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*Investigating the Distinctive Usage
of Emoji Between Genders*

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Abstract

Emojis are increasingly used nowadays in computer mediated communication and even in daily life. This study investigates genders' emoji use in online communication. It aims to explore if emojis can be counted as a language in the near future. For the relevance of the study, fifty participants were selected from Tiaret English department. They were divided according to their gender into two groups. The age varied from seventeen to fifty years old and some were either students and teachers at the same time. The survey was conducted by a quantitative research method in an online survey that we published in an online facebook group. Findings suggested that emoji is widely used and that those pictographs representations are affecting the online written language in terms of grammar and pragmatic functions. In fact, males demonstrated that they have better emoji competence than females do. Results displayed that emoji share many characteristics with natural language. Yet, emoji code surpasses any other outgoing system when it comes to universality and being the ideal communicative system. In other words, re-consideration of emoji system needs more acknowledging in its entire linguistic and social dimensions in order to broaden our awareness.

Key words: Online Communication; CMC; Gender; Emoji; Emoticon.



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Dedication I

I dedicate this work to three beloved people who have meant and continue to mean so much to me, my beloved parents whose love and prayers have always been the source of my strength and to my husband my soulmate, thank you for standing up for me and for your significant additions in my life.

I also dedicate my dissertation work

To my sisters, for their encouragement and help.

To my mate Jenin for her hard work and patience

Djihad



Dedication II

I dedicate this work to my beloved parents specially

my mother for the reason of whom I am today

To my brothers

To my friend Djihad, to whom I worked with collaboratively

Djenane



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List of Abbreviations

CMC: COMPUTER MEDIATED COMMUNICATION

NNTP: NETWORK NEWS TRANSFER PROTOCOLS

IOS: MOBILE OPERATING SYSTEM DEVELOPED BY APPLE INC

APP: APPLICATION

F2F: FACE TO FACE

M: MALES

F: FEMALES

IM: INSTANT MESSAGE

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General Introduction

Humans basically needs to communicate in order to support their lives as social creature. Every day, people have verbal communication as well as non-verbal communication. . We live in a digital era with complete dependence on the Internet for information, communication, or social interaction. Internet is a remarkable invention of human beings like printing machine, the railways, the telegraph, the automobile, television and telephones. It provides information; allows faster international and national interactions, and the most important is that it could gather the two criterions of language namely the written and the spoken forms in one single way of communication that is the instant messages or online chats like in Facebook and Twitter, etc..

At the present time, writing a message is progressively containing visual images called EMOJI. These new symbols are used to express emotions, or to refer to objects but also to substitute punctuation, full sentences as well as to write quotes, stories and further functions like in advertising, or politics, etc. They are used by most of internet users regardless of their age, education or gender. Thus interaction via text-based communication became easier.

Moreover, there are many interesting facts showing that emojis are not just pictographs that used to express only emotions in written communications. They do not have unique semantic and emotional features, the way they are used is becoming more and more diversified as well, they are also closely related to marketing, law, health care and many other areas. Many articles, papers and books have focused on gender, how the emoji and emoticons are used or the frequency at which they appear, including conventions of emoji use, placement, and impact of emoticons on perception processes .This requires us to consider whether these signifiers of emojis are closely understood.

Our research investigates the role of gender in the use of emoji in online linguistic practices. It is concerned with the sociolinguistic dimensions of emoji and all the implications of its use via Smart phones. We are interested to know more about it and the reasons that made it spreads all among population, The subject attracted our interest because of our daily interactions through such social networks like Facebook, pushed our linguistic critical thinking to wonder about emoticons and emoji which we see almost everywhere used by all users regardless of their gender, age or even their educational level in their interactions, and as students who are specialized in language, we learned about the role of social factors in the development of any language. This made us ask whether gender can affect emoji usage. To proceed this work, three questions have been raised :

First, how do emoji affect language use?

Second, are there differences in how males and females use Emojis?

Third, Will Emoji be a new form of online communication?

These inquiries are very interesting because emoji is an actual phenomenon used in all social media. They are so integrated that we think it is very important to acquire more knowledge about its functionalities. Furthermore, understanding emoji might be crucial since they are used virtually.



This research tries to shed light on emoji code that is probably the best communicative system in written form, in this actual digital world. It might develop to become a language and be affected by gender as one of the main social factors. The investigation was conducted to find answers for the questions we mentioned before, our hypothesis can be sum up as follow. First, emojis are affecting the use of language among Algerian learners. Second, emojis are not a sort of paralinguistic cue as some assumed. Third, emoji code shares many similarities with natural language which can make it count as a language in the coming years, and finally emoji code, as good as a written communicative system, it is affected by gender just like communication in general.

In order to conduct our research study the University of Ibn Khaldoun in the region of Tiaret was selected . To collect data, questionnaire of an online survey was prepared for Master 02 English language learners. This linguistic empirical study is going to deal also with some comments and messages used in some well-known social groups such Facebook and Instagram as well as some quotes and sentences written by symbols brought from the net.

Our research contains three chapters. The first chapter discusses communication through internet and gender differences, where we could shed light on communication main concepts in a very concise and precise way. The focus was on the computer mediated communication (CMC) in a view of the fact that both genders are using social media at a high rate during their interaction via internet. Then, emoji code was discussed in a detailed manner. Second chapter is devoted for data collection from the research tools which are prepared for English language learners (questionnaire of an online survey). The third and last chapter, is for the analyses and discussion of the findings and results. Results were examined according to our hypothesis to get a general interesting conclusion.

Chapter One : COMMUNICATION
THROUGH INTERNET & EMOJI CODE

1 Introduction

Anywhere we go, whatever we do we find communication. As we are social beings, we cannot live without interaction with our environment in order to understand others and our social realities. The digital era or the global village, we belong to, is mainly marked by the emergence of the internet in mid 1990's. This era has staggeringly impacted the life of millions around the world , shaped their personalities, facilitated their communications, and altered their social, economic , political , and even linguistic habits. Algeria is no exception, especially during the last couple of years where most Algerians have become active users of the online communication tools . For diverse reasons, Facebook, Instagram and other applications has become a solid network among those people, because they found it easy, rapide ,and usefull way to communicate with each other. This chapter is partially devoted to providing the reader with the theoretical framework of communication as well as online communication and how does it differ from genders. It also tackles a general idea about emoticons and the emoji code. The conclusion of the present chapter is meant to pave the way to the second part of the research.

1.1 Definition of Communication:

Communication is a two way process which means in its broadest sense, the transmission of message from sender to receivers, the sender may be a single person or a group who sends a message which is delivered to the required person to express thoughts and ideas . And as a reply the person generates a feedback and when the feedback reaches the sender the process is completed . Here is a figure that shows this process which involves three following elements:



Figure 1.1 Simple Model of Communication

Communication helps us to develop and maintain human relationships. Communication aims to develop not only to convey information, but also to maintain and construct socio-cultural relationships. It is a basic human need like food and shelter. However, it is important to mention that communication is not confined to human being alone. All living things communicate like insects, animals, etc. Similarly, anything and everything around us has something to tell such as images, texts, objects, etc. Communication is a continuous process because it does not end with the receiver, but rather continues through responses to the sender or further transmission of the message to other people. It is also a complex process that needs narrower definitions and explanations.

1.2 Models of Communication

You can find many models of communication but the basic ones are the following :

1.2.1 Aristotle's Concept of Communication

While exploring the human nature scientifically, Aristotle developed a model of communication known as 'Aristotle's Model Of Communication' which is considered as the first model of communication and was proposed before 300 B.C. It is also the most widely accepted among all communication models. Aristotle explained about 2300 years ago that communication is formed with five basic elements : the speaker (sender), the speech (message), the audience (receivers), the occasion (context) and the effect (consequence). According to his conceptualisation, the following model was developed later by other scholars.



Figure 1.2 : Aristotle's Conceptualisation of Communication (384-322 B.C)

1.2.2 De Vito's Definition

This definition is based on Aristotle's conceptualisation and Lasswell's formula provided by the contemporary communication scholar Joseph Devito. He defined it as *'the act by one or more persons of sending and receiving messages, distorted by noise, within a context, with some opportunity for feedback'* Devito, J.A.(2007). It is considered as a significant definition because it includes new concepts namely 'feedback' and 'noise' or what is known as communication barriers.

1.2.3 Lasswell Formula:

In 1930's, Lasswell, H. D(defined the act of communication as the responses to the following questions —who, says what, in which channel, to whom, with what effect... this formula includes five elements: communicator (sender), message, medium (channel), receiver and effect.

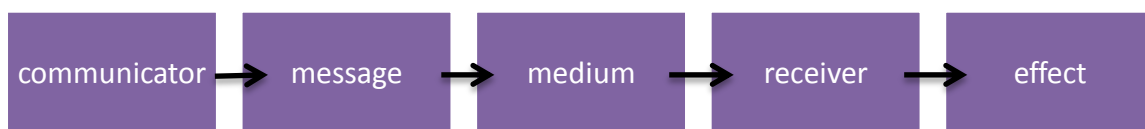


Figure 1.3 : Lasswell's Model of Communication (1948)

1.3 Types of Communication

Depending on the elements of communication, context, objectives, audience, and forms of the message and its delivery, communication can be categorized into three basic types: verbal communication, in which you listen to a person to understand their meaning; written communication, in which you read their meaning; and nonverbal communication, in which you observe a person and infer meaning. Each has its own advantages, disadvantages, and even pitfalls.

1.3.1 Non-verbal communication

Nonverbal communication means conveying messages and information through nonverbal cues, such as physical expression, eye contact, body language, gesture, and posture. It is not spoken words that generate meaning. Effective communication relies on both verbal and nonverbal communication cues. So, non-verbal communications are also known as nonverbal cues that transmit messages during the interaction. Fiske, J., & Jenkins, H. (2012), p 67.

1.3.2 Verbal communication

Verbal communication refers to our use of words it could be spoken and written. Many people mistakenly assume that verbal communication refers only to spoken communication. However, it is not the case. It is defined as ‘an agreed-upon and rule-governed system of symbols used to share meaning’ .(Pearson & Nelson, An Introduction to HumanCommunication, p. 258)

1.4 Online Communication

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).

Online communication has numerous terms that refers to it like: E-Discourse (Davis and Brewer, 1977; Panchhurst, 2006), Computer Mediated Communication 'CMC' (Herring, 1996), interactive written Discourse (Werry, 1996), etc. According to Davis and Brewer (1997), E-discourse is used to describe the way individuals use language to share and exchange ideas and information, not the medium used in the communication. It also refers to written forms that stand in place of voices. Moreover, Herring (1996) , states that it refers to text based CMC, in which participants interacts by means of written words, e.g.: typing a message which is read by others , either immediately (synchronous CMC) or after some times (asynchronous CMC).



1.5 Computer mediated communication (CMC):

In recent years many new forms of communication technology have been developed; such as Fax, electronic mail, voice mail, video phones and video-conferencing. Whilst all of these technologies can be used to support collaboration, it has been reported (for example, Hiltz and Johnson, 1990; Walther and Burgoon, 1992) that the most widespread form of mediated communication is still some form of text-based Computer-Mediated Communication; such as electronic mail, or computerconferencing. Furthermore, it is suggested that “the use of relatively basic text-based communication systems are likely to predominate for some time to come.” (McCarthy, Wright and Monk 1992, p. 267). Nowadays CMC is widely available and utilised in both public and private fields of life. For example, CMC is frequently used as a means of communication in Universities (Hiltz, 1986; Mason and Kaye, 1989; Harasim, 1990), military research establishments (Perry 1992) and large industrial organisations (Greenberg, 1991; Walther and Burgoon, 1992). Anonymity, or lack thereof, is a well-studied characteristic of CMC. While full anonymity is not a typical feature of organizational CMC use, “visual anonymity,” or communication without visual contact with other communicating parties, often is. That visual anonymity has been found to have similar impacts to full anonymity causes us to consider it here (Spears et al. 1990).

1.6 Communication properties of CMC technologies

CMC media can be identified as synchronous and asynchronous. The term ‘synchronous’ is used when a communication enables immediate response between two or more parties. For example Instant Messenger and video conferencing enable exchange of text, audio and visual images in real time – much like the traditional telephone. Asynchronous communication is evident when the communicators may not be online at the same instant in time. For examples, an Email can be read sometime after receipt. Spontaneity is rarely evident in asynchronous

communication, and thus the sender can take more time in considering the content the communication.

1.6.1 Email

E-mail is a communication technology that enables users to send messages in the form of electronic letters. Email is a form of asynchronous communication, where an individual sends a message and the receiver retrieves it at their convenience. Baym (2002) argues that the asynchronous nature of email is a key feature because it expands the potential for interpersonal interaction, and the main reason why people go online in the first place (Baym, 2002). Stafford, Kline, and Dimmick (1999) analysed the use of electronic mail in households and found that 61% used email for relational maintenance in interpersonal relationships. The participants rated email as a popular form of communication due to its low cost, ease of use, and its ability to cross geographical boundaries. Horrigan and Rainie (2002) interviewed a sample of 1,500 internet users and found that 84% used email for maintaining communication with family members; 70% was for advice, and 63% to discuss worries. These figures may suggest individuals feel comfortable using email to discuss intimate issues that may be private.

1.6.2 Instant Messenger

Studies have been conducted in the use of Instant Messenger (IM), notably Hue et al. (2004). They investigated the degree of intimacy perceived within a friendship group, and showed a positive correlation in IM use and intimacy. Emoticons are a feature of IM promoting self-expression and compensation for lack of Face-to-face contact. Pictures, colours and text combined provide other emotional expression allowing for richer communication exchanges (Tidwell & Walther, 2002). These forms of non-verbal communications go beyond the

limitations of pure text environments. In contrast, Walther and D'Addario (2001) conducted a study on the use of emoticons within CMC and found that text had a more positive impact on effective communication.

1.6.3 Social Networking Sites

SNS sites such as Facebook allow users to display personal information, images and messages. High or low privacy settings can control the visibility of information to a set of users, or allow open access to anyone using the internet. However, users can create an alias identity providing fictional data, which has no resemblance to their own identity. Personal data, photographs and statements can be exaggerated or completely fabricated, with the intention of enhancing one's character or occupation identity to other users. Recent years has seen a dramatic increase in the use and presence of Social Networking Sites (SNS), which are "web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system" (boyd & Ellison, 2007).

Ellison et al., (2007) note that SNS users do obtain social benefits from participating in these technologies, since SNS enable access to broader and more heterogeneous networks in an accessible manner. Donath and boyd (2004) coined the term "public displays of connection" to suggest that individuals validate their identity by their online social connections in order to serve as evidence of their own social abilities (boyd, 2006).

1.7 Features of online communication

- Online communication is a way of information exchange, which is **unusual**, compared to face-to-face interaction, yet they are conversations, as stated by (Crystal, 2003).

- According to (Lee, 2009). It creates a kind of ‘**Semi-Speech**’ that is between speaking and writing, and similar to face-to-face interactions.
- It relies on both reading and writing skills Abram (2003) asserts that it is different form of verbal discourse in its written scripts. Therefore, users may require more time for the comprehension of the input and output.
- The presence of Abbreviations, unconventional punctuation and misspelling, as well as the use of visual like emojis. As reported by Toyoda. & Harrison (2002)
- Averianava (2012), states that the unique linguistic and iconographic features of electronic writing comprise but are not limited to innovative abbreviation (acronyms, logograms, letter-numeral hybrids and letters- morpheme substitutes, vowel deletion, etc.), emoticons, shortened simplified grammar, disrespect of capitalisation rules, etc
- The creation of new means to convey emotions and facial expressions. They invited linguistic devices like onomatopoeia (e.g.: LOL = laugh out loud) and keyboard symbols, smileys (e.g.: ☺, <3). They are commonly used in E-discourse to make up for the absence of paralinguistic features of real time communication. (Lee, 2001, 2006).

1.8 Definition of Gender

Biological determinism is the view that individual genes control human sex or some component of their physiology, (Taylor, et al., 2012) and is determined by biological factors whereas gender is commonly defined as “the cultural difference of women from men, based on the biological division between male and female,” (Connell & Pearse, 2015, p. 11). Sociologists use the concept of gender “to refer to socially learned behaviors and expectations that are associated with members of a biological sex category; gender is an acquired identity

whereas biological sex is usually not,” (Andersen, 1988, p. 48). One’s biological sex “refers to genetic and physical sexual identity and is established at the moment of conception, is elaborated during the period of fetal development in the womb,” (Andersen, 1988, p. 48) and is meant to “signify the fact the one is either male or female,”⁶¹ (Andersen, 1988, p. 75). It is argued that one’s biological sex “usually establishes a pattern of gendered expectations, though one’s biological sex is not always the same as one’s gender identity,” (Andersen, 1988, p. 75). The fact someone is born female or male does not mean they will ascribe to stereotypical masculine or feminine traits due to masculinity and femininity being considered cultural concepts (Andersen, 1988).

Gender refers to the “socially learned behaviors and expectations that are associated with the two sexes thus whereas “maleness” and “femaleness” are biological facts, masculinity and femininity are culturally constructed attributes,” (Andersen, 1988, p. 75). The distinction between sex and gender is often confused but it is important to emphasize “that gender is a cultural, not a biological phenomenon,” (Andersen, 1988, p. 75). Given the differences between sex and gender and the influence of culture, Connell and Pearse (2015) argue gender as “the structure of social relations that centers on the reproductive arena and the set of practices that bring reproductive distinctions between bodies into social processes,” (Connell & Pearse, 2015, p. 11).

1.9 Gender Differences in Communication

Wood (2011) explains that men and women grow in different gender speech communities and, thus, develop different communication styles. Wood stated, “a speech community exists when people share understandings about goals of communication, strategies for enacting those goals, and ways of interpreting communication” (p. 125). Males grow up learning that the following elements are essential to masculinity: do not be female, be successful, be aggressive, be sexual, be self-reliant, embody and transcend traditional views of masculinity

(Wood, 2011). Inversely, females learn that appearance is important, showing sensitivity and care is a must, negative treatment by others is to be expected, superwoman abilities are anticipated, and there is no single meaning of feminine. Wood believes that “ through communication with others, we come to understand how society defines masculinity and femininity” (p. 184). Here are some differences between the way Men and Women communicate .

Female	Male
<ul style="list-style-type: none"> • Body alignment face the other person • Use more hand gestures • Use more body contact • Use eye to eye contact • Females create and maintain close relationships through talk • Women tend to focus on metessages and the bigger pictures • Use conversation to negotiate closeness intimacy • Talking is the essence of intimacy; • Sitting and talking means frindship • Go in depth in a topic • In the same sex groups, 	<ul style="list-style-type: none"> • Desire space • Tend to be distant rather than engaged bodily • Do not touch, unless with some gender in playful aggression • Do not use a lot of eye contact • Boys exercise dominance through use talk • Men focus more on literal messages • Use talk to assert their independence • Sitting and talking is not essential part of friendship • Hear talk of problems as request for advice or help • Give orders as a way of gaining social status

<p>women share stories featuring people/family.</p> <ul style="list-style-type: none"> • Use questions more frequently 	<ul style="list-style-type: none"> • In the same sex groups, male stories often focus on action and conflict • A question is usually a honest request for information
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Table 1.1 : Differences between male and female in communication

(Source :‘ Why Men and Women Talk so Differently" by John L. Locke: "Sex Differences and Similarities in Communication' by Dindia K ,and Daniel J.)

1.10 Gender differences in Online Communication

Online communication is mainly written like in emails and instant messages. The differences are somehow the same lacking those which involve the face-to-face ones. These differences can be sum up through the research conducted by Herring (1994). She has made an investigation on various computer mediated discussions lists ‘ Linguist-L‘. According to the findings, male style is characterised by argumentative: put-down, strong, often contentions assertions, lengthy and frequent postings, self-promotion and sarcasm. While female style tends to be reassuring by using expressions of appreciation, thanking, and community-building welcome. Besides being helpful and contributing in the form of suggestions. (Herring, 1994)

The style of female tends to consider the ‘face‘ wants of the addressee (the term was given by the sociolinguist (Goffman, 1974). While the male style tends to threatens the addressees‘ in the process of engaging him in debate. (Herring, 1994) In other words, communication is a complex system that needs the presence of all its components. It makes use written as well as

spoken way to communicate messages. It can be through direct or indirect means. The first is the face-to-face conversations and the latter is by letters or nowadays digital means like internet. This latter made the world as Cristal, (2001) argued as a global village where people interact orally for instant Skype, as well as in written forms like in instant messages.

1.11 History of Emoji and Emoticons

Communication was extremely affected by the coming of Internet. It is no more restricted to face-to-face (F2F is an acronym for face-to-face) interactions. It is a new form of direct exchange that makes use essentially of the written form of language. In the chatting platforms, 93% of everyday communication, people use a symbolic representation of their messages and emotions. We recognized that language comes in many forms, and one of these is the use of emojis and emoticons in online communication.

1.12 Emoticon :

According to Encyclopedia of New Media, “Emoticons (a contraction of the words “emotional icons”) are glyphs used in computer-mediated communications (CMC) and are meant to represent facial expressions. It is possible to type emoticons by using many combinations of the characters of the keyboard on a computer or a phone. It is also possible to download them as an application from different online sources, in which the user can choose different iconic illustrations in order to be able to express emotional state or moods in a message. Emoticons can be, and often are, used to express emotion, emphasize a message or to express humor when communicating with friends. They are also more often used in a positive rather than a negative context.

1.12.1 Origins of Emoticon

The first case of emoticons being used on purpose was in 1881 issue of Puck Magazine referred as 'typographical art'. The vertically arranged symbols conveyed joy, melancholy,

indifference and astonishment (Chan, 2013). The need for a typological mark for indicating a smile were as well expressed by the writer Vladimir Nabokov in 1969 however, Ambrose Bierce, was the first to directly proposed, in essay (1887), a new punctuation mark indicating humor and irony known as 'the snigger point'. Still, the idea to standardize the new symbol was not popular to endure (Zimmer, 2007). Emoticons as it is known today, always seem to be compatible with the changing digital era. Before the Internet was widely used, a computer scientist Scott Fahlman introduced the first online emoticon in 1982.

According to Derks, Bos and Grumbkow (2008), emoticons are used in a comparable way to facial behavior in a face-to-face (F2F) interaction. The study also refers to results showing that emoticons have an impact on the interpretation of messages, this being achieved through emphasis and the possibility to express sarcasm. Steinmetz (2014), writes about the way humans always communicate with images, referring to Egyptian hieroglyphs and Paleolithic cave drawings , by saying “such a critical part of our hyper connected exchanges that they are emerging a dialect all of their own”. (p. 52)

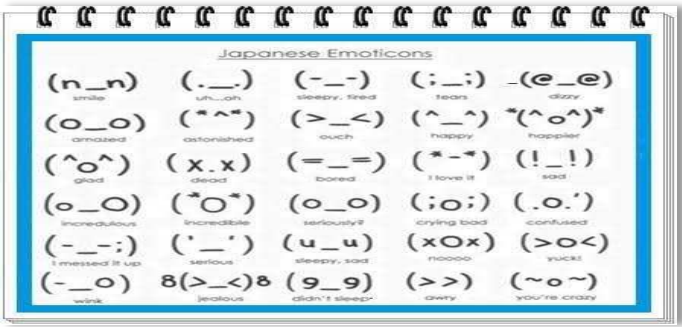


Figure 1.4 : Emoticons (fallenapplesmacrepair.com) 2018

There is also what is called "**Kaomoji**" emoticons, originated from Japan. It is the use of Japanese symbols and uncommon characters to create unique emoticons. For example, the emoticon (^o^) represents a person throwing a bowling ball. The "flipping table" emoticon

(°□°) used to express that you are really upset. The attractiveness of such text-based emotions led to the creation of icons named "Emojis." Although, emoticons are still used, they are gradually replaced by digital images or icons that represent better the sender's emotions and intents called emoji. (Tech-terms.com. n.d).

1.13 Emoji

Emojis are small pictographs, first introduced by Shigetaka Kurita in Japan in the late 1990s to provide contextual cues and emotional context on a mobile internet platform. Indeed, the term 'emoji' comes from the Japanese character (絵, "picture") + moji (文字, 'character') (Skiba, 2016). Emojis originally come from a certain set of icons, Emojis as opposed to emoticons which are made from keyboard characters, commonly used in online texting. With over **90%** of **3.2** billion internet users regularly using these emojis worldwide, it has surely become an inherent aspect of online communication. (Cambridge University Press, 2019. 1st ed)

1.13.1 Origins of Emoji

Emojis originally come from a certain set of specific icons designed by Shigetaka Kurita, in Japan, in the late of 1990s to provide contextual cues and emotional context on mobile internet platforms. These tiny images, initially designed for one platform were quickly adopted by Japanese mobile device users as a mean of expressing emotions and feelings in texts and other digital informations, before spreading to the whole world, and as Moschini (2016) has noted, they are seen as an increasingly rich form of communication and as a manifestation of the playfulness and visual nature of digital culture. At that time, there were only 176 emojis invented after about 10 years, the emoji usage spread overseas. Even Oxford Dictionary chose "tears of joy" emoji as the word of the year in 2015 (SwiftKey, 2015).

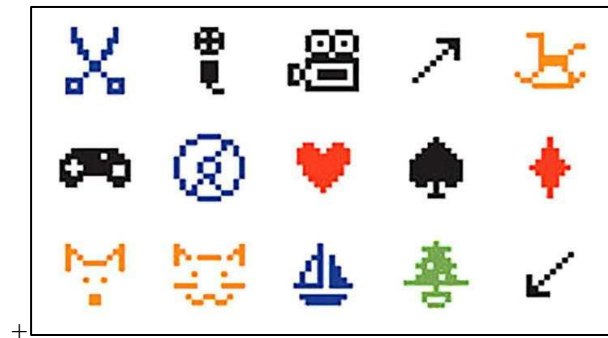


Figure 1.5 : First form of emojis (engadget.com)

1.14 Evolution of Emojis and Emoticons

Emojis are often confused and used interchangeably with another digital symbolic form, emoticons. However, there are some clear distinctions. These are keyboard symbols which are combined to make pictures, for example :) which represents a smiley face, <3 and which represents a heart (Novak, 2015).

Emojis can be inserted individually or together to create a string. These visual representations of words or constructs deliver enhanced meaning to the messages being sent in a creative and highly expressive format (Tauch and Kanjo, 2016). In certain quarters, there is a belief that the increased use of emojis is a sign that language is devolving, and returning society to the pictorial representations of ancient history which are deemed less intellectual or intelligent (Jones, 2015, McIntyre, 2016). What the detractors of emojis do not acknowledge is that emojis are a sign of the evolution and living nature of language (Goldfield, 2012). In addition, the complexity of these early pictorial systems is also contradictory to the devolution of language perspective (Adler, Rodman & Cropley, 1991). What is particularly interesting when looking at emojis is the correlation between 40,000 year-old cave paintings which told stories in pictures using humans, animals and other images rather than words, and in the Egyptian hieroglyph system of communication, used to record history (Scoville, 2015)

Nevertheless, emoticons can be understood as a broad term involving similar forms of expressing emotions or ideas via text-based communication channel.

1.15 Emoticons/Emojis digital communications

1.15.1 Texting and instant messaging

For a better understanding of emoticons/emoji development, they have been considered as a tool to convey thoughts and feelings as nonverbal signs in speech. Emoji has a similar function as a human language (Pavalanathan & Eisenstein, 2015). It can represent gestures or facial expressions that are commonly used in non-verbal language. Moreover, emoji can make a digital communication (DC) livelier, because it could elucidate the meaning of plain text messages (Hakami, 2017). If a text message uses only words without punctuation or emojis, people might have various arguments whether the message contains a negative or positive meaning. If in a message added an emoji, then it can lead to a livelier message and we can find out the sender's purpose in sending that, whether the meaning or feeling is negative or positive. Yang (2018) classifies emojis as:

- a) Devices of modesty
- b) Hedging devices
- c) To soften requests
- d) Positive politeness strategies
- e) Humor
- f) To help convey emotion
- g) Emphatic use
- h) Lexical use

1.15.2 Emoji in advertisement

Emoji has become so inserting in our text conversations; it is used in messages to create stories and advertising. Even big companies and restaurants use emoji in their commercial advertising for effectiveness. People express how they are feeling, where they are going, or generate words and utterances using only emojis. Thus, the text has truly come alive.



Figure 1.6: Black Friday advertisement through emoji (123rf.com)

The statistics from mobile marketing company Appboy (2016) reveal that emoji was used three times more in marketing campaigns, which is 777% growth compared to 2014. The report also asserts that preference differs among users and brands. Since brands aim to attract

attention, they tend to use eye-catching emoji such as 📣, ✨, 🎉, 📺, 🎁, 🌟, 🏷️ or

👍; while users prefer face emoji, like 😍, 😎, 😡, to express their feelings (Tao, 2016).



Figure 1.7 : McDonald's TV commercial via BETC Paris.

1.15.3 Emoji Written System

Writing a system is defined by Coulmas and Florian (1999) as a set of visible or tactile signs used to represent units of language in a systematic way, with the purpose of recording messages which can be retrieved by everyone who knows the language in question and the rules by virtue of which its units are encoded in the writing system(Oxford, Blackwell, 1999), P.560).Moreover, it is important to know that it involves both functionalities through a visual way to represent a language, and symbolism that represents all what is culture. It falls into various broad classifications as stated in the semiotics of emoji, the raise of visual language in the age of the internet by Danesi (2017) which can be summarized as follows:


- a) Pictographic writing in which picture signs are used to represent what it stands for.
- b) Idiographic writing where there is a use of pictographs in some ways in the use of pictures and symbols to represent the objects and ideas
- c) Logographs are symbols that do not stand for a referent directly but for the words that do.
- d) Syllabifies that are made up characters which stands for speech syllables such as the alphabet system. They have from 80 to 100 symbols that can be used to form words.
- e) Alphabet which is a standard set of letters, technically identified as “graphemes”, representing speech units called “phonemes”. Besides being the most economical system, it consists of a finite set of symbols which are from 20 to around 35 that can be used to write an infinite set of sentences and words in a given language



Figure 1.8 : Emoji Strings (Alldred, 2014)

1.16 Cultural context

1.16.1 Sociocultural perspective

Emojis have been created in a western environment, so are conditioned to the white, western audience. The food emojis, emojis of objects and public places or even clothing  and accessories, all are suited to a western audience. However, there have been attempts to diversify the emoji to accommodate various other groups, such as offering emojis in different skin tones to allow more racial diversity. Solutions like this for improving emoji diversity signal a further evolution in the business models of affective digital communication.

Another aspect is that emojis are far from universal. Tyler Schnoebelen, a linguist who analyzed the emoji use on Twitter, has claimed that the use of emoticons varies by geography, gender, age and social classes just like dialects or regional accents. This implies that cultural emphases and patterns of symbolism, indicating that emoji may be modern-day forms, but their meanings come from cultural backgrounds.

Regarding emoji usage, cultural environment plays an important role because meaning can be derived only when there is sufficient context and knowledge (Rawlings, 2018). The usage of an emoji depicting a person with magnifying glass may signify a sleuth or a detective for us because we have been culturally trained by popular culture to identify that as a caricature of a detective. However, it would carry no meaning for a member of an isolated tribal society in, say, Andaman and Nicobar islands who had no such exposure to such elements.

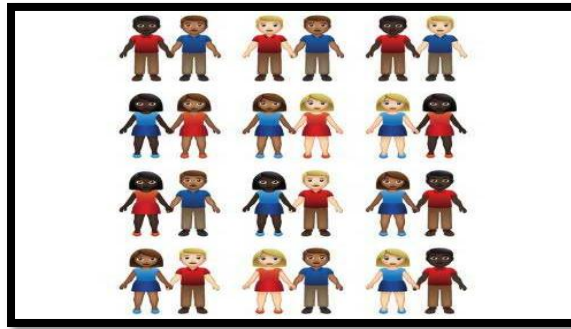


Figure 1.9 : Emoji with different genders and skin colours (theverge.com) 2018

1.17 Emoji Competence

Now it is essential about how to use the emoji code for the reason that it has rules much like other languages. This code is the arrangement of signs which has rules comparable the letters. These latter needs a specific order to have meaningful words and sentences. Emoji code needs competence, to have a successful usage of images in messages so that the meaning is well understood. Emoji competence means having awareness of how to interpret emoji images in a written texts and then to maintain the phatic communication with the receiver. Rules of emoji usage are similar to those of natural languages. At present, they are implicit developed from the uses and they follow many rules of natural languages syntax and semantics. Emoji code is a kind of visual alphabet code that can be used in two main ways to create meaningful structures as stated by Danesi (2017), first adjunctively [Adverb, added as something supplement rather than essential] within a written text such as salutation with positive tone, second substitutive of such a text such as being familiar with this code usage and meanings for a better understanding. (Danesi, 2017)

1.18 Emoji Code

Nowadays the emoji code is universal and it is regarded as a culturally sensitive system. Three main standard features are concerned with it; they are outlined as follow (Danesi, 2017)

- a) **Representationality**: implies the use of signs and their combinations that are used to stand for a particular thing. For example, picture stories for children



Figure 1.10 : picture stories for children (Shortstoriesforkids.net)

- b) **Interpretability**: entails that messages are understood easily and successfully by anyone who is familiar with this code much more than in natural languages. For example, a person bowing emoji 🙇. It is usually interpreted as thinking person Japanese or Chinese user.
- c) **Contextualization**: context is important for the interpretation of this code. It affects the receiver's understanding of the pictographs. For example, hands pressed together emoji 🙏. It is understood by Western users as prayers.

The emoji code charts the evolutionary origins of language, the social and cultural factors that govern its use, change and development as well as what it reveals about the human mind in most communication. Non-verbal cues are our emotional expression signal our personality, and our attitude towards our addressees. They provide the essential means of nuance and are essential to getting our ideas across. But in digital communication, these cues are missing, which can lead to miscommunication. The explosion of emoji, in less than four years has arisen precisely because it fulfills exactly these functions which are essential for communication. Yet, there is what is called 'Peripheral Lexicon' which is all what could supplement the core lexicon with specialized items for particular communications. In other words, it is a kind of additional lexicon that helps to meet the demands of any culture or group. (Evans, 2017)

1.19 Linguistic functions

1.19.1 Emoticons and Emoji distinctions

The initial function of emoticons and emoji was to add levity to a text in order to avoid miscommunications. The icons have evolved into complex features that deliver more than emotions alone. According to Dresner and Herring (2010, p.15), apart from emotions, emoticons are indicators of non-emotional meanings and illocutionary force. They further argue that primary function of emoticons is pragmatic rather than emotive.

“Emoji extend the capabilities of emoticons by incorporating a wide array of characters whose relevance to emotional communication is less clear; for example, coloured circles, a pair of clapping hands, or a selection of foodstuffs.” (Kelly&Watts, p. 2, 2015).

1.19.2 Emoji Semantics

The word ‘semantic’ comes from the Ancient Greek, ‘sēmantikós’ means ‘significant’. The discipline of linguistic semantics studies the meaning of words and how they can be combined to make the meaning of a sentence in other words. Meaning can thus be difficult to establish, as it depends on the circumstances in which it appears, like context for example; this is also the reason to why it is hard to generalize ‘meaning’ in studies. Palmer therefore argues the need for a distinction between what would be the “usual meaning of a word or a sentence and the meaning it has in certain specific circumstances” (Palmer, 1981). Another important aspect is that all words have different ‘values of meaning’, one word could have several meanings, such as the word ‘present’, while other words could mean nothing or just have, as Sweet(Palmer) explains them, a ‘grammatical’ meaning like the words it, the, of. Sweet describes these types of categories as ‘full’ words and ‘form’ words. The ‘full words’ have according to Sweet, the same type of meaning that can be found in dictionaries whilst the

‘form’ words have only a grammatical meaning and can be found in a dictionary (Palmer, 1981).

1.19.3 Emoji Grammar

Grammar is defined in the Oxford dictionary as the basic elements of an area of knowledge or skill. Here knowledge is the emoji competence by which one can decode sentences and paragraphs which are written with emoji symbols. Emoji design involves a systematic structure, which is not as strict as the natural language one because it has to do with ‘Position’ of the icons. Emoji playing grammatical roles (parts of speech) were minimal and showed little consistency in ‘word order’, emoji were substituted more for nouns and adjectives than verbs. Also notify that in grammar plurality is formed by adding the ‘s’ in regular words or changes in irregular ones; however, in emoji one plurality is formed by the repetition of the same concept or image which is not grammatically acceptable. The emoji grammar is not only a visual symbolic imitation of the linguistic one; it has its own syntax for the creation of coherent sentences. (Danesi, 2017)

1.19.4 Emoji Pragmatics

The word ‘pragmatics’ originally comes from the Greek word ‘pragmatikos’, via the Latin word pragmaticus and can broadly be translated as ‘fit for action’. Jenny (1995) describes pragmatics as something that *“is not about meaning; it is about making meaning, about meaning potential and about showing how people negotiate meaning in interaction”* (p.183).

Emoji pragmatics refers to the knowledge of how to use those pictographs in different social contexts. It is used to fulfill the following functions, Danesi (2017), adding tone and injecting a positive mood by providing the written communication with visual means to convey emotive tone to meaning and thus by avoid ambiguity.

The most basic function is seen through greeting by which the interlocutors add emotional tones and emphasize certain phatic aspects of communication as discussed earlier. (Danesi, 2017)

1.20 Impact of Emojis on language form

Since most of the writing systems in the world developed as pictographic symbols such as Egyptian hieroglyphics or Chinese characters, it is asserted that emojis indicate a return to those systems. However; there is an argument, as Dresner and Herring (2010) suggest that the role of these visuals does not incorporate actual linguistic traits of English as they do not contain letters. Thus, emojis cannot be classified as a language or even a writing system. They have no grammar and no rules. The rules for using emojis are being made very organically. In this respect, suggesting there is a language base for emojis (Kavanagh, 2016). In addition, emojis can be seen as similar to logographs, as they may be representative of a singular morpheme, or word, but one image may be used to indicate multiple emotional reactions. As such they are a language, but one with universal concepts and thus have a wider comprehension potential amongst different cultures. An interesting study has shown that emoji are significantly related to the traits that have shown the most consistent links with emotions and affective processing emotional stability. Self-identification with emoji depicting both positive emotions and blushing might reflect individuals tendency to see and present themselves as benevolent, other-focused and straightforward, which in turn are distinctive characteristics of individuals scoring high on the agreeableness trait (Marengo, 2017) .

1.21 Usage of Emoji between genders

Each individual is unique in terms of their behavior and their way of thinking. There might be some tendencies in the usage of emojis, especially between genders. Some researches show that women are more often to use emoji rather than men (Chen, Lu, Ai, Li, Mei, & Liu, 2018). It is also added that compared to men, women tend to use more than one emoji We infer that

the gendered patterns of using emoji (i.e., frequency and preference) can be implicitly affected by the way sentiment is expressed. For example, it is widely believed that women are more emotional and more expressive than men. The study shows that the percentage of the female is bigger than male, and it can be concluded that consistent with the existing belief, women are more emotional than men. Based on the research findings of Chen et al (2018) that there is no significant difference of the intensity in emoji usage between men and women. However, there is a difference in choosing emoji, and also the amount of emoji used between genders to communicate intensity of meanings and feelings contained in the message.

1.22 Conclusion

In this chapter, we tried to shed light on what is meant by communication, which 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, so it is important to use the alternative. Also, we provided in this chapter a general overview about the history and development of Emoji, and its usage between genders. However, it is rather important to say that Emoji and Emoticon differ from one another in their shape yet they are used similarly. Moreover, 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.

CHAPTER TWO :

Research Methodology

2 Introduction

In nowadays. Technology is up to date people use a symbolic representation of their messages and emotions. Usually Emoji is used to describe or show communicators feelings, expression, and sentiments. It becomes an attractive new subject for scientific research. Interwoven into our daily communications, emojis are established as a ubiquitous language that bridges users who speak different languages and who are from different countries, cultures, and demographic groups (UbiComp, 2016), after collecting informations about online communication and gender role in this latter in chapter one; then discoursing emojis code and all what establish its system, it is time to consider gender role in terms of use of emojis. For that sake, a three sections questionnaire is going to be analyzed in details. The first section is about the effect of emojis on English language among Tiaret learners; the second section is going to be a comparison between males and females responses and use of emojis; the third and last section is about emojis future and whether it can be a new form of language in the coming years. Relevant answers are going to be provided for this study purposes.

2.1 Research Design

This study is a macro-linguistic, in which a certain amount of data has been used in order to draw a broad conclusion in regard to the degree in which there is a universal understanding of emoji and emoticons (Dresner, 2014). An online survey will be used as a main source and this will, therefore, be a quantitative study. This method, of using questionnaire, has proven to be very useful for studies in which a diverse but representative range of people are needed to answer a number of questions (Dörnyei, 2007)

The questionnaire is constructed to answer a variety of queries regarding how and why emoticons and emojis are used in messages and how they are interpreted in different contexts.

2.2 Methodology

The purpose of this study was to investigate the use of emoji through a linguistic study; researchers observed a linguistic functions consisting of grammar, semantics and pragmatics in daily communication using emoji through internet usage. A description of the method and design will be introduced below, followed by an account as to how the participants were selected and, finally, an explanation of the way in which the study was executed.

2.3 Research Method and Data collection

This study is a quantitative study, the gathered data compels the implementations of it. An online survey was used as a tool for providing relevant answers. Eighteen questions included in the survey to the respondents .The queries were a combination of open and closed ones. Open questions because they need to give their own words to answer while closed ones because they will only cross boxes which are pre-written answers ready to be selected.

In this research, there are three chapters, the first chapter is devoted for literature review, the second for data analysis and the third is for discussion and recommendations, an online survey will be published among the sample chosen as a first step for this investigation. The second step is to start trying to answer our queries about gender differences in emoji use and the potentiality of this code to affect the online communication by giving evidences and some statistics.

2.4 Context

In order to conduct this work, a multi cluster sampling was used to select students of a specific department from the city of Tiaret. In this prospect, the English language department was chosen. We have selected the students who are in their second year master degree. The decision to use just this group is based on the fact that these participants were available and willing to take part in the survey.

2.5 Sampling

The study was conducted at Ibn Khaldoun University of Tiaret precisely in the department of literature and languages. We have selected Master two English students only because we want to shed light on the knowledge of this emojis code among them as well as to see how they interpret it in terms of gender and in term of future linguistic use. The participants were randomly selected aged from 18years old to 60 years old. They are from Tiaret and its surroundings. They were fifty divided into two equal numbers twenty five males and females. They were asked to answer individually. It has been possible to secure a perfect gender balance in the answers..

	Female	Male
Participants number	25	25
Online communication users	25	25

Table 2.1. Participants' number and percentage

2.6 The method approach

2.6.1 The quantitative approach

According to Cohen (1980), quantitative research is defined as social research that employs empirical methods and empirical statements.. He states that an empirical statement is defined as a descriptive statement about what “is” the case in the “real world” rather than what “ought” to be the case. Typically, empirical statements are expressed in numerical terms, Another factor in quantitative research is that empirical evaluations are applied. Empirical evaluations are defined as a form that seeks to determine the degree to which a specific program or policy empirically fulfills or does not fulfill a particular standard or norm.

Moreover, Creswell (1994) has given a very concise definition of quantitative research as a type of research that is `explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics).

Quantitative as opposed to qualitative methods. There are six main types of research questions that quantitative research is particularly suited to find an answer to:

1. The first is when we want a quantitative answer. For example, `If the students have their choice, how many of them choose to use emoji in their daily online communication?

The reason why we need to use quantitative research to answer this kind of questions is obvious. Qualitative, non-numerical methods will obviously not provide us with the numerical answer we want.

2. Numerical change can likewise only accurately be studied using quantitative methods. For example, `Is the number of using emojis/emoticon is increasing or decreasing ? We would need to do a quantitative study to find out the answer.

3. Quantitative research is useful for conducting audience segmentation. It is done by dividing the population into groups whose members are similar to each other and distinct from other groups. Quantitative research is used to estimate the size of an audience segment as a follow-up step to a qualitative study to quantify results obtained in a qualitative study and to verify data obtained from qualitative study.

4. Quantitative research is also useful to quantify opinions, attitudes and behaviors and find out how the whole population feels about a certain issue. For example, when we want to find out the exact number of people who think a certain way, to set baselines

(e.g., to measure consumer attitudes regarding an issue prior to a campaign), and to ensure that the students can share some comments or ideas toward a subject using emojis.

5. Quantitative research is suitable to explain some phenomena. For instance, ‘What factors are related to changes in student English achievement over time?’ This kind of questions can be studied successfully using quantitative methods, and many statistical techniques have been developed to make us predict scores on one factor or variable.

6. The final activity for which quantitative research is especially suited is the testing of hypotheses. We might want to explain something, for example whether there is a relationship between students’ achievement and their self-esteem and social background.

2.7 Research Objectives

This research aims to shed light on the system of emoji if there is any, and to refine our current understanding of the emoji use phenomenon as well as to discover whether gender differences represent a social factor that can affect its usage as they do for any language. This linguistic empirical study is going to deal with some comments and messages used in some well-known social groups such Facebook and Instagram as well as some quotes and sentences written by symbols brought from the net and finally analysis of Tiaret English learners’ answers.

Also, the aim of this research is to show how proper use of visual inputs (such as emoticons and emoji) can enhance verbal expressions in conversations and that they should be incorporated into everyday CMC.

For the nature of the topic, the dissertation will utilize, to a large extent, various online source. The first part of the dissertation provides a theoretical overview of the development of emoticons and emoji and explains their influence throughout media, popular culture, advertisement or politics. In the next chapters, the dissertation will focus on differentiation of

emoji, emoticons and other similar forms of visual representation, and describes their linguistic functions. The practical part of this work aims to confirm the main hypotheses that emoticons and emoji are used mostly in online communication, enabling users to express themselves creatively and set a friendly tone of a text. The questionnaire analysis will be employed to prove the hypotheses. Relevant questions will be answered in order to understand how emoji are applied in a practice.

2.8 Participant's profile

Participants in the actual study were foreign language learners at Ibn Khaldoun University Tiaret, males and females, master Educational level from the department of English. The total number of informants was 50 student the same as the collected one 50 Student. The students were informed about the purpose of the study and they were aware that their answers would be treated anonymously and conducted in confidence - no names or places will be used for any purpose other than what has been agreed. The study, the targeted group of students was chosen based upon access and probability of awareness and usage of symbols when communicating.

2.9 Data analysis

In this section, we are going to introduce the findings of the online survey. The answers were selected in 2 days in August 2021 via a shared link on Facebook group. The website is also helpful to observe how emoji are used in a context in order to interpret them correctly.

The questionnaire created for this purpose consists of 18 question, with age/gender specification. The research questions were intended to be simple, easy to understand and engaging in order to attract as many recipients as possible, and thus have more precise statistics.

- The questionnaire was not too long, multiple choice options were applied to encourage respondents to answer all questions.
- Alternative answers that would not be overly transparent and to some extent correlated with emoji translations were created.
- Comparison of emoji usage between genders was initially considered but it seemed to offer useful points for a discussion.⁴

These questions are mixed of two different types: Close-ended and open-ended questions, the first type are close-ended questions where respondents have to choose one answer from the provided ones by ticking the right box or by opting for yes or no answers, the second type are open-ended questions, the respondents are given a chance to select one of the already provided choices. Dörnyei (2003) stated that: *“Open-ended questions include items where the actual question is not followed by response options for the respondents to choose from but rather by some Blank space for the respondent to fill”* (P. 47)

Question 01 + 02 : Gender and Age

Objective: to gain familiarity with our sample it is necessary to identify their age and gender in order to proceed well in this research

Gender	Total	percentage
Male	25	50%
Female	25	50%
	50	100%

Table 2.2 : Samples's gender

Age	total
15-25 years old	26
26-35 years old	17
36-60 years old	7

Table 2.3 : sample's Age

Question 03 : What type/ model of phone do you have ?

Objective : the aim behind this question is to know if the participant use a smart phone or an old simple one to confirm that he/she could use emojis-emoticons.

Phone's type/model	Frequency	percentage
Iphone	06	12%
Samsung	23	46%
Redmi	06	12%
Oppo	10	20%
Condor	01	2%
Huawie	03	6%
LG	01	2%

Table 2.4 : Models of participant's phones

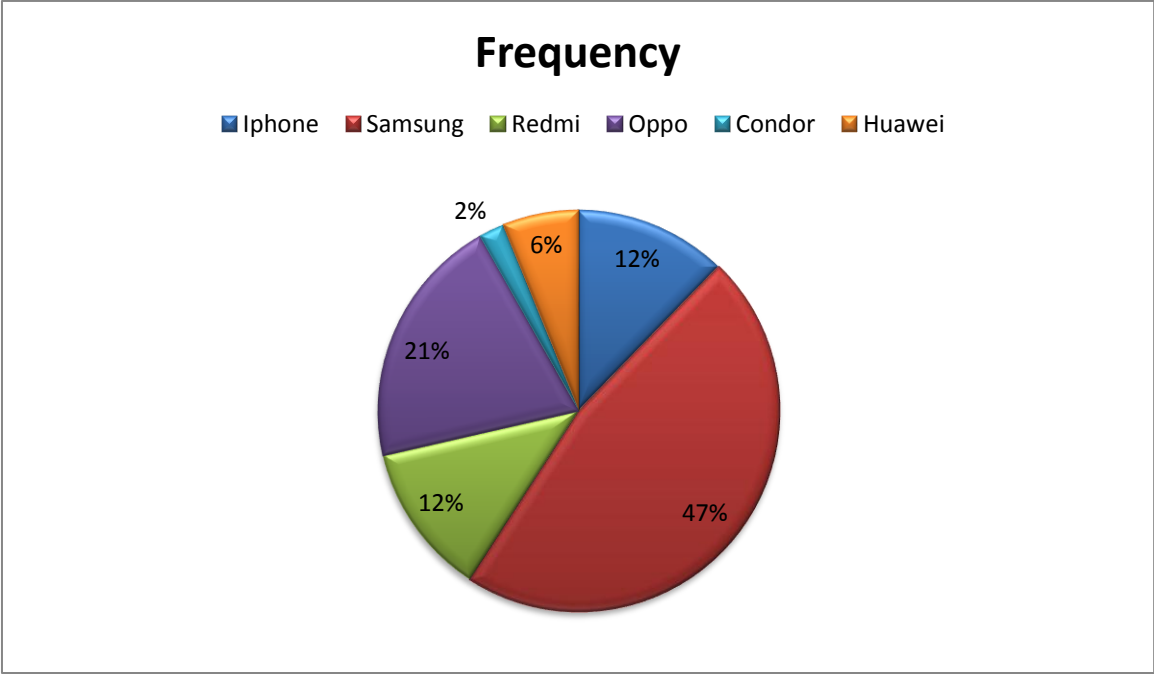


Figure 2.1 : types of participant's phones

As shown in the **table 2.4** and the **figure 2.1**. 100% of the participants own a smart phones 50/50, 47% of them have Samsung smart phone which gives us a number of 23 out of 50 participant. 12% of them have Redmi smartphone which represents a number of 06 out of 50 ,participants. 12% have Iphone that represents a number of 06 /50, 20% own an Oppo which represents a number of 10 out of 50, also 06% of the sample have huawie smartphone , it represents 03/50 participant. Finally, among the participants, we have 02 % own LG and 2the last 02% have condor which presents 1 of 50 participants .

2.9.1 Question04 /05 : What do you call these 🥰🤔😁🐵?And what do you call these? <: / :-) <3' ?

2.9.2 Objective : to explore Emojis awareness, and know whether people use emojis and emoticons with a conscious understanding of its nature.

2.9.3 Answers	2.9.4 Emojis	2.9.5 Emoticons
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	2.9.6 M	2.9.7 F	2.9.8 M	2.9.9 F
2.9.10 right	2.9.11 96%	2.9.12 84%	2.9.13 52%	2.9.14 56%.
2.9.15 wrong	2.9.16 04%	2.9.17 12%	2.9.18 48%	2.9.19 28%
2.9.20 No answer	2.9.21 00%	2.9.22 4%	2.9.23 00%	2.9.24 16%

Table 2.5 : Emojis and emoticons awareness rate

Apparently, **Table2.5** shows that emojis identification percentage is higher than the emoticon 96% among males and 84% among females gave right answers this latter was known by around 90% of the participants, Female gave more incorrect responses than males. On the other hand, emoticons were predictable by 52% of males and 56% of females. Incorrect percentage was higher among females at 16% vs 00% among males. In other words, emoticons confused males they named them smiley. In addition to this it was noticeable that females tend to opt for giving no answer rather than daring to propose a non-certain one as the percentage shows was 04% for the emojis and 16% for emoticons.

Question 06 : why do you use emojis and emoticons ?

Objective : the aim behind this question is to know the reasons that push the two groups males/ females to use emojis and emoticons in their messages

Answers	Male	Female
I don't use any	08%	00%
To abbreviate the text message	23%	16%
To express emotions and feelings	59%	62%
It's fun	10%	22%

Table 2.6 : Functions of Emoji & emoticons

The **Table 2.6** represent the reasons for using emojis and emoticons, Data findings reveal that functions of Emojis differ between the two selected groups. Women's aim of use was 22% because they are fun. Men, on the other hand, were fewer in term of percentage since 10% tend to use it because it's fun, 59% of males and 62% of females think that emojis are used to express their emotions and feeling. Also 23% of males and 16% of females use emojis and emoticons to abbreviate the text messages. Furthermore, there were 08% of males who do not use them at all which is a slight difference. It means that males do not use these icons more than females, who use it at a higher rate. In other words, emojis functions can be classified as follow :to express emotions,to abbreviate the text message, because it's fun.

Question07 : How many emojis are included in your text messages ?

Objective : The purpose is to see if there are differences between interactions of men and women through instant messages like in face to face communication as it was discussed in chapter one.

Answers	Males	Females
None	08%	00%
25%	52%	28%
50%	24%	52%
75%	16%	20%
100%	00%	00%

Table 2.7 : rate of including emojis in text messages

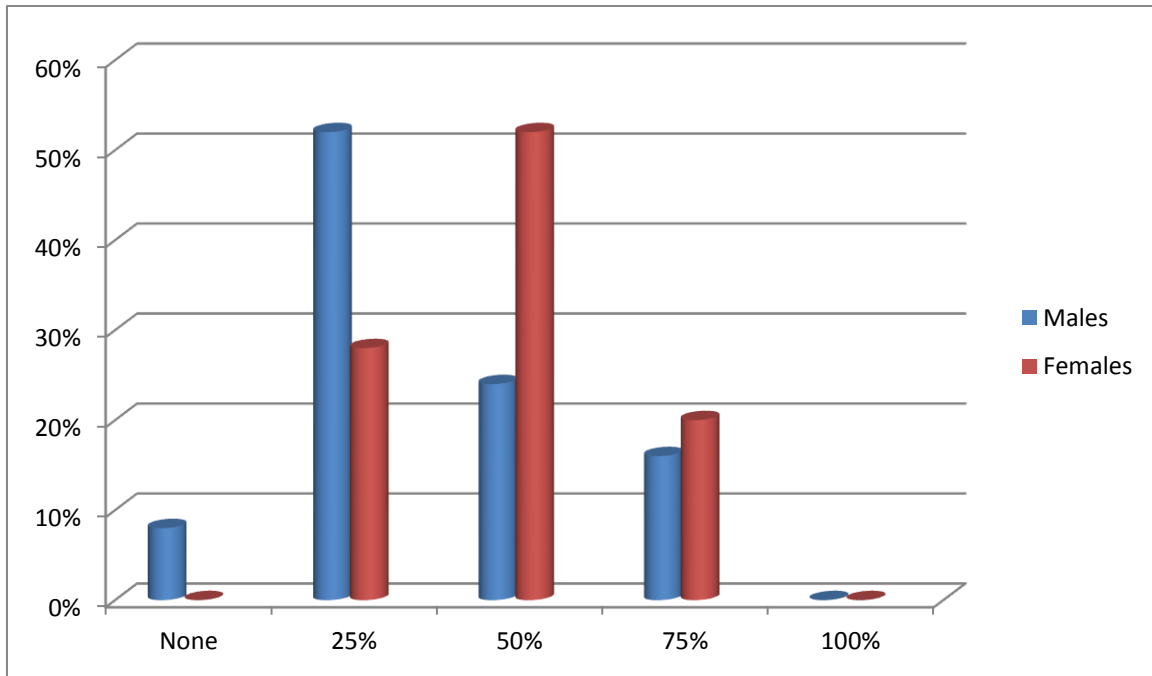


Figure 2.2 : rate of including emojis in text messages

Results were as shown in the table 2.7 and the figure 2.2 ; in online communications, both send messages that include emojis. 08% of males do not send any message containing emojis which gives a number of 2 out of 25 male participant , 52% of males and 28% of females send emojis in the quarter of their messages, while 52% of females and 24%of males send such pictographs in the half of their messages. Also 16% of males beside 20% of females send 75% of their messages including emojis .This means that females' use of emojis is more consequent than males one.

Question08 : What type of emoji /emoticons do you use ?

Objective : in order to go further and know what kind of icons they use to add more gender features if there is any

Answers	Males	Females
The typed ones	00%	08%
The illustrated ones	36%	68%

Both of them	56%	24%
None of them	08%	00%

Table 2.8 : Kind of icons used

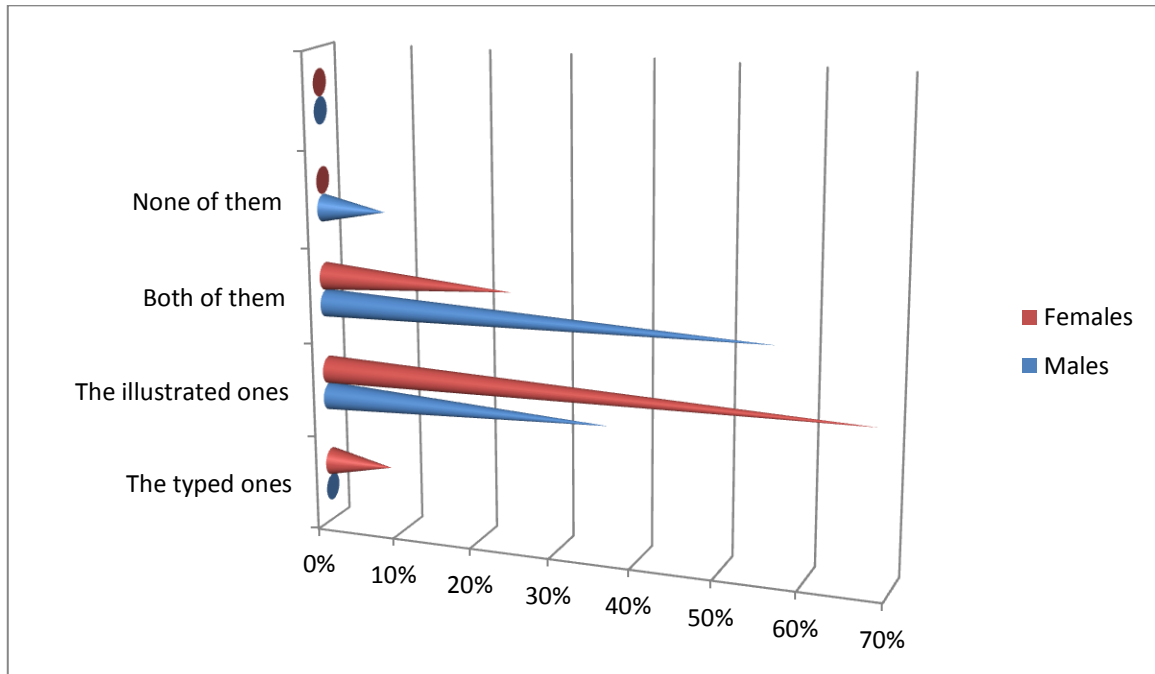
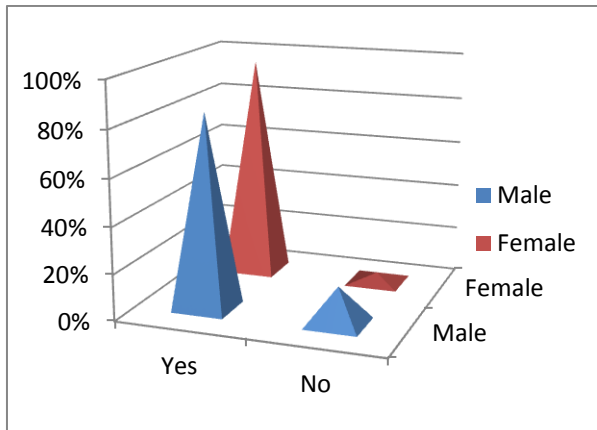


Figure 2.3 : Kind of emojis used

As shown in the **figure 2.3 & table 2.8**. 08% of our female participants use the typed emojis and emoticons while none of the males use them, in the other hand 36% of males that represent 9 of 25 and 68% of females which is a number 17 of 25 use the illustrated ones. Also 56% of males beside 24% of females use both of the typed and illustrated icons. Finally, none of females but 08% of males do not use both types .

Question 09 : Does the same emoji /emoticon has a different meaning depending on the sender ?

Objective : the aim behind this question is to identify if the interpretation of emojis is the same between genders or it differs.



Answer	Male	Female
Yes	84%	96%
No	16%	04%

Table 2.9 : Emojis interpretation

Figure 2.4 : emojis interpretation

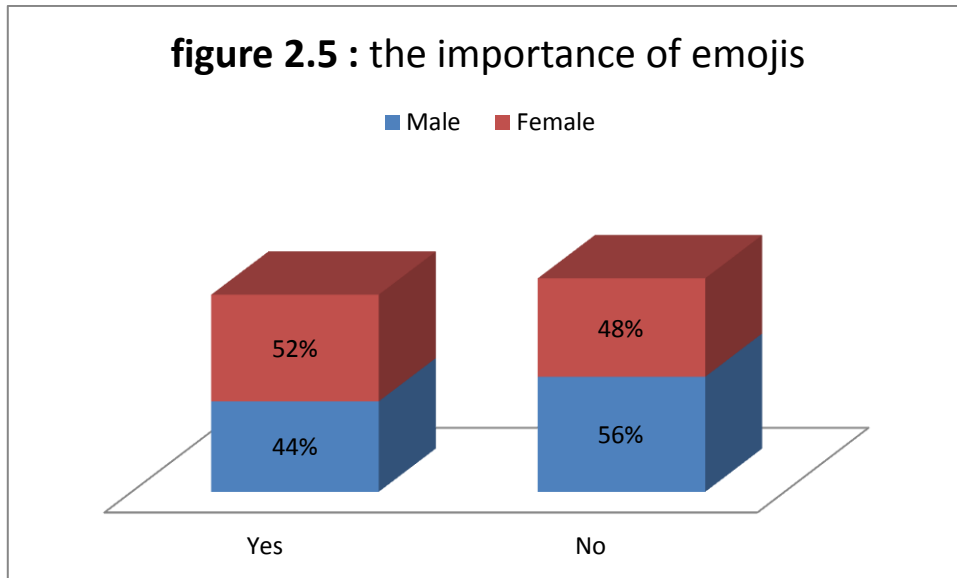
As mentioned in the **table 2.9** and the figure **2.4**, 84% of the male participants argue that indeed the same emoji /emoticon has a different meaning depending on the sender, also 96% confirm it. While only 04% of female participants 1/25 and 16% of males 4/25 stated that the same emoji /emoticon has same meaning according to the senders.

Question 10 : If you have no access to use emoji , do you feel annoyed by not being able to express your emotions, sarcasm and anxiety ?

Objective : this question is valuable because it would help us define the importance of emojis in term of gender.

Answer	Male	Female
Yes	44%	52%
No	56%	48%

Table 2.10 : Importance of emojis



Question 11 : Is it important to use emoji in messages ?

Objective : As the previous question, it aims also to identify the value and importance of emojis

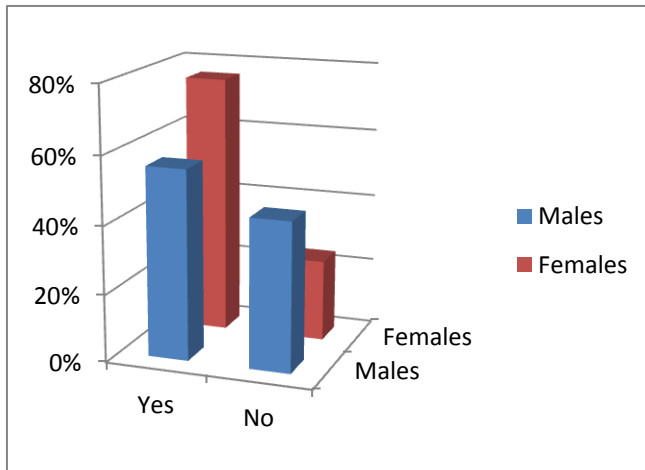


Table 2.11 : value and importance of emojis

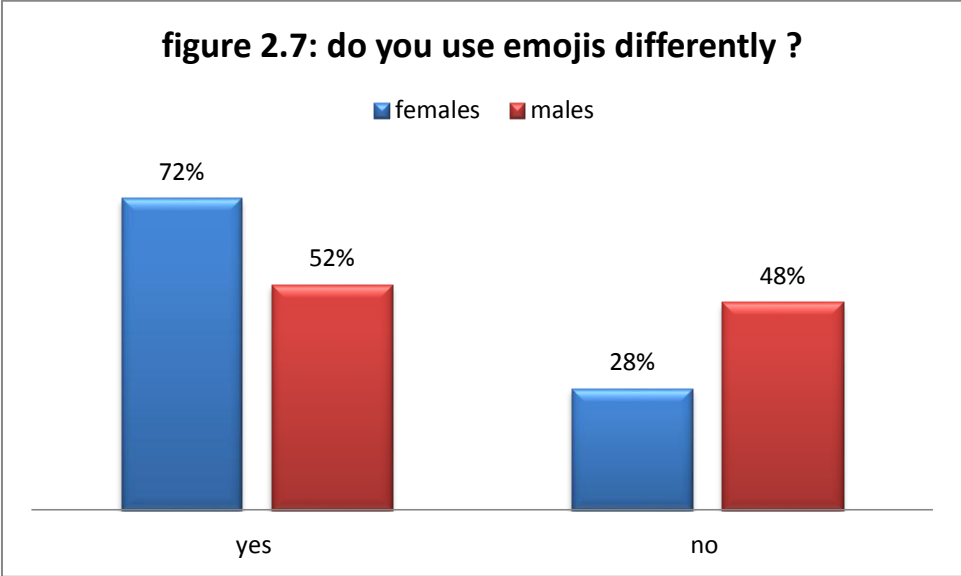
Answers	Males	Females
Yes	56%	72%
No	44%	28%

Figure 2.6 : the value & importance of emojis

Data findings show that 44% of males which means 11/25 participant don't consider emojis as very important like 24% of Females. Yet, 72% of females (18/25 participant) think that emojis are very important in a message to express mainly emotions .

Question 12 : Do you use the same emoji differently ?

Objective : To collect data about the participant’s usage of emojis, do they use emojis in different cases or they expect that they have only one way to be used (Emojis semantics) .



Apparently, the majority of participants are aware of the different utilisation of emojis since they respond with yes. As aforementioned 72% of females and 52% of males use emojis differently, and only 28% of females beside 48% of males did not .

Question 13 : Have you ever sent a message containing only emoji without text ?

Objective : the aim behind this question is to know if the participants could use the emojis as a independent language without resorting to words.

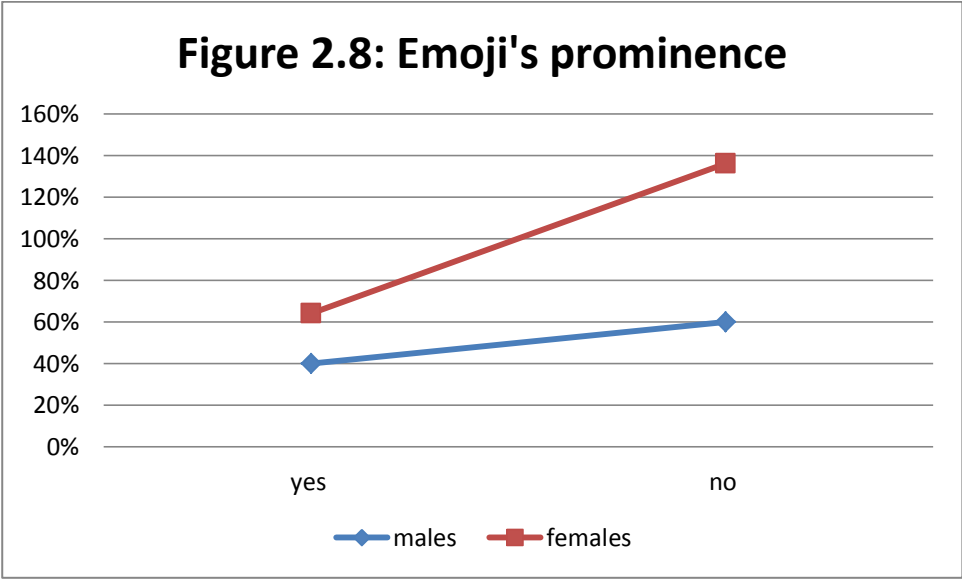
Answers	Males	Females
Yes	68%	88%
No	32%	12%

Table 2.12 : emoji usage as a language

As above-mentioned, 78% of all the participants (39/50) of both genders could send a message containing only emoji without text.88%of females and 68% of males ; while 32% of males which gives a number of 8 participants , and 12% of females ,a number of 3participants only that can not send a message include but emojis .

Question 14 : Do you find it hard sometimes to interpret what your friends mean when they don't use emoji ?

Objevtive : To be familiar if participants need emojis to understand better what they receive as messages.



This table displayed that the majority of participants find difficulties in interpreting the received messages that did not include emojis at a percentage of 60% for males and 76% for females. Though, 24% of female did not find difficulties in understanding and interpreting a message without emojis ,also 40% of males did not .

Question 15 : Do you send the same type of emoji to your family as you do to your friends ?

Objective : the purpose behind this question is to acquaint whether emoticons/ emojis express different meanings depending on receiver of the message .

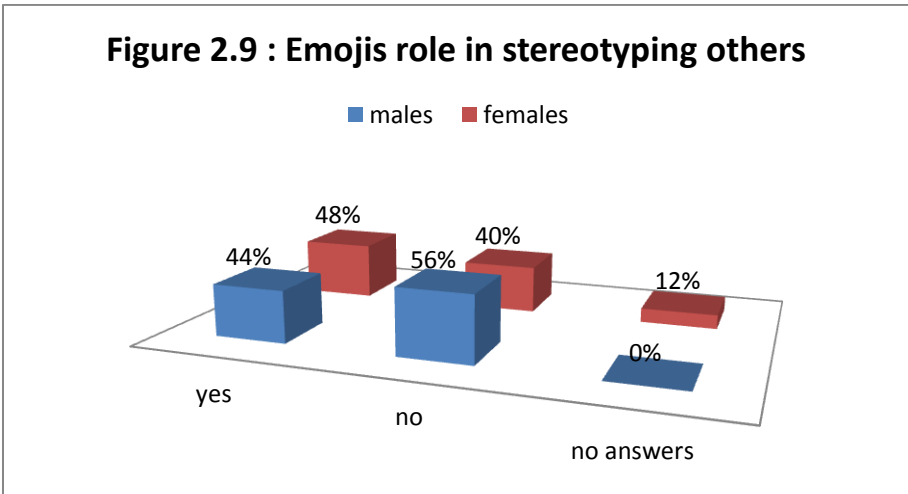
Answers	Males	Females
Yes	44%	48%
No	56%	52%

Table 2.13 : Emojis pragmatics

The Table over-mentioned shows that 44% of male participants and 48% of females send the same type of emoticons/ emojis to their friends as to their family, while 56% of males (11/25), and 52% of females (13/25) do not.

























Question 16 : Have you ever judged a person depending on the emoji s/he used ?





















Objective : Here our objective is to see how far the emojis can affect people perceptions of each other.



Question 17 : Draw the suitable emoji or explain with words ?

Objective : the goal was to examine the rate of knowledge about emojis in term of gender.

Case	Male		Female	
If you are angry		44%		28%
		4%		4%
		12%		8%
		8%		24%
		16%		4%
		4%		12%
	No answer	8%	No answer	8%
	Emoticons :/	4%	Emoticons O_o ☹ :/	12%
If you are happy		28%		16%
		4%		16%
		16%		4%
		00%		4%
		28%		24%
		20%		16%

	Emoticons	4%	Emoticons	16%
	😊		😊 :x :D	
	No answer	00%	No answer	4%
If you are eating		4%		8%
		20%		12%
		16%		20%
		48%		42%
		8%		18%
	No answer	4%	No answer	00
If you are sad		16%		32%
		18%		6%
		24%		44%
		42%		10%
	No answer	00%	No answer	8%
If you are sick		32%		24%













		40%		12%
		18%		52%
		10%		4%
	No answer	4%	No answer	8%

Table2.14. Emojis use in context

It was obvious that there is a universal knowledge of the emojis code. Both genders use the same emojis when expressing anger at the rate of 44% among males and 28% among females from the one which represents a high level of anger to an expressionless one. Happiness has been expressed by several icons even an unexpected one employed by males and females which is the face with the heart eyes that generally used to denote love at the rate of 16% of females and 28% of males. The smiling face with all its derivate pictographs was also used. Then, sadness is expressed by them from a simple sad face to a crying one 44%, 32% of females express this feeling by the sad face while 06% express it by the disappointed face. Finally, sickness is expressed the same way starting from the man with bandage on his head at the rate of 32% among males and 24% among females ,then the emoji with mask to the emoji with thermometer represented by 52% of females and 18% of males.

Question 18 : What do these phrases mean depending on your knowledge ?

Objective : In this question our concern is to identify which group masters the emojis code and can interpret it better than the other.

Phrases	Interpretation	Male	Female
I'm fine 	Broken	28%	22%
	Sad	42%	30%
	Hurted	18%	44%
	Not okay	12%	04%
I'm fine  	Sick	100%	100%
I'm fine 	Doing great	28%	44%
	good	58%	24%
	Very good	14%	32%
You're smart 	Great job	74%	26%
	Excellent	18%	64%
	Clever	8%	10%
You're smart 	speechless	20%	16%
	Doing bad	56%	48%
	Doing good (impressed)	24%	36%
You're smart 	Dumb	62%	54%
	Idiot	30%	26%
	Intelligent	08%	20%
I'm sorry 	Truly (so)sorry	92%	84%

	regretful	8%	16%
I'm sorry 😏	Not really sorry	54%	36%
	Joking	16%	20%
	fake apology	30%	44%
I'm sorry 😊	careless	00%	52%
	not sorry	56%	36%
	Fack apology	44%	12%

Table 2.15 : the impact of emojis on meaning

Data findings display interesting fact which is that a message is in need of a reference to be correctly understood, the phrases were interpreted differently not only by males and females, even participants of the same gender answered differently . we can also state that there is a difference as to which emoji one is using depending on the receiver and hence the context that is established between sender and receiver.

2.10 Conclusion :

In this chapter, we have presented our research design and methodology, selected the sample needed and identified our research objectives. we have counted upon a questionnaire which supplied the necessary information needed to be able to analyse the importance of understanding emoticons and emojis and their differences in usage between gender and also their relation to language . The questionnaire was very helpful to confirm the collected data . Interestingly, we have analyzed the questions and provided necessary statistics to understand the affect of genders on emojis/emoticons interpretation. We have provided percentages for the close ended questions and an interpretation for the open ended questions, chapter three

will give a discussion of the information that we have come up with besides the proposed recommendations to well understand emoji code.

Chapter Three: Discussion of Results

3 Introduction

As described in previous chapters, emoticons and emoji likewise are tools of social interactions that replicate what is missing in digital communication, such as facial expressions, intonation or body language for expressing subtle nuances which could be undetected without certain cues. Based on the research of emoji (Walther & D'Addario 2001, Derks et al. 2007 or Dresner & Herring 2010) .This part of the dissertation includes an interpretation of the data collected from the sample. Besides we will tackle the limitations of the study and finally, this chapter ends with recommendations and suggestions for further research.

3.1 Discussion of the questionnaire results

Using a questionnaire in a form of online survey, was very beneficial, it served as a data collection source to our research and a background check for our participants to rely on their answers, throughout we noticed that emoji is taking a considerable place in our life. It is affecting language as any other newly used communication system. For the reason that it could spread to reach a global status in few years. These representations are different from the ancient similar pictographs we have discussed in previous chapters. Their primary function is expressing emotions in a perfect way. However, it is not the only function they serve, they can be used to reinforce the meaning better than some punctuations like '!' '. They are quicker than typing letters which makes them perfect for the instant messages communication. Moreover, their presence in the message makes the meaning different, we mean if the positive emojis are used the meaning would necessarily be positive the opposite is for the negative ones; this means that it affects language semantics. Emoji replace the non-verbal elements of direct interaction that were once lacking in written forms.

For natural language emojis are affected by gender. Through this study we could notice similarities and differences between males and females. Males are more aware about the meaning of emojis and emoticons than women do. Females prefer prediction rather than not giving a feedback more than males when they doubt; Age has an impact of the awareness of the nature of emojis and emoticons; females rate of use is higher than of the males. Males use both emoji and emoticons while females only use emoji. Moreover, both think that even if emojis are spread they are not considering as crucial in every communication act, as well as one emoji can carry more than one sense. Furthermore, there are differences in interpretation of the combination between those pictographs and alphabetic sentences; when a sentence is joined with a positive representation females tend to interpret it as honest the opposite was for men. Similarities appeared on the red heart for instance which was seen as honest by both groups. Another interesting variance was that males have a better competence in understanding the meaning from emoji combination more than females do.

Emoji code has many similarities with natural language. It is it might be hard to decide when a new mode of communication is a “language” rather than a dialect. According to Johanna Nichols, former professor of linguistics at UC Berkeley, the gold standard for distinguishing languages is mutual intelligibility. However, the mutual intelligibility concept doesn’t always provide a clear picture of how languages relate to each other, since some dialects seem more different from each other than certain groups of languages do. Before we get to emojis as language proper, let’s debunk one misconception—emojis are not hieroglyphics. Although they may represent a shift back toward more representative characters, they function very differently from hieroglyphics. As prominent Internet linguist Gretchen McCulloch pointed out in a recent SXSW presentation on the subject, language has moved from more concrete characters to less concrete versions, allowing humans to communicate abstract concepts. Unfortunately, most signs point to emojis lacking the characteristics of a true language. For

example, when given a string of emojis, few respondents will not always interpret them the same way. Additionally, emojis cannot be conjugated or combined in ways that function like a true linguistic system, meaning that, although they are a helpful cluster of symbols, they aren't a particular, conventionalized system for representing abstract meaning, like English or Japanese. One thing is for certain: emojis are a communicative system. They allow people to communicate emotions, actions, or impressions that they don't feel they can express in text. If you observed to the strictest definition of language, emojis definitely do not make the cut. However, if you define a language as a system of words or signs that people use to express thoughts and feelings to each other, emojis have a chance. Whether or not they can replace English or any other formal language, emojis have evolved into a meaningful communicative system, allowing users worldwide to express feelings, thoughts, and ideas in new visual ways (grammarly.com).

Considering the findings, emoji/emoticons study in terms of internet linguistics deserves a greater attention as it offers an authentic space to observe how language is developing and adopting new forms of communications. The data collected for the emoji/ emoticons analysis could be useful for a more elaborated study in the field of pragmatics or internet language in general.

3.2 Recommendations

We recommend further study that explores emoji use in multiple communications to expand on the comprehension of emoji afforded by this paper.

It would always be preferable to work with people from more diverse or specific criteria. We recommend further researches' with a diverse group, particularly a global and multilingual study.

We recommend that further studies as much larger sample for the purposes of obtaining more data about emoji code and their gender use.

3.3 Limitations of the study

Understanding emoji code use often relies heavily on contextual cues. The scope of our research is focused on understanding how emojis affect language and use among gender, but there is a wide range of emoji dimensions and features that will need to be explored.

One of the primary ways is to dig deeper on the emoji effects on language in one of its levels. Emojis are global, but we were only able to study their use among a small group of Tiaret English learners of our English department.

Our sample size is too small to be generalized on global internet users. The purpose of this study is limited to make observations about emojis use and effects that could help inform the public about this new communicative system and discover some general trends and its nature as a code as well as gender use.

3.4 Conclusion

The study of this chapter has just scratched the surface. The subject is more far-reaching than we expected and there is a need of more research in order to further establish the implicature, interpretation and context within the use of emoticons and emojis in text messages. To compare different gender usage that would be a natural continuation of this study, but additional research is certainly needed for future understanding and language development. Finally we gave some recommendations for further research.

General Conclusion

Emoji is regarded as the cute and humane aspect of the digital platforms that we inhabit. It has more or less overcome the key challenge of the written language in conveying emotions as

well as the tone without resorting to illustrations. The popularity of emojis can be gauged by the fact that Oxford Dictionary named the “laughing with tears emoji” as word of the year in 2015. On the other hand, relying on the literary potential of emojis to become the universal language, data engineer Fred Benenson set out to translate every line of Moby Dick into emoji. Using Amazon’s crowd-sourcing project Mechanical Turk, Benenson managed to find thousands of strangers willing to work on the project. He named this project “Emoji Dick”(Robb, n.d). One more example is the translation of Katy Perry’s song “Roar” into emojis.

Nevertheless, this new form of communication is transforming digital conversations very quickly. Their high popularity, their ability to convey messages with immediacy and the fact that they are language-free make emojis a very interesting aspect of communication. It can help explore the myriad ways in which humans express their feelings and even assess their different personalities, exhibited by their creative expressions.

Though males and females are different in the use of language; this is the case for emoji. They tend to use them for the same reasons cited above. Yet, they have differences in their use and interpretations that we could prove through the results. Then,we could reach to the conclusion that though emoji code affect and is affected by gender like any language as well as having many similarities with any linguistic code, it cannot be counted as a language but rather as a eloquent communicative system that allows people to express effectively their ideas, feeling, in a visual new way

Finally, We can expect that development of emoji will be continuing or perhaps turning into a different evolutionary path. As we spend more time online, demands for visual forms of bespoke expressions are substantial for social interactions. The language itself is fully capable of expressing complex emotions and ideas, however, for the sake of brevity emoji is

extremely useful to deliver a clear, concise and to some extent universal message within the digital discourse.



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Appendices

Appendix I

Questionnaire sample

Dear participants,

The purpose of this questionnaire is to investigate the distinctive usage of emoji between genders. Therefore, you are kindly requested to answer this survey; your answers are highly confidential.

- Gender :
 - Male
 - Female
- Age :
 - 18-25 years
 - 25-35 years
 - 35-65 years
- What type / model of phone do you have?
.....
- What do you call these? 🤗🙌❤️🥰
.....
- What do you call these? <3 :-)
.....
- Why do you use emoji/emoticon?

- I don't use any
 - To abbreviate the text message
 - To express emotions /feelings
 - They are fun
- How many emojis are included in your text messages?
- None
 - 25 %
 - 50 %
 - 75 %
 - 100 %
- What type of emoticons/ emojis do you use?
- Both
 - The typed ones only
 - The downloaded ones only
 - None of them
- Does the same emoji/emoticon has a different meaning depending on the sender?
- Yes
 - No
- If you have no access to use emoticons/ emojis, do you feel annoyed by not being able to express your emotions, sarcasm, and anxiety?
- Yes
 - No
- Is it important to use emoticons/ emojis in messages?
- Yes
 - No

- Do you use the same emoji differently?
 - Yes
 - No
- Have you ever sent a message containing only emojis and no text?
 - Yes
 - No
- Do you sometimes find it hard to interpret what your friends mean when they don't use emojis in the text messages?
 - Yes
 - No
- Do you send the same type of emojis to your parents as you do to your friends 😂 ?
 - Yes
 - No
 - It doesn't matter
 - I don't use emojis at all
- Do you ever judge a person depending on the emoji s/he is using?
 - Yes
 - No
- Which emoticon/ emojis would you use for the following moods & messages? If you are angry:
 - If you are happy?
 - If you are sad
 - If you are in love
 - If you pretend you are honest (ironic)
 - If you are joking

➤ What do these phrases mean?

▪ I'm fine 🥰

▪ I'm fine 😊

▪ I'm fine ❤️

▪ You are smart 🙌

▪ You are smart 😊

▪ You are smart 🧐

▪ I'm sorry 🥰

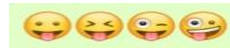
▪ I'm sorry 😊

▪ I'm sorry 😊

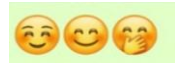
Appendix II

Emoji Most Used Characters Meanings

Here are some of the commonly accepted meanings of popular emoji by Harry Guinness, which have extracted from a social media platform:



Face with Stuck-Out Tongue, Face with Stuck-Out Tongue and Winking Eye, and Face with Stuck-Out Tongue and Tightly-Closed Eye: are used interchangeably with Winking Face to show humor.



Smiling Face, Smiling Eyes and Smiling Face with Smiling Face and hand on mouth: most commonly used emojis. They simply denote shyness or positivity.



Sick note face, face with mask, face with handkerchief, face with thermometer and face with headband: are used to express and show sickness.



Masjid, Church and Temple show different places of worshipping



Face with Look of Triumph, Angry Face and Pouting Face: is one of the most misused emoji. It is used to show anger or frustration rather than triumph. The other faces show anger, with the red Pouting Face the stronger of the two.



Smiling Face with Heart-Shaped Eyes and Smiling Face with Hearts Show Love, Adoration, Or Gratitude: It can be used towards a person, place, or a thing.



Victory Hand: is more often used to represent the similar peace symbol. It shows coolness, relaxation, or satisfaction.



Wave Hand: is more often used for greeting and say hello.



Confused Face: is more often used to show confusion and guess.



Muscle Arm Emoji: shows winning



Shushing Face: is used to convey that silence is needed, it is also related to hide a secret.



OK Hand Sign: shows acceptance, satisfaction, or that everything is OK. It can also be used to show that something is tiny or small.



Thumbs down Sign: shows rejection, dislike or disagreement.



Thumbs up Sign: shows acceptance, or agreement.



Devil Faces-Smiling: show naughtiness or mischievousness. Smiling Face with Horns more frequently accompanies minor mischief or suggestive messages while implies more malice.



Face with Long Nose: shows lie, untruth or an exaggerated statement.



Shake Hands: Shows greetings or a deal that is agreed upon by both sides



Red Hot Face: It means that the weather it is very hot



Drooling Face: Shows the desire toward an object like food



Smirking Face: is used to show dissatisfaction or suspicion. This emoji does not show true anger or sadness, but rather a subtly negative emotion. For example, if you are unhappy or dubious of someone's excuse for why they are late, you could send this emoji.



Blue Frozen Face: means shivering from cold it can also represents feelings of coldness.



Upside Down Smiling Face: Commonly conveys sarcasm, irony, humor, and silliness.



Red Heart: is the classic love heart emoticon; it is used to show love and romance.



Hungry Face with Closed Smiling Eyes and Sticking Out Tongue: demonstrates that you find something delicious



Flushed Face: shows embarrassment for an awkward situation, mistake or shyness. It is frequently used as a response to compliments also conveys a wide range of other feelings.



Neutral Face: shows deliberate lack of emotion used to show that someone is unimpressed, indifferent, or awkward

الملخص

يتم استخدام الرموز التعبيرية أكثر فأكثر في الوقتنا الحاضر في التواصل عبر الكمبيوتر وحتى في الحياة اليومية. تهدف هذه الدراسة الى تقصي استخدام الرموز التعبيرية في الاتصال عبر الإنترنت. و تهدف إلى استكشاف ما إذا يمكن اعتبار هذه الرموز التعبيرية لغة في المستقبل القريب. من أجل ملاءمة الدراسة ، تم اختيار خمسين مشاركًا في قسم اللغة الإنجليزية في تيارت. تم تقسيمهم حسب جنسهم إلى مجموعتين. تتراوح أعمارهم من سبعة عشر إلى خمسين سنة ، حيث ان بعضهم طلاب ومدرسين في نفس الوقت. تم إجراء الاستطلاع من خلال طريقة البحث الكمي في استطلاع عبر الإنترنت نشرناه عبر مجموعة فيسبوك. تشير النتائج إلى أن الرموز التعبيرية مستخدمة على نطاق واسع وأنها تؤثر على اللغة المكتوبة على الإنترنت من حيث القواعد النحوية والوظائف البراغماتية. في الواقع ، ثبت أن الرجال يتمتعون بمهارات تحليل و فهم الرموز التعبيرية أفضل من النساء. و أظهرت النتائج أن الرموز التعبيرية تشترك في العديد من الخصائص مع اللغة الطبيعية. ومع ذلك ، فإن مجال فهم نظام الرموز التعبيرية يتجاوز أي نظام آخر عندما يتعلق الأمر بالعالمية ونظام الاتصال المثالي. بعبارة أخرى ، نحتاج إعادة النظر في نظام الرموز التعبيرية وإلى مزيد من الاعتراف بجميع أبعاده اللغوية والاجتماعية من أجل توسيع وعينا.

الكلمات المفتاحية: التواصل عبر الإنترنت ، التواصل الحاسوبي ، الجنس ، الإيموجي الرموز التعبيرية .

Résumé

Les émojis sont de plus en plus utilisés nos jours dans la communication médiatisée par ordinateur et même dans la vie quotidienne. Cette étude examine l'utilisation des emojis et des genres dans la communication en ligne. Il vise à explorer si les emojis peuvent être considérés comme une langue dans l'avenir proche. Pour la pertinence de l'étude, cinquante participants ont été sélectionnés dans le département d'anglais de Tiaret. Ils ont été divisés selon leur sexe en deux groupes. L'âge variait de dix-sept à cinquante ans et certains étaient à la fois étudiants et enseignants. L'enquête a été menée par une méthode de recherche quantitative dans un sondage en ligne que nous avons publié dans un groupe facebook en ligne. Les résultats suggèrent que les emoji sont largement utilisés et que ces représentations de pictogrammes affectent la langue écrite en ligne en termes de grammaire et de fonctions pragmatiques. En fait, les hommes ont démontré qu'ils ont une meilleure compétence d'interprétation d'emoji que les femmes. Les résultats ont montré que les emoji partagent de nombreuses caractéristiques avec le langage naturel. Pourtant, le code emoji surpasse tout autre système sortant en ce qui concerne l'universalité et le système de communication idéal. En d'autres termes, la reconsidération du système emoji doit être davantage reconnue dans toutes ses dimensions linguistiques et sociales afin d'élargir notre conscience.

Mots clés : Communication en ligne , CMC , Genre , Emoji , Émoticône.