

УДК 81'25

CHARACTERISTIC FEATURES OF EMOJI AS AN INTEGRAL PART OF ELECTRONIC COMMUNICATION

Nigar Naghiyeva

*Institute of Linguistics named after Nasimi of ANAS
Baku, Azerbaijan, nagiyevanigar8@gmail.com*

Emoji are an essential element of modern digital communication, adding emotional tone, visual appeal, and expressiveness to written text. Their key feature is their ability to convey ideas concisely, clearly, and quickly. Emoji complement words, and sometimes even completely replace them, making communication simpler and clearer. Although these symbols are universal, they can have different meanings in different cultures. Emoji express emotions (joy, sadness, surprise), as well as objects, events, and situations. Their use is more common in informal communication, but they also play an important role in social media and marketing. At the same time, emoji influence the structure of language, creating a new form of communication and spurring the development of visual language. However, excessive or incorrect use can lead to misunderstandings.

In conclusion, emoji are a modern communication tool that makes written communication more lively, emotional, and effective, but they require proper use.

Keywords: emoji, digital, electronic communication, expression, society

The emergence and rapid development of the Internet has led to major changes in society. Thanks to the Internet, people can instantly communicate with each other and instantly obtain the information they want. The development of technology has ensured the widespread use of the concept of electronic communication and the inclusion of various scientific fields in the research spheres. The mass media that existed in society before the emergence of the Internet: newspapers, radio, television, have already lost their popularity and given way to social networking tools. Thus, communication directly related to electronic devices has begun to play an important role in the life of a modern person.

Many studies have been conducted and statistical data have been determined on the characteristics of electronic communication. The Pew Research Center, a scientific cen-

ter operating in America, conducts certain statistical studies every year, starting with the widespread use of computers and smartphones. Thus, the study called “Teens and Social Media Fact Sheet” conducted in 2025 shows how teenagers’ interest in social media has changed in recent years. Thus, while teenagers’ overall interest in social media decreased between 2015 and 2024, the number of Whatsapp users increased significantly. In our opinion, this is because Whatsapp has become the main stabilizing tool for daily communication [6].

These changes cover all spheres of society, as electronic communication differs from both oral and traditional written communication. The following features of electronic messages can be noted: 1) texts are usually small in size; 2) a message is sent at any time and is received at the same time; 3) it is possible to communicate with several people at the same time; 4) the short-term nature of what is written, that is, as new text appears on the screen, the previous message rises to the top and may not be seen by everyone. Therefore, in chats we often encounter expressions such as “what are you talking about”, “would you please repeat the topic”, “would you please give me some brief information”.

The differences between oral and written speech are characterized by cognitive dynamics and have different ontology [2].

Each person, depending on the physical conditions and cultural facts surrounding him, can encounter different meanings when communicating with people from different aspects.

Modern technologies that provide electronic communication pave the way for the emergence of new language connections. Interlocutors create short messages, send them, read them, and all these processes continue at the speed of live communication. At the same time, the impact of the existing text depends to a certain extent on the quality of its writing. Thus, the more literate, concise and understandable the text is, the higher the quality and speed of the conversation will be. Our personal observations show that there are many spelling errors in the texts, and even if this is visible to the user, there is no need to correct them. Whatsapp chats act as a typical example of a modern network community. The collective chats that take place here are of great interest because they unite different types of people: both those who pay attention to the literateness of writing and those who do not.

When using emoticons, paragramemic communication imitates facial expressions, which are other paralinguistic means [5, p.143].

One of the most important features of such chats is the use of emoji, emoticons, and smileys in electronic communication. It is now impossible to imagine any electronic text without them.

The emergence of smileys (smiley faces) dates back to 1963. An American insurance company created a yellow smiley face logo to increase the motivation of its employees and distributed it to them. In a short time, this drawing began to gain wide popularity around the world. The artist Harvey Ball, who drew that smiley, earned \$45 for his work, because he did not officially patent it. On the other hand, the smiling :-) or sad :(faces used in typographic writings also gained their popularity with the development of the Internet. The typographic smiley :-) was first used in electronic messaging in 1982 by employees of Carnegie Mellon University in Pittsburgh, USA, as a joke indicator. This type of symbol was called an emoticon (<https://en.wikipedia.org/wiki/Emoticon>). The word emoticon is a combination of the words emotion and icon (emotion + icon). The word emoji is a combination of the Japanese words “hieroglyph” and “image”.

Emojis were created in 1999 by Shigitaka Kurita, an employee of DoMoCo. These emojis were adopted by Unicode and were included in the iPhone keyboard in 2011.

The code for all emojis belongs to the Unicode Consortium, electronic devices all over the world recognize and accept emojis. Although the first emoji users were young people and teenagers, over time their popularity increased and began to attract all age categories. There is even an emoji dictionary on the network, where each user can add a description to the drawing [7].

Many surveys conducted around the world show that emojis are used more by people under the age of 40 (about 69%). This is due to the fact that emojis are a new phenomenon, like the Internet. In fact, in 2015, Oxford Dictionaries chose the emoji of tears of joy as the word of the year. As a result, emojis have begun to become the universal language of the new information age.

Emoticons have begun to have national characteristics since their first appearance. Thus, while cheeky :-), :-(,)) emoticons are widely used in America and European countries, horizontal emoticons were used more in Asian countries (-_-), zzz, >_<, 0_0).

A larger project was the mathematical modeling of emoji messages. At this time, 1.6 million messages in 13 European languages were analyzed in the X network (14). All messages were divided into positive, neutral and negative signs evaluated by native speakers. As a result, statistics on the use of emojis emerged. The acceptance of emojis as a universal language determines that each emoji image conveys a stable emotional meaning. However, using any emoji, such as a smiling or sad face, does not mean that the person writing the text is laughing or sad at that moment. Unlike natural communication, where people express emotions by seeing each other, written communication is always thoughtful and does not involve spontaneous reactions. Sometimes a user who is experiencing mixed feelings puts an emoji at the end of the text so that it is more quickly accepted by the recipient. On the contrary, an emoji with a sad face may be happy because it can share his feelings.

T. Shnobelen, while studying the meaning of 28 emoticons among 3.8 million messages, notes the writing of emotions with or without a nose [3, p. 124]. According to this approach, emoticons simply reflect the emotional state of the author, having an interactive nature and determining the attitude of the author and readers to any expression. The study showed that the messages of authors who added a “nose” to emoticons are longer and, as a rule, do not contain grammatical errors and taboo words. The owners of such posts were mainly representatives of the older generation. Due to their rich emotional meaning, emojis are often used to convey emotions in online communication. Users usually use emojis more for positive messages, and less for sad or angry messages. Emojis are used as a universal tool to convey sincerity, friendliness and clarity in cases where words are not enough or seem dry. The communicative function of emoticons in business communication around the world has been widely studied. The results of a number of studies show that emoticons are used not as an expression of emotion, but rather to indicate how the messages sent to the interlocutor should be understood. It should be noted that emojis, mainly placed at the end of a sentence, perform the function of a kind of punctuation mark indicating the type of sentence. Emojis strengthen expressive speech acts, but soften directive ones. With their help, a positive attitude between interlocutors is maintained.

D.Y. Zakharova notes that expressing emotions and feelings in writing requires a certain amount of time and effort. New formal tools (emojis) pave the way for their conclusion [4, p.126].

After the pandemic forced most employees to work remotely, the role of emojis began to increase and strengthen. British Dr. Moitri Banerjee, a psychologist at the University of Chichester, suggests that remote workers can compensate for the loss of up to 93% of non-verbal signals from body language and intonation recommended using more ideograms and emojis for. He noted that emojis help employees accurately "read" the tone of an email. In cyberpsychology, emojis are considered quasi-verbal signs that are ideal for conveying attitudes, emotions, and expressiveness in written communication.

Acting as small nonverbal cues, emojis help colleagues understand tone, social cues, and subtle nuances. They fill in the gaps left by plain text, making messages easier to interpret and reducing the risk of misunderstanding.

Emojis are not just decorative, they are also functional, helping to solve the following problems:

- Conveying intent and emotion in text communication;
- Developing a common emotional language within teams;
- Reducing misunderstandings and maintaining psychological safety;
- Increasing participation and collaboration;
- Effectively expressing recognition and gratitude.

According to Adobe's "Future of Creativity: 2022 Emoji Trend Report," 73% of people believe that emojis make them appear friendly, funny, or outgoing, which means that emojis are not just text decoration, but also have a psychological impact.

By 2025, an estimated 92% of people will use emojis, indicating their widespread use as a visual language. At the same time, the topic of "information through emoji" is becoming increasingly relevant in business communication. The widespread use of emojis means that using them in team chats, emails, and collaboration platforms is no longer an option - it's the norm.

A study by the Adaptivist Group reveals clear differences in emoji use across generations in the workplace (table).

Table 1

Generation	Use at work	Risk of misunderstanding
Gen Z	68%	43%
Millennials	48%	32%
50+	36%	20%

A survey of 10,000 employees in the US, France, Germany, India and Australia by YouGov & Atlassian confirms this generational contrast: 65% of employees use emojis to convey tone, 88% of GenZ find them useful, while only 49% of Baby Boomers and GenX agree.

But despite their widespread use, a significant portion of professionals are wary: 65% of employees admit to not using emojis at work for fear of being misunderstood.

62% of professionals believe emojis can boost team morale.

According to Adobe's US Workflow data, emoji users say they help them:

Share ideas quickly – 79%

Make more effective decisions – 62%

Reduce the number of meetings and calls – 47%

When asked why they use emoji in work emails, 56% said "to be friendly," but 26% of recipients believe that using emoji in emails is a sign of unprofessionalism.

This data shows that emoji can enliven and speed up communication, but excessive or incorrect use can make messages seem too random.

While most of the above data refers to the United States and Western countries, global emoji use is growing rapidly. For example, in a 2024 survey, 80% of Americans reported being confused when interpreting emojis, highlighting that understanding them is not guaranteed even in highly active markets.

Furthermore, as of September 2025, the total number of official emojis in the standard was 3,953, which is a sign of the expanding “dialects” in this digital language.

At the same time, psycholinguistic experiments of messages with and without emojis show that participants who use emoji are more sociable and friendly [1]. Our personal observations show that the emojis that each person uses most often in their correspondence history are displayed at the beginning of all emojis, which are mainly emojis such as a smiley face, heart, rose, eyeball, crying with joy, etc. It should be noted that middle-aged male users use emojis less often. The reasons for using emojis include the transmission of emotions, laconicism, raising mood, reflecting context, and simplifying communication.

In conclusion, we can note that in modern society, communication between people takes place electronically. The main feature of electronic communication is the establishment of a connection close to natural contact. Therefore, the use of emojis is increasing. Although they are not the universal language of the Internet community, they play a major role in the interpretation of electronic texts. There is a tendency for emojis to be used more often between close friends and relatives. In more serious, status-based electronic communication, the use of emojis is rare. Emojis are not just for fun, but also help people communicate more effectively.

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ХАРАКТЕРНЫЕ ОСОБЕННОСТИ ЭМОДЗИ КАК НЕОТЪЕМЛЕМОЙ ЧАСТИ ЭЛЕКТРОННОЙ КОММУНИКАЦИИ

Н.Н. Нагиева

*Институт языкознания им. Насими НАНА
Баку, Азербайджан, nagiyevanigar8@gmail.com*

Эмодзи являются одним из важных элементов современной цифровой коммуникации и добавляют эмоциональный тон, визуальность и выразительность письменному тексту.

Их главная особенность — способность передавать идеи кратко, ясно и быстро. Эмодзи дополняют слова, а иногда и полностью заменяют их, делая общение проще и понятнее. Хотя эти символы универсальны, они могут иметь разные значения в разных культурах. Эмодзи выражают как эмоции (радость, грусть, удивление), так и объекты, события и ситуации. Их использование более распространено в неформальном общении, но они также играют важную роль в социальных сетях и маркетинге. В то же время эмодзи влияют на структуру языка, создавая новую форму коммуникации и давая импульс развитию визуального языка. Однако чрезмерное или неправильное использование может привести к недопониманию. В заключение, эмодзи — это современное средство коммуникации, которое делает письменное общение более живым, эмоциональным и эффективным, но требует правильного использования.

Ключевые слова: эмодзи, цифровой, электронная коммуникация, экспрессия, общество.