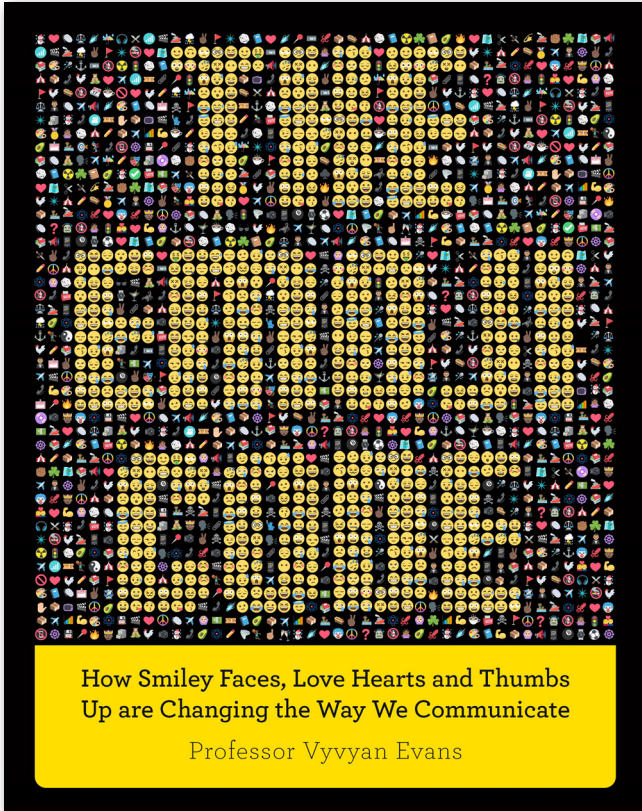


THE EMOJI CODE

How Smiley Faces, Love Hearts and Thumbs Up are Changing the Way We Communicate

By Professor Vyvyan Evans



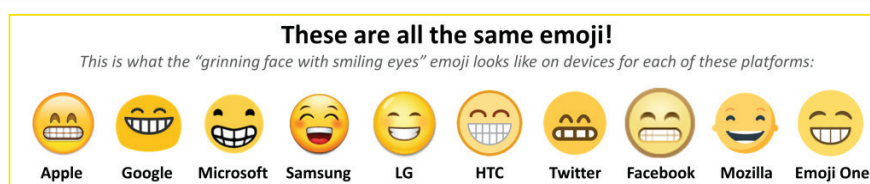
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Colour and black-and-white illustrations throughout

The use of Emoji - deriving from the Japanese, meaning picture character - has become a global phenomenon. We send over 6 billion of the colourful little glyphs every day and regularly send emoji-only messages, using them to transcend language barriers and help us better read each other's emotions. 'Face with Tears of Joy' was controversially named as Oxford Dictionaries' Word of the Year, while using certain emojis can even get you arrested on terror charges. Whether you like it or not, emojis matter.

But the sudden rise of Emoji as an expression of emotion in digital communication has prompted a lot of questions. Can an emoji really be a word? How language-like is Emoji? Will it make us less adept at communicating? And does this signal the death knell for language as we know it?

Investigating the answers to these questions, *The Emoji Code* calls on Professor Evans's groundbreaking research, as well as findings from disciplines as diverse as linguistics, psychology, neuroscience, archaeology and anthropology, while drawing on anecdotes, interesting facts and newsworthy stories from the popular media. Through exploring our extraordinary capacity to communicate, Evans demonstrates the surprisingly complex significance of Emoji in our lives - and what it might mean for our future.

Professor Vyvyan Evans is an internationally renowned expert on language and communication. He received his PhD in Linguistics from Georgetown University, Washington D.C., and has taught at the University of Sussex, University of Brighton and Bangor University. He has published 14 books on language, meaning and mind, including *The Language Myth: Why Language is Not an Instinct* (2014) and *The Crucible of Language: How Language and Mind Create Meaning* (2015). Evans is a much sought-after public speaker and frequently provides expert opinion on language to print and broadcast media, including dozens of national and local radio stations around the world. His writing has been featured in the *Guardian*, *Newsweek*, *New Scientist* and *Psychology Today*, among other publications.



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