



## Culturally Ostracized Emoji: A Semiotic Analysis of Emojis and Emoticons

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### ABSTRACT

*The worldwide usage of Emoji is a source to assess the globalization of the Japanese popular culture in the struggle to promote cultural literacy and multiculturalism. This new visual writing system of Emoji reveals prejudice among its users across the global village. The cultural diversity have made it more complex and unreadable, hence it requires to be used with conventional modes of expression to evade misunderstandings. This rise of Emoji icons was acknowledged in 2015 by Oxford Dictionary by declaring Face with Tear of Joy Emoji as the word of the year. The present research aims to explore the visual practices employed to propagate different ideologies in the culturally banned Emoji icons and Emoticons. This research is carried out with a proposed semiotic reading of Emoji icons and Emoticons inspired by Marcel Danesi's the Semiotic of Emoji: The Rise of Visual Language in the Age of Internet. The current study brought in to the limelight the banned or culturally offensive emoji. In the global arena, where one image is appreciated in one country, the other country bans it. The religious, cultural and racial sentiments are attached to these digital figures.*

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### 1. Introduction

In the process of communication, global media and the internet have emerged as efficient tools. Digital media and the internet have made it far much easier for people around the globe to keep in touch, get entertained, and to get information instantly. This phenomenon was possible through instant and prompt messaging, personal web sites, and chat rooms.

Internet and digital media have broken the boundaries across the world to talk to others who live in the other corner of the world. Not only this, it has removed the barriers of communication through the development of Emoji to make it an effective and instant tool to express and state their ideas and thoughts through images and icons instead of going through the hard process of word construction alphabetically. Nugroho (2010) explained in his research and formed this opinion that alphabetic construction fails to convey the real feelings and ideas of a person. Nugroho also suggested using these images and icons. According to him, it is another way to express the emotions and feelings of a person through images and emoticon which is often used to stress a particular situation and statement to alter responses in the best way to express mood and frame of mind. The use of Emoji gained its popularity through Japanese mobile phones during the late nineteenth century and during this course of the event till today. Now Emoji icons have become a hallmark of the way a person communicates. The most amazing and surprising situation occurred when these Emoji icons were given a prominent place for the messaging and emailing purpose permanently. Due to the frequent usage of Emoji icons, the word 'Emoji' became the word of the year in 2015.

Emoji now exist in different patterns, shapes, images from facial expressions to flags and symbols. It includes places such as mosques, churches, houses; different types of climate and weather conditions, and also animals. All of the above mentioned, come under the title of pictograph. With the increasing use of Emoji, there was a desperate need and pressure on the companies to create and design more Emoji. For the users, Emoji came into the limelight as a language for everybody on a worldwide level in the global arena and it is the time for the Emoji lexicon to evolve internationally across cultures. Each year many mobile companies in general and Apple, in particular, is introducing and launching new Emoji. The users were thrilled after updating their mobiles and by receiving around 150 new Emoji. With the launch of the new Emoji where users are thrilled on one hand, they get annoyed also because they belong to different countries and cultures and such emoji do not suit them culturally. The diversity of Emoji is a new discussion. After receiving a lot of appreciation Apple Company also faced constant criticism because there are very limited skin color options available for the Emoji. This phenomenon highlighted the racial diversity which was recently addressed in the IOS 8.3 update after facing a lot of criticism. This is not only the concern of cultural diversity which is in desperate need to be addressed; there are other Emoji which are in requirement of attention such as symbols like a mosque, temple, prayer beads, food items, fashion & style of clothing, color coding, skin color, transportation & vehicles. The representation of the Emoji by Apple Company is still considered very westernized in its exterior.

The word written as Emoji is an English language expression for the Japanese word. In the Japanese language, the letter 'e' stands for 'Picture' and *moji* means 'Characters' so by combining these two will become 'picture character'. An Emoji is an icon or a digital symbol used as a text in electronic communication to express an idea, thought, opinion, and emotion. The emojis are tiny and colorful emotive characters designed to add an emotional nuance to the simple texting process. One needs to be clear here that there is a difference between Emoticons and Emoji. The crying and smiley face comes under the category of typographical marks whereas an image representing a situation through a symbol or sign is considered Emoji.

Emojis are known to be the creative idea of a Japanese designer Shigetaka Kurita who was a telecommunication worker in 1998. The Emoji were formed and shaped in Japan. He was earlier interested in Japanese manga comics which later gave him the idea of conveying messages through adapting the visually appealing manga image and style to replace the monographic emoticon. Emoji should not be confused with emoticons, which are symbols that represent an emotion.

In the year 1997, the usage of the internet became visible. It became more accessible and excessive in use by the users which ultimately was in desperate need of a set standard system of digital codes representing symbols, letters that are used to process text between sending data to the computers. So ASCII (American Standard Code for Information Interchange) started to hire employees for this particular job. According to Danesi (2017), Nicolas Loufrani who was famous for his portrait emoticon and known as the first trade maker of the smiley symbol in 1972 ordered to put some positive spins in the shape of emoticon forms. According to the historical account, Harvey Ross is considered the prominent American graphic artist during 1964. In reality, he created these symbols accidentally when he was designing it for an insurance company that wanted to use the smiley emoticon on buttons for its workers. The idea on a button was so thoughtful and attractive that the smiley icon was recognized on the global ground. During the late 20th century, it was observed that different products turned out to be in demand which was carrying the Smiley icon such as; T-shirts, Stickers, and mugs. Carnegie Mellon was the first in 1982 that took the icon seriously and started working on its serious recognition as an Emoticon to make it a part of messaging and texting through mobile phones and e-mail.

Kurita (2010), a Japanese graphic designer later after a decade, came up with the idea of enlarging the Emoji instead only of a smiley icon. In 2007, while Kurita was in the process of production and recognition of emoji icons, Apple an iPhone company approached the designer and wanted to use the Emoji he designed. The purpose was to attract Japanese customers. Later the idea proved to be thoughtful and many non-Japanese companies and customers were fascinated with the invention of Emoji when Apple had launched its fifth operating system (IOS5) in 2011. The Operating System Five (IOS5) comprise Kurita's Emoji icons that became a part of digital communication across the world. As an indicating code, Emoji has become a new variable writing system after the launch of Unicode 8 to communicate via mobile devices and through the internet in many areas of the world, societies, and political campaigns. It used for advertising to attract users since 2015. The international system of encoding Unicode is a standard set that has a unique value of numbers across various programs by making it easy and friendly for the users of different languages to exercise a unitary system of Emoji and fonts. In the twenty-first century, this new system of Emoji is not something that is imposed by most messaging media to use exclusive alphabetic writing. This writing dominates literacy rather universal symbol system that encouraged different modes of writing to express through no alphabetic script. With time, in 2015, after the proper release by mobile companies, it became easier for people to express their emotions on personal ground. People used these Emoji to show their feeling and smiles instead of words and scripts. The most exciting and amazing thing for the people around the world was when they found their favorite food items such as pizza, tea, coffee mugs, and burrito in Emoji. These were the fun additions that were culturally void. But plenty of dishes and food items are still missing which lacks many favorite dishes of different countries. A country like Africa has produced many smartphones and exceed the limit of 155 million but the food items and many other features that represented them are still not part of the International Data Corporation.

In recent years after the new update IOS 9.1 of Apple Smartphone Company, many other Emojis have joined the family such as a mosque, a shrine, church, and Buddha. This new feature has made it easier for people of different religions to express their emotions through these new Emoji. It has been estimated by the researchers that the world is turning into a new sphere of digitalizing and due to this the Emoji will turn out to be an essential instrument for communication and will be turned into a lingua franca for the age. On May 18 in 2018, the US-based Consortium launched the new 10th version of the computer-based text which also included the Emoticons and Emoji that made the users excited to use approximately 1900 Emoticons and Emoji as a medium of conversation.

The linear system is also called the Alphabetic script which works from right to left and left to right. In contrast to that, the non-alphabetic are more dependent. The non-alphabetic scripts stand as symbols for concepts. The non-alphabetic also comes under the pictographic scheme. Alphabets are binary numerical system, set of symbols including words and punctuation which requires significant time and schooling. The writing system is a complex feature of any language and has various categories such as ideographic, pictographic, hieroglyphics, syllabifies, logographic, and graphemes. According to the researchers, the pictographic characters are easily explicable in comparison to alphabetic characters. The Emoticons and Emoji are writing systems that stand to represent a situation or meaning such as drawing a cloud with rain stand for raining and clouds with rain and thunder stand for the storm. These types of modifications come under modalities. On the other hand, the faces are pictographs to convey seriousness and happiness.

The common usage of Emoji is clear and evident through its shape, color, and expression. The Emoji in yellow color is a feature that is not related to any race and identity. The yellow color Emoji doesn't classify any ethnicity. On the other hand, the shape of a smiley or Emoticon attacks the feature of any person and shape due to the roundness. But later the extensive use of Emoji in common day practice has made it to be classified according to the cultural and ethnicity-based meanings.

The main users of Emoji according to Danesi (2016) in the list are friends, family and in the other category come under the dating sites. The Emoji icons are facilitating the process of communication through expressions. The purpose of Emoji is for global communication irrespective of language and culture but consciously or unconsciously these Emoji icons are becoming a very sensitive subject matter due to different cultural associations.

## **2. Literature Review**

Emoji are embodiments of representation but due to diverse meanings these emoticons are creating ambiguity of interpretation. In the entire process of launching a new emoji, the creator has to encounter a great deal of concerns such as global satellites, ethnicities, religions, cultures, national capitals, problems and non-substantial geopolitics. McKenna (2016) has pointed out in one of his article about the cultural sensitive issue after the gay Emoji release. According to him, many people from different countries have responded differently towards the gay Emojis and have ignited a deeper discussion on cultural sensitivity.

Solanki (2020) is of the opinion that a wider audience is obsessively attracted towards the use of emojis and emoticons in day to day texting. According to him social media has widen the zone for the people globally to interact instantly. The first barrier in the entire process is language and the new one is the barrier of emojis as emojis generate diverse meanings due to cultural differences. He also highlighted that various gestures these emojis represent are weird to some of the global audience.

According to Guinness (2018) emoji icons are good addition in the way to communicate and to express through physiognomic signs instead of words. He in his article has talked about how each Emoji is different from the other emojis. He has pointed towards the emojis of different color hearts such as red heart, blue heart, and yellow heart by the creator. According to him each color heart expresses different situation and meaning.

Racoma (2018) has explained about the usage of Emoji icons and declared that emojis to be globally different. According to his study, Emoji signs are more effective in the way to converse rather



than words. He through the Facebook messenger survey has brought to notice that approximately five billion Emojis are used daily by the users. But the problem lies in the connotative meanings of the Emojis as the fire Emoji refer to real fire, to burn or hurt. In different countries the Fire Emoji is perceived differently such as in United Kingdom the Fire Emoji is used to express attraction. Similarly, the winking eye with a kiss is now known a platonic look but intent to flirt by different groups. Moreover, the Emoji with folded hands have many meaning such as apologize, clapping, thanking, blessing and all the meanings vary culturally.

Wang (2019) has heighted the cultural concern of acceptance of these emojis and emoticon. She has commented about a recent launch of cultural relic emoji. According to Wang (2019) these cultural relics are quite appealing to be turned into emojis but according to many critics the representation of these relics is a very sensitive concern because these relics are either in funny shape or present weird facial expressions which can be an offence for a particular group of people. In her article, she has pointed towards the gravity of situation. According to her observations, many educators are of the opinion that such representation of ancient relic emojis can be misleading for the children as these lack seriousness. Even many of the educators have raised their voice for the censorship of such emojis. In such cases, many emojis are being ostracized due to cultural sensitivity as well.

Taylor (2018) has explained that due to the popularity, Emoji icon became controversial among different group of people belonging to different cultures, religion and countries. The first controversy was revealed after Apple Company added color face Emoji instead of a particular one for every one.



For African, black or brown face Emoji; for English, white face Emojis; for Asian the yellow face Emoji. According to Taylor, the yellow Emoji for the different critics seemed as the Asian suffering from a serious disease such as Jaundice. On the other hand the fat face emoji with a doubled chin was considered later as body shaming. Parry (2015) has identified Emoji icons as more powerful in comparison with words. But according to Parry, the sign at the same time cannot express full meaning or can be misunderstood for something else at different situations.

According to Danesi (2016) the ambiguity cannot be resolved in understanding the real meaning behind the use of a particular Emoji even among its native speaker. He also ponders light on Emoji icons as a new slang written expression which is gaining popularity among its user in the global village.

According to Heaven (2015) Emoji cannot be enlisted as language as it doesn't follow any grammatical structure to form meanings. He has called it a poor communication system which only can convey emotion but fail to convey systematically. But on the contrary Pardes (2018), differs in opinion to Heaven. He has revealed how Emoji are becoming a sign in comparison to a symbol. He has shared that Emoji word has been announced to be included in the Oxford dictionary as the word of the year. He also has shared that the New York Time has mention Emojis as a success for writing LOL (laugh out louder) as an Emoticon. With the growing success of Emoji icon, it is also creating hurdles in understanding the true meaning behind an Emoticon or Emoji. According to Pardes (2018) due to politicization these Emoji icon are raising some controversies regarding food representation, flags, religions, cultures and different color of people.

### 3. Research Methodology

This research is a framework for assembling the connotations in the use of Emojis ethnically or culturally. Most of the material is collected from the internet, articles, newspapers, journals, and books. The method adopted for this research is a qualitative one. Semiotics is used as a tool for generic investigation and implication. Semiotics serves as an ideal tool for understanding the behavior of sign, creation of sign, and their functions. It is probably a good deal in the investigation of culturally sensitive Emojis. A sign according to Swiss philologist Ferdinand de Saussure stands for a physical shape and science is concerned with semiotics as a part of social life. As a theoretical framework, Marcel Danesi's *The Semiotics of Emoji* has been selected to understand the diversity in the Emoji representation in a better way. For the analysis of Semiotic symbols (Emojis), twelve diversely banned Emojis icons are selected to know the reason for their racial, cultural, social, and moral prohibition need formation.

### 4. Result and Discussion

Across the global village, an obvious response has been noticed in the use of Emojis as a communication tool in comparison to linguistic syntactic structure. According to the researchers the major purpose of the use of Emojis code is to respond globally irrespective of any language, culture and religion. But due the diversity in understanding and accepting these Emojis icons, it raised the issue of acceptance and rejection. For this reason, Emojis have been given cultural codes. The main aim of providing codes for Emojis icon is to provide a cross-culture visual code to language. In the initial level Emojis are the most ambiguous form to generate a set of meaning. According to Danise (2016) the Emojis icons are at time more ambiguous and the largely based on assumptions.




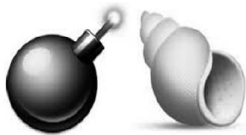


**Figure 1:**

The above mentioned figure represents a conversation where sender is conversing about robbing a bank. The conversation is being led between two speakers whereas one of them responded in

the shape of Emoji icons identifying the conclusion as the police will arrive and shot them up and they will be dead. Sender sent a final query in which he had mentioned a screenshot stating, “So that’s a no then?” this can be interpreted as a decipherable message.

The contextualization of an Emoji icon is a major concern now days. People are generating more meanings by combining the two or three Emoji to form a word or meaning such as the use of suffixes and prefixes in language. These pictures illustrate it more:

Figure 2:

<p><i>Be quiet!</i> This corresponds to the metaphor “Zip your mouth.”</p>	
<p><i>Bombshell</i> This is a blend of bomb + shell, producing the emoji word.</p>	
<p><i>Call me!</i> This emoji is designed to imitate the common gesture indicating the use of a phone.</p>	
<p><i>Drama queen</i> As we have seen, this is also used as a “princess” signature.</p>	

This type of experimental construction is very interesting in use and can convey meanings at the word and contextual level. With the increasing number of Emoji production and usage, it has made it difficult to use many emojis and emoticons due to cultural diversity. Due of cultural diversity, many emojis are being ostracized on yearly bases. The process of ostracizing has become a new enigma for many a companies who are in the run to produce new emojis to be recognized globally. If talk about the diversity of the Cat Emoji, the cat is referred differently in western cultures such as in many cultures Cat is referred as a domestic animal or companion; in other culture in comparison is considered a sacred one; in different other as a food. When using the Cat Emoji, it become difficult for the people when conversing cross-culturally as to not to offend or hurt the sentiments of the other’s diverse culture.

In different countries the use of different Emoji icons is banned due to cultural and religious sensitivity. The most sensitive Emoji to be discussed here are the horn Emoji, the hug Emoji, thumbs up Emoji, folded hand Emoji, waving Emoji, winking eye Emoji the nail polish Emoji, color face Emoji, double chin Emoji, V sign Emoji.



The horn Emoji raised the controversy after its release through different phone companies where Apple Company and Google were on the hit list. In many western countries, the horn Emoji is

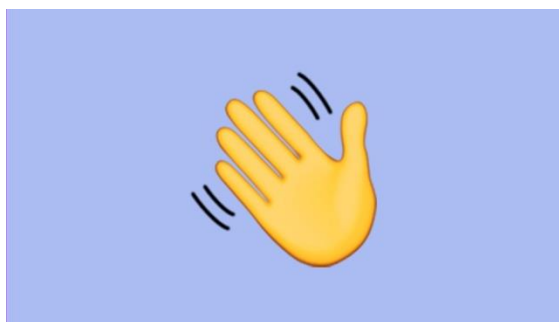
considered a good luck sign or is considered a sign to avoid bad omen, bad luck and evil eye. The popularity of the horn Emoji has been found in different countries such as Italy, Greece, Argentina, Colombia, Cuba and Spain.



**Figure 3: Horn Emoji**

The horn Emoji on one side presents a symbol of good luck for the people of many countries but on the other side considered as an allegation at a particular individual who had cheated on his or her partner. This seems something strange and absurd but undeniably true. In most of the Asian countries, the use of the horn Emoji is banned due to the sensitivity attached with it. The cultural sensitivity attached to it has urged many companies to remove or replace the horn Emoji from the Emoji list which is still a very controversial issue among the users.

The Emoji icons mostly are popular among the English speaking countries. The way the English speaking people are using the Emoji icon to generate further meanings differs in style in comparison to the other parts of the global village. The most surprising thing about the English speaking countries is the different style of using the same Emoji at various occasions. The best example is the red heart Emoji differs among many English speaking countries. The people belonging to New Zealand and Canada love to express their emotion  though the red heart Emoji but on the contrary the smiling pile of poo Emoji is used and favorite  among Ireland and neighboring countries. On the other hand the choice of using the Emoji icon also differs in many countries such as the English speaking people of Australia love to express through winking eye Emoji which the people of UK and U.S. love to express through the laughing crying face.

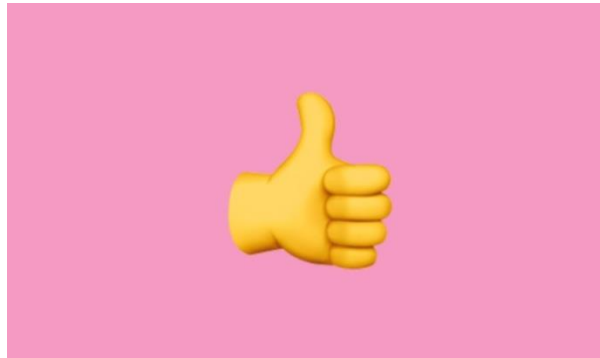


**Figure 4: Waving hand Emoji**

Furthermore some Emoji icons have manifold meanings such as the waving hand Emoji. The waving hand Emoji expresses a good will gesture to say farewell and valediction. It is used to say good-bye and also denote to meet again at several occasions. The waving hand Emoji also denote goodnight at the same time and many users have been noticed using the waving hand Emoji likewise. But a major allegation has been put on the use of waving hand Emoji due to cultural diversity as in Chinese, the

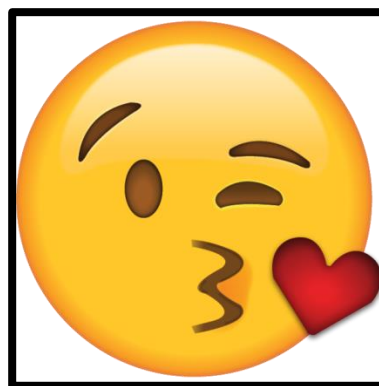


waving hand Emoji is interpreted as a sign of breaking the friendship” off and in many countries of Asia the waving hand is considered to be a symbol for curing someone or to abuse someone at several points. The Asian avoid using the waving hand Emoji and instead prefer to mention and write the exact linguistic express of good-bye.



**Figure 5: Thumbs up Emoji**

The thumbs-up emoji is often used at many events to express willingness and agreement. The gesture has gained a lot more popular among many countries around the world and is recognized as the ultimate icon to express the affirmation for an agreement. But still many curiosities have been attached to the thumbs-up Emoji across many cultures. In many countries, it is considered an abusive sign and most probably means sit on it which is a very offensive gesture for Nigerian, Iranian, and Iraqi and for Afghans. In many of these countries, it is equivalent to showing the middle figure in the western context. In the Emoji based discourse, cultural coding is a very crucial and extensive point. But many researchers took the culturally diverse meaning agenda very seriously and have suggested pondering over Saussure’s (1916) perspective of signifier and signified. According to Saussure (1916), the Signified is used as per the speech community concerning the signifier and it can generate many meanings at different levels depending upon the situation and community.



**Figure 6: Winking eye with Kiss Emoji**

The winking eye with a kiss has now been recognized as a platonic expression to express deeper love in different situations. Interestingly the use of winking eye with a kiss is famous among different groups of people around the world. The people belonging to different age groups express it differently in comparison to the other; as people of twenty-five to forty age groups use it to express love in a

relationship such as among boy-friends and girl-friends; married couples and lovers. Whereas people around forty to fifty-four age groups use it as an expression to flirt message.



**Figure 7: Folded hands Emoji**

The folded hand Emoji is a very complex one for users across the globe. The folded hand Emoji has many interpretations across the world as many take this gesture as thanking someone. Whenever the user types in “Thanks” this particular folded hand Emoji pop up which confuses the users to use it instead of or not due to its complex interpretation according to cultural coding. This particular Emoji has multiple meanings such as one can get confused assuming it as a gesture to thank someone; as applause or clapping for appreciation; as an ironical fold to feel sorry at a situation; literary sorry or pardon after a situation to express regret; two people or friends high-fiving; prayer or blessings. In originality, the folded hand Emoji is a Japanese gesture to say “thank you”. Due to the huge diversity in the meaning and the confusion created by the folded hand Emoji, companies such as Apple and Google had decided to remove the folded hand Emoji. The decision of removing the folded hand Emoji from the Emoji cycle has forced many companies to ponder over the creation of new Emoji icons before its public release.

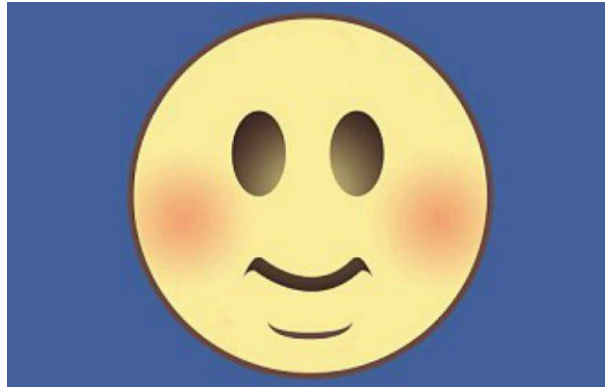
In 2017, according to the researchers’ sixty-nine, new Emoji icons were released after their approval by the Unicode Consortium. To create new Emoji icons is not an easy task to go through. It takes several months or years for its approval as each Emoji is carefully scrutinized and analyzed before its release publically on electronic devices.



**Figure 8: Hug Emoji**

The Emoji representing a hug is also a very controversial one. The hug Emoji according to many users across different cultures and countries convey different meanings. To some of the users, the hug Emoji refers to a funny shrug such as represented by a clown to amaze someone at the party at a certain occasion while to some other users it is something with the weather condition. In originality, the Emoji is designed to give a hug to some loved one as a sign to express love. The usage of the hug

Emoji has been scaled by the examiners and found less number of users in the use of hug Emoji due to the controversies it creates in its meaning.



**Figure 9: Feeling Fat Emoji**

The controversy arises in understanding the meanings of the Emoji famous as feeling fat Emoji. To many of its users, the confusion is raised by interpreting it as a feeling or not. The feeling of fat Emoji according to many is body shaming where fat people are humiliated and ostracized by other Emoticons. After its resale in 2015, many users protested against it claiming not to consider it a feeling. A feminist group entitled “Endangered Bodies” raised a campaign against the feeling of fat Emoji led by Catherine Weingarten. She as a leader put forward the issue and created a petition and gathered over 15000 signatures against the use of the feeling of fat Emoji. According to the group, the double chin with a yellow face promotes body shaming and has made fun of fat people with eating disorders. Initially, the company resisted but later gave up and removed the feeling of fat Emoji from the browser. Later after few years, it appeared again with a new name feeling stuffed that also later ignites anger among the users.



**Figure 10: Color Face Emoji**

The next controversial Emoji rose after the release of Mac OS X Yosemite by Apple Company. The Apple Company found itself in the middle of the controversy. The operating system has introduced new face Emoji icons with a yellow color face. Before this, Apple Company allowed its user to experiment with different skin color human Emoji icons. In the mainstream, the yellow skin color human face Emoji was a good addition and many users appreciate the company for this kind of addition for the Asians. It has made up a new place and recognition for the Asian people to use the yellow human skin Emoji instead of white or any other skin color Emoji. But later many people complained

about the yellow face Emoji being more yellow for an Asian and reported it as a sign of creating racial differences. Few of the users also identified the yellow skin Emoji icon as suffering from some kind of disease or jaundice. The yellow face Emoji icon was release as a default Emoji just like the emoticons.



**Figure 11: Peace sign Emoji**

The last controversial Emoji is the peace sign Emoji. For many years, the sign is considered to relate victory and as a peace-seeking sign. This sign is very popular among its users across the global village. But this peace sign Emoji is banned in the United Kingdom. The use of the symbol or the peace sign Emoji is considered as an abusive mark.

Due to the extensive use of Emoji icons, there is a desperate need to translate the real meaning behind each emoticon. The cross-culture variation is the primary source of ambiguity in understanding the Emoji and Emoticon. For this many companies are still working on its meanings and entitling them to generate meanings.

## 5. Conclusion

This study highlights the cultural association attached to the Emoji and Emoticon. Emoji are used differently at various events to formulate a specific notion or concept. There is a need to learn the techniques to understand the intended meaning the Emoji icons generate in a communication. The writing practice in Emoji Code is known as pictographic construction. The complexity arises when people from diverse cultures use Emoji icons in their communication. There are many problems associated with Emoji usage as they are according to the new millennium being used extensively by users across the globe which is in desperate need to be categorized linguistically. Language is the highlighted source of understanding and communication but language differs according to the area, dialect, culture, and even associated with religion. Similarly, the use of the Emoji icon as a language also varies from culture to culture and region to region. The variations are important to understand according to every culture. In some cultures, certain Emoji are like taboos even whereas in others, the same is socially acceptable. The difference in acceptance and rejection depends upon the social constructs behind the specific emoji, the difference in the mind-sets of people, and also the difference in subjective perceptions. The purpose of considering Emoji as a linguistic source of communication doesn't mean that the alphabetic structure is not required. The practice of Emoji in texting allows the users to replicate upon hybrid writing though one needs to be careful when using cross-culturally.

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