**Reading test Section 03: activity 02**

**SECTION 3 Questions *28-40***

*Read the text on pages 25 and 26 and answer Questions 28- 40.*

*Questions* 28- 32

The text on pages 25 and 26 has five sections, **A-E.**

*Choose the correct heading for each section from the list of headings below.*

*Write the correct number,* ***i- viii,*** *in boxes* **28-32** *on your answer sheet.*

**List of Headings**

1. Why emojis may have a short life
2. Ways in which new emojis are designed and made available
3. How words and emojis both fulfil new needs in our society
4. How emojis are regarded in different ways by different cultures
5. The use of emojis in different fields and what this means for us
6. The rapid spread of a new way of interacting
7. How and where emojis were first invented
8. The value of emojis for making feelings clear

Section **A**

Section **B**

Section **C**

Section **D**

Section **E**

**Emojis**

**A** Language always changes, of course. This is one of the few constants about it. But it's arguably changing at a faster rate now than at any previous moment in its history. And emojis - the set of picture characters that people use to punctuate their online correspondence - are at the forefront of this frenzy for change.

As a form of global communication, emojis only began their growth in 2011. Four years later, it was estimated that they were being used by over 90 per cent of the online population. In excess of six billion were being sent every day. Their prevalence in the culture was such that Oxford Dictionaries recently chose one as their word of the year. 'Words of the Year' are those judged to be reflective of the 'ethos, mood, or preoccupations of that particular year'. They're very much of their time. And often, once that time has passed, they fade from people's consciousness almost as quickly as they arose.

There's a good chance, then, that the emoji chosen by Oxford Dictionaries – the 'face with tears of joy' - will also appear to be dated in a few years. But the reasons for this offer a fascinating insight into the way that society is evolving. The little yellow circle with dots for eyes acts as a surprisingly good lens through which to view the history of human communication, and to predict its future.

**B** There are two main reasons why language changes. One is to do with the way that language mirrors the changes in how we relate to each other. As an expression of identity, language is adapted by different groups and different generations to reflect their own sense of self. It also needs to constantly assimilate fresh concepts as these evolve.

Words are being created for these reasons all the time. But what's interesting about emojis is that they've contributed to this ever-expanding storehouse in a different way. At this point in our history, the gaps in our vocabulary are being filled not simply by new words, but by an absolutely new system of expression.

**C** The second major reason that language changes is down to technology - specifically, the ways in which the technologies we use have an effect on the process of communication itself. Both hardware and new technologies result in us subtly changing the way we interact with each other and also altering the shape of the language we use.

Emojis have evolved as a solution to the needs of mobile communication. In particular, they compensate for the way that computer- mediated messaging on smartphones can sometimes tend towards the emotionally empty. Whereas face-to-face ,or even voice- to voice, conversations can ex press e motional closeness through facial expression or tone of voice, this is easy to miss when messages are rendered in a few short words on a small screen. Emojis are a means of restoring this emotional framing to an interaction - punctuating your message with a smile.

**D** But unlike almost any other type of language system, emojis have something akin to a built- in obsolescence. Just as smartphones and their operating systems have a frequent refresh rate, emojis also get routine enhancements. The emojis you have on your phone now will undergo subtle redesigns over the course of time, and extra characters will be added. Because of this, their usefulness is artificially limited.

In the context of communication systems, this is something that's never previously been the case. Twenty years ago, people might have bought a new landline phone when they were tired of the design of their old phone or if they wanted to get one with whatever latest innovation was going around - an inbuilt answering machine, say. But they didn't have to upgrade the language they were using as well.

Emojis, on the other hand, are a case study of how technology and the human capacity for communication are working together - of how the onward march of technology exists at the intersection of consumerism, innovation and design. Moreover, the fact that they 're at the front line of a relentless wave of technologically driven change in communications practices encourages - if not necessitates - a great amount of creativity in the way they're used.

**E** Finally, there's the way they've become implicated in almost all aspects of modern society, from politics and marketing to art and entertainment. Emojis are the subject of musicals and Hollywood films. They're the inspiration for fashion design, art and architecture. They're a staple in advertising and commerce. Understanding why they've become so popular, and how they work, can not only explain something about the nature of language; it can also help us to understand our relationship with technology, society and ourselves .

*Questions 33- 37*

*Complete the summary below.*

*Choose* ***ONE WORD ONLY*** *from the text for each answer.*

*Write your answers in boxes 33- 37 on your answer sheet.*

**The importance of the 'face with tears of joy'**

It is probable that before long, an emoji such as the 'face with tears of joy' will seem

33 .............................. . This is of interest as it tells us about developments in

34 ............................, providing an effective way to focus on both the

35 ............................ and the future of human communication.

Changes in language reflect changes in people's relationships. They reflect the ways in which the 36 ............................ of groups and generations changes over time, and they allow new 37 ....................................... to be included. However, emojis are interesting as they are a system that expresses these ideas in a completely new way.

*Questions 38-40*

*Choose the correct letter,* ***A, B, C*** *or D.*

*Write the correct letter in boxes 38-40 on your answer sheet.*

38 What does the writer say about 'Words of the Year'?

**A** They include increasing numbers of emojis.

**B** They are soon forgotten by the public.

**C** They are required to have social significance.

**D** They are invented by the writers of dictionaries.

39 The writer says that the usefulness of emojis is limited because

**A** they are constantly being changed.

**B** they may not be correctly interpreted.

**C** they are difficult for some people to update.

**D** they are linked to specific operating systems.

40What would be the best subtitle for this text?

**A** Will emojis take over from words one day?

**B** How can emojis be made more meaningful?

**C** Are emojis used too much in our society today?

**D** What do emojis tell us about the world we live in?

**Answer:**  
28. vi  
29. iii  
30. viii  
31. i  
32. v  
33. dated  
34. society  
35. history  
36. identity  
37. concepts  
38. B  
39. A  
40. D