Read the following resources before answering the questions below

* <http://www.cbc.ca/news/technology/emojis-forever-pringle-1.4577456>
* <http://www.cbc.ca/news/emoji-equality-google-1.3698970>

Questions

1. List and explain five (5) examples of how "images are becoming the new mode of expression."

**Example #1:** "Clearly, the social media generation has revolutionized the way people communicate," noting that 1.2 trillion photos were taken on smartphones in the past year, and five billion emojis were sent.

**Example #2:** “Visual icons like emojis function as a convenient shorthand that minimizes the time and effort required to communicate."

**Example #3:** According to Vyvyan Evans, the author of *The Emoji Code*, emojis also help to reproduce characteristics of human communication that are present in the real world, in the digital environment.

He says, "Seventy per cent of the meaning of an oral conversation comes from nonverbal cues. Emojis add personality to the text and generate empathy among users."

**Example #4:** A text message lacks the emotional context present when you're communicating face to face, or even writing something more long form where you can be more expressive using language. Emojis can help add a bit of the nuance that's missing from short, rapid, digital communications.

As a visual form of communication, emojis have the potential to be more accessible, or universal, than traditional alphabetic scripts. Emojis make a direct link between the written form and the object or emotion being referenced.

**Example #5:** While more than 1.5 billion people speak English, 3.2 billion use the internet, three quarters of them through smartphones equipped with emojis.

1. List and explain five (5) advantages of using emojis in communication.

**1.** Emojis add personality to the text and generate empathy among users.

**2.** The amount of time to communicate something with an emoji compared to text is significantly shorter.

**3.** They help to reproduce characteristics of human communication that are present in the real world, in the digital environment.

**4.** They universally connect others using the wide variety of emojis. Depending on who you’re talking to, there’s always an emoji that fits the person’s circumstances. It’s quite versatile.

**5.** As a visual form of communication, emojis have the potential to be more accessible, or universal, than traditional alphabetic scripts. Emojis make a direct link between the written form and the object or emotion being referenced**.**

1. List and explain five (5) disadvantages of using emojis in communication

**1.**"All the emotion emojis, for instance, can carry different implications in different cultures and within different contexts within a culture," says Boyd.

**2.** Emojis lack precision, "which limits their communicative efficacy."

**3.** Even though emoji - or their predecessors, emoticons - might have originally been intended to help clarify the author's meaning, they're also open to wide interpretation based on the context of their use, variance in graphical representations and technical issues, all of which can influence how the meaning of messages is perceived by others.

**4.** Technical issues can alter a recipient's perception of a message's intent, when an emoji is viewed on a platform different from the one it was sent on.

**5.** [Scope](http://www.scope.org.uk/), a UK-based disability charity, released 18 emoji designs representing people with disabilities and Paralympic sports.

Currently, the only emoji to represent disabilities is the wheelchair user sign.

"We think this isn't good enough," Scope said in an [statement](https://blog.scope.org.uk/). "So we hope that our 18 emoji designs will inspire Unicode ... to represent disabled people in a positive way."

1. Write a supported opinion paragraph (SOP) that addresses the comment "nothing is more important than how emojis are replacing words.". (for or against)

I am against this statement. Saying nothing is more important than how emojis are replacing words is simply preposterous. People are dying every day through means that simply aren’t natural. For example, people in war torn countries such as Afghanistan and Syria are dying for much more sinister reasons whether it’s the isms that force a group of people to conform to other groups of people, or terrorists seeking world domination in the form of one religion ruling all, emojis are seriously low priority.

1. List and explain three (3) examples of how emoji equity affects users.
2. A point could be argued that have a generic subset of emojis to communicate basic human facial expressions such as happy, sad, tired or angry is good because it does the bare minimum: inform the receiver of how their currently feeling. It’s not too complicated or precise and as such, communication can be a relatively simple act to do without thinking too much about it.
3. On the other hand, some may feel that what they’re communicating doesn’t really feel like them. It’s the same thing with people who are transgender. They feel as though what they were given with at birth was a mistake or they just don’t feel comfortable in being a male or female. Some people with emojis may feel that generalization is a bit too big and as a result, they don’t feel the emotionally connection between who the person is and what they’re given to express themselves.
4. Then there’s the issue of using emojis and the audience or market it was intended to be used by. For example, a programmer working for Apple in California implementing emojis may think to address the western market specifically, which is understandable. Where they live they experience a certain culture and as such they’re viewpoint is solely from that perspective. If a Japanese person got a hold of a western developed iPhone, the assumption from the programmer(s) is that you’re from the west. However, what the west deems acceptable or appropriate may not hold true for the east. That iPhone being developed in California is seemingly made for that market and countries like Japan may not be able to grasp or understand what the west is used to as their custom.
5. List and explain three (3) examples of how emoji equity is being addressed by companies such as Google.

**1.** The latest push for emoji equality comes from Google. The internet giant recently announced it will introduce several new emoji to represent women working diverse careers.

**2.** In April 2015, Apple introduced emoji with different skin tones for the iPhone following criticism from users that the characters depicting people were too white.

**3.** [Scope](http://www.scope.org.uk/), a UK-based disability charity, released 18 emoji designs representing people with disabilities and Paralympic sports.

1. Write a supported opinion paragraph (SOP) that addresses the twitter comment “isn't there more serious issues to focus on in regards to women than emojis?” (for or against)

I personally agree with that Twitter comment because although I can see why people are happy about the introduction of more emojis for women, that should be the cherry on top instead of being part of the women rights cake itself. It’s not that big of an achievement when we factor this on a grand scale. There are women out there who have declared that they should be considered human beings and here we are in 2018 being really happy over more female digital facial expressions.