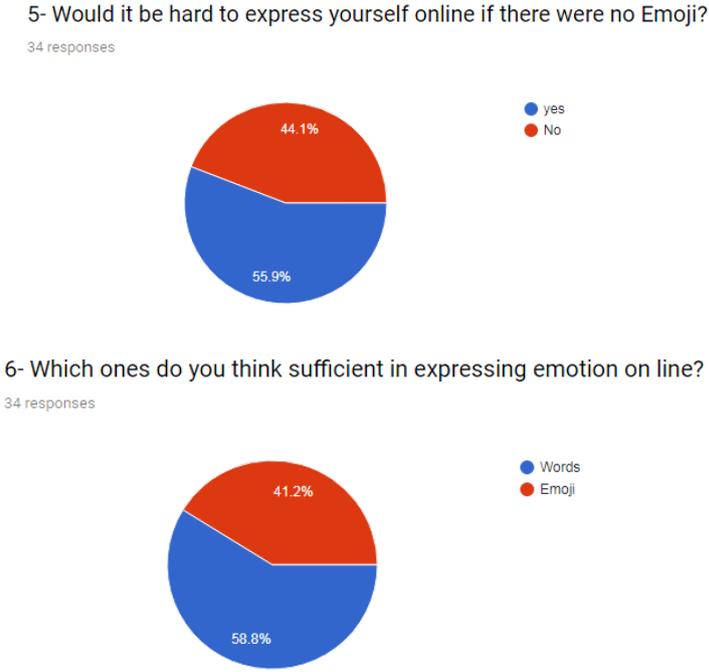


Figure 10. The difficulty of Emoji absence

Question five and six an attempt to find out if there would be any difficulty in expressing oneself online in case there were no Emoji. The positive percentage surpassed the negative one in this question. A key point to remember is that, the age difference among the participants played a significant role in this question. There were participants whose age is more than twenty-eight years. While the age of most participants is between twenty-two and twenty-three, and that gives a clue about the inability of the younger generation to express themselves with just words. And that signifies the Emoji self-dominance on the youth generation.

7- Is it important to embed Emoji in messages?

33 responses

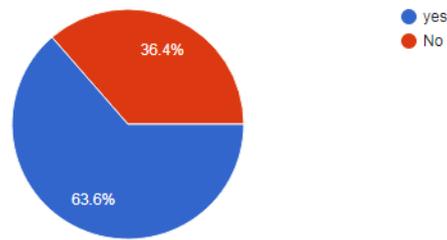


Figure 11. The importance of embedding Emoji in messages

The seventh question aims at signifying the importance of embedding Emoji in messages, it was followed by the question why. Most if not all explanations were related to each other, they were hovering above one point which is intensifying meaning and avoiding misunderstanding. One of the participants said that Emoji supplement the nonverbal cues in his text and help him deliver the exact meaning that is in his head. From that, we can conclude that, in some cases, Emoji have become a way to convey the tone and the non-verbal context behind our texts.

The eighth question was: *when texting with Emoji, do you feel the same when you are in a face to face interaction?* It was an open question aiming at exhuming the difference between texting with Emoji and face to face communication. Some of the participants said that face to face interaction is more vivid; yet, the majority agreed on stating that texting with Emoji is rather the same thing with face to face interaction, because humans tend to pay attention to the facial expressions and because of that, they sense others' emotions. However, according to the responses, texting with Emoji and face to face communication slightly differ from one another. One participant said that it is rude to embed an Emoji in a consolation message. Another one said that there are facial expressions in Emoji that cannot be shaped with our faces.

9- Are there enough Emoji in the Emoji trough to choose from that suit what you will say?

33 responses

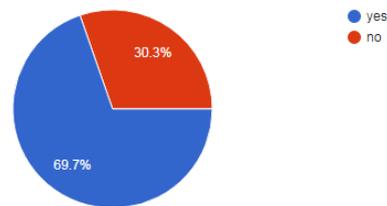


Figure 12. Emoji sufficiency

The ninth question is related to the very first one, because computer users do not find enough Emoji to choose from, whereas, mobile users have plenty of Emoji to pick from to fit what is about to be said.

10- Do you ever send a message containing only Emoji?

34 responses

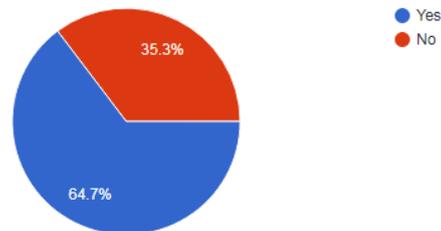


Figure 13. Messages that contain Emoji only

The objective of question ten was to reveal if Emoji have their own way in transmitting the message. Far more than the half of the overall number of participants has said that, they do send messages containing only Emoji. In that matter, Emoji are great for replacing short messages, hence, not only that they are used to enhance meaning but, they convey it in a more visual way.

11- A message with Emoji and a message without Emoji, do they convey meaning similarly?

34 responses

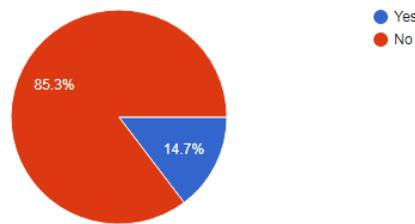


Figure 14. Power of Emoji

The eleventh question was followed by the question why. Its main objective is to disclose the fact that Emoji do have their own power and credibility. The chart is self-explanatory, for one can come to judge the Emoji self-reliance by the explanations that followed the *Yes and no* options. In that respect, all explanations were pivoting on the idea that Emoji add the flavor to the message and they make it more fathomable and clearer to the receiver. According to one of the participants, a message without Emoji conveys a piece of meaning, and it can be delivered and understood incorrectly. Yet, some text replies may express refusal or anger and words in this case are not enough. So, Emoji make the reply even clearer.

12- Can Emoji mean different things depending on the sender's social roles? (a friend, brother, father ...) Please illustrate with an example or two.

34 responses

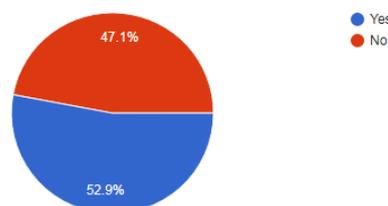


Figure 15. Emoji that mean different things

Question twelve seeks to know if Emoji can mean different things depending on the sender's social roles. Examples were given to support the objective of this question. One of the participants said that a heart Emoji has different interpretations according to gender; a heart Emoji from a girl differs from that of a boy. Another participant said that he cannot send an angry Emoji to his father. Therein, sociolinguistically speaking, social distance is rather significant even in sending Emoji. That is to say, they may be considered as language of their own.

13- Do you find any difference in interpreting these sentences?

- I coincidentally met him/her today.

- I coincidentally met him/her today.

- I coincidentally met him/her today.

- I coincidentally met him/her today.


Figure 16. different interpretations of Emoji

Question thirteen was an open one attempting to explore the different interpretation of the same sentence but with different Emoji. All responses were positive stating that Emoji have an extreme power to shape the meaning of the message and without Emoji in this case the sentence would be idle and meaningless. Thus, Emoji have an inside ability to make our text messages more vivid and lifelike.

14 - Do you use the same Emoji differently?

33 responses

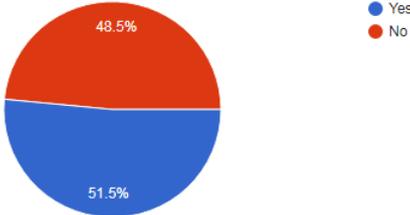
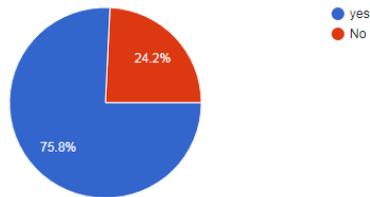


Figure 17. the same Emoji used differently

Question fourteen is followed by the question why, it explores the fact of using one Emoji differently. The percentage of the answers was somehow even but the explanations differed. According to explanations, Emoji can be used exactly the same as nonverbal cues in face to face interaction. To clarify more, one can smile to someone even though he is mad at him; *fake smile*. The same exact thing goes with Emoji, for a single Emoji can be sent as a fake laughter, and a sign of happiness etc.

15 - Is it important to use different Emoji in different states of mind?
Happy, sad, frustrated , in love ...

33 responses



18- If you get a text message with Emoji that indicates a specific state of mind, can you tell what it is?

33 responses

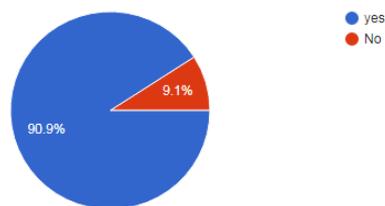


Figure 18. Emoji as a state of mind

Question fifteen and eighteen were meant to come upon the importance of using different Emoji in different states of mind. when we see a smiley face Emoji on the internet, we in our brains react the very same way, as if saw a real face in a real life, the same parts of the brain activate, we see emoticon and Emoji to be an emotional communication, they speak to us in ideograms, they are not their own language but they do boost social conversation in a very real way.

16- Is it hard to interpret what your friends mean by the Emoji they send?
32 responses

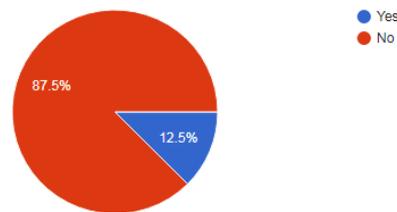


Figure 19. Emoji interpretation

Question sixteen intends to find out if Emoji are difficult to interpret. 87% of the number of participants said that they do not have any problem interpreting these pictograms. Yet, 13% said that there is a difficulty in understanding Emoji sometimes. They followed their answers with explanations stating that moody girls for instance, make various uses of one Emoji, therefore, it is hard to know what they mean exactly.

The last question was an open one, it was posed as follow: *do you think that Emoji help us add the nuance to the written language?* Its main purpose is to reveal if Emoji make the written language look more real. In this question, responses almost tackled one main idea. The idea was that Emoji assist people in a variety of situations to express their feelings and explain their states of mind. Moreover, there are some situations that one cannot express with words alone, thus Emoji are the alternative. One of the participants said that, not only that Emoji are meant to be used in online messages but, writing standards too will change some day and it will include Emoji to transmit feelings and emotions to the reader.

7. Findings and discussions

7.1 Emoji as non-verbal communication

Utterance is the smallest unit of communication; it can be a word, a sentence or a set of sentences packaged along with some “hum mm, aaaa and other fragments”. More importantly, utterances take place in a practical context; they are performed by the speaker in conversation hoping to reach meaning with language. Furthermore, there are also other aspects of communication that work alongside the language. Those other aspects are pitch, intonation, volume, facial expression, body language and gestures. Not a language is such, but those aspects are essential to the meaning conveyed by the face to face language, together these aspects comprise paralanguage.

Traditionally, utterances do not exist in the written words, only the representation of them does. While writing, we are representing a certain speech through text, but while chatting, and because of the friendly and often conversational nature, we want to represent not just utterances but also the performance through text. This is what textual paralanguage does, such as caps, weird punctuations, repeating letters to indicate phoneme extension, emoticon and of course Emoji. All this is to say, Emoji are not for writing or reading as words are, they are for indicating what is meant to be said as performance does. They can be exceptionally literal but, widely abstract and still convey a recognizable message.

Emoji were created to give more ways of expressions over texts. They are primarily a means of expressing non-verbal cues such as tone and facial expression through text. They acted more like non-verbal tools that supplement our textual communication rather than a language of their own. The recent studies observed that 65% to 70% of social meaning comes from non-verbal cues. One can realize someone’s feeling even if he says no words at all. In fact, facial expressions and emotion are so integral to our humanity that many believe that they are universally recognized by humans, no matter what language we speak or culture we

experience. But human loses all this while interacting via text. Over text, it is so much harder to tell exactly what someone is trying to communicate. Emoji obviously cannot entirely take the place of a face to face human interaction, but they do a great job of acting like a non-verbal supplement to a textual conversation, making it a little more real. The same sentence with different Emoji will convey different meanings just like how human beings can use their tone in an actual speech. There are some linguistic theories that identify distinctive features of human language, so if one can modify Emoji to meet these features maybe he can make a language. Language generally separates human communication from most complex animal communications systems. These features are:

- 1- Semanticity: is simply the idea that our words mean something.
- 2- Discreetness: is that parts of our language are organized to categories that are clearly distinct from one another, for example the (t) sound is clearly different from (d) sound.
- 3- Generativity: is the idea that while language has a fixed number of symbols, there is theoretically an infinite number of ways to combine them; one can make up words that still, up to now, have never been said before.

7.1 Emoji as paralanguage

According to the questionnaire results, some of the participants think that Emoji are just a supplement and an add-on to the more important way of communicating. Yet, others think that these new forms of communication are much more than mere supplement. They, in fact, give us new ways of thinking through a combination of words and images; it might be possible to say more. Emoji have the potential to make words significant, they enhance the ability to express the overall emotions, Emoji, in digital communication enable communicators to express themselves more effectively. To that end, Emoji are fulfilling a

function apparent in the spoken channel that is not there already in the digital channel. So, in the digital channel when nuancing is often stripped away, Emoji add this further information and fill in the missing tone in the written language. In other words, they are a way to bridge the gap of expressing emotions between spoken and digital language.

Emoji, as we have seen in the responses, facilitate to the communicators the process of conveying thoughts and feelings digitally by filling the emptiness of facial expressions that enhance verbal communication. Anthropology studies have found that facial expressions of emotion are universal; not learned differently in each culture, so that, all humans are anatomically alike and they use their muscles similarly to express feelings. Subsequently, common facial expressions are often universal, and the Emoji that represent them can be used to communicate emotion universally too.

Finally, the universality of Emoji is rather similar to that of nonverbal cues, because, they have countless of characteristics in common. In that, text messages are in a crucial need of Emoji embedment to be decoded as meant.

Conclusion

As a visual form of communication, and beyond the expressive faces shown in almost every social media application, Emoji have the potentiality to convey multiple meaning more than words. Throughout the present chapter, analyses and discussions of the questionnaire results were conducted in order to have a clearer picture of the objective of the research. Sufficient to say that, the findings, to some extent, supported and proved the suggested hypotheses.

General Conclusion

At the present time, communication relies on the visual content to capture the attention of the receiver. Equivalently, we as internet users, tend to communicate online and through messages. That is to say, written language thoroughly dominates the way we interact with each other. But the written language lacks the nonverbal cues that help make a successful communication. Consequently, Emoji are invented to serve as a meaning-constructor to our written language. Not only that Emoji are assumed to add the nuance in the written language but they are a substantial help in shaping an effective communication.

Coupled with the literary evidence of the internet and communication as well as the Emoji code, the study afforded relevant answers and adequately supported the hypotheses. In spite of the insufficiency of the questionnaire, the responses were fair in describing the Emoji impact on language and communication. Furthermore, Emoji help us navigate the personal relationships that we conduct online. Another key fact to remember is that, language provides the basic content of what someone is saying, yet, the emotional expressions or the personality of someone comes from non-verbal cues more than the verbal ones. Sufficient to say that, we as humans naturally look for these cues in communication, therefore, the text with Emoji, and the nonverbal cues in face to face communication are acting as the same exact thing.

The importance of this work is that in digital communication, Emoji serve the purpose of translating emotions to express facial expressions. Indeed, this work found that the same sections of the brain are activated when one sees an Emoji as when seeing real human facial expressions. As such, Emoji solve the inability to express gestures and emotions in text messages by allowing users to communicate through a variety of picture characters to express opinions, feelings and even personality.

As stated in the previous chapter, and with more and more Emoji being added in the age of internet, it is becoming easier to write fully understandable Emoji messages. Not only that they can change the way we understand texts, but a single Emoji alone in the same exact text can change the meaning of the sentence. Emoji at that point helped certain people speak directly and explicitly about themselves allowing them to convey meaning properly. All thanks to the emotions that Emoji add to the sentence. In a point of fact, Emoji are a universal way of communicating that can be added to any text. They are not just for one or two languages, but any language speaker can use an Emoji and it will be understood from the other part of the conversation.

To conclude, further studies are recommended about the difference of Emoji use among both genders. In addition, an expansion to the comprehension of the Emoji code provided by this paper is rather recommended.

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Students Questionnaire

Dear student

You are kindly requested to answer this questionnaire that aims to investigate the contribution of using Emoji in online communication to the improvement of written language. Your insights are important and supportive for the fulfillment of the study. Your answers will be kept confident and anonymous.

Age:

Gender:

Level:

1- Which device do you usually use for online communication?	Mobile <input style="width: 100%;" type="text"/>	Computer <input style="width: 100%;" type="text"/>	Both <input style="width: 100%;" type="text"/>
2- What do you name these? - 			
3- Which ones do you use the most?	Emoji <input style="width: 100%;" type="text"/>	Emoticons <input style="width: 100%;" type="text"/>	
4- Why do you use Emoji/Emoticon?	I don't use them <input style="width: 100%;" type="text"/>		
	To express emotions <input style="width: 100%;" type="text"/>		
	They are quicker than writing words <input style="width: 100%;" type="text"/>		
	To make the text easier to understand <input style="width: 100%;" type="text"/>		
5- How often do you use Emoji?	Never <input style="width: 100%;" type="text"/>		
	Rarely <input style="width: 100%;" type="text"/>		
	From time to time <input style="width: 100%;" type="text"/>		
	Too often <input style="width: 100%;" type="text"/>		
	Everytime i send a message <input style="width: 100%;" type="text"/>		
6- Would it be hard to express yourself online if there were no Emoji?	Yes <input style="width: 100%;" type="text"/>	No <input style="width: 100%;" type="text"/>	
7- Which ones do you think sufficient in expressing emotion on line?	Emoji <input style="width: 100%;" type="text"/>	Words <input style="width: 100%;" type="text"/>	

8- Is it important to embed Emoji in messages?	Yes (why?) <input type="text"/>	
	No (why?) <input type="text"/>	
9- When texting with Emoji, do you feel the same when you are in a face to face interaction? Please explain.		
10- Are there enough Emoji in the Emoji trough to choose from that suit what you will say?	Yes <input type="text"/>	No <input type="text"/>
11- Do you ever send a message containing only Emoji?	Yes <input type="text"/>	No <input type="text"/>
12- A message with Emoji and a message without Emoji, do they convey meaning similarly?	Yes <input type="text"/>	
	No (why?) <input type="text"/>	
13- Can Emoji mean different things depending on the sender's social roles? (a friend, brother, father ...) Please illustrate with an example or two.	Yes <input type="text"/>	
	Ex: No <input type="text"/>	
14- Do you find any difference in interpreting these sentences? <ul style="list-style-type: none"> • I coincidentally met him/her today.  • I coincidentally met him/her today.  • I coincidentally met him/her today.  • I coincidentally met him/her today.  	Yes (How?) <input type="text"/>	
	No <input type="text"/>	
15- Do you use the same Emoji differently?	Yes (why) <input type="text"/>	

	No (why) <input type="text"/>
16- Is it important to use different Emoji in different state of mind? Happy, sad, frustrated , in love ...	Yes (why) <input type="text"/>
	No (why) <input type="text"/>
17- Is it hard to interpret what your friends mean by the Emoji they send?	Yes (why) <input type="text"/>
	No <input type="text"/>
18- If you get a text message with Emoji that means a specific state of mind, can you tell what it is?	Yes <input type="text"/>
	No <input type="text"/>
19- Do you think that Emoji help us add the nuance to the written language? Please explain.	