Case Study 3

Questions

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

· There are many examples in the article that emojis are now replacing words.

· They were designed to show emotions but became a way to show actions.

· Feelings that were once expressed in words are now exchanged as emojis.

· There are many different types of emojis that can replace different words. For example: time can be expressed by a clock emoji or cycling can be replaced by bike emoji.

· In a fast-paced environment like today, emojis are sent on the go and to save time.

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

· Emojis add personality to the text and creates empathy among users.

· It minimizes time and effort required to communicate.

· Emojis add emotion to the text, without it getting the emotion is a bit harder.

· Emojis are universal, everybody in the world can use them because it is not a language that they need to learn.

· Emojis are of different colors, religion and genders thus help promote equality.

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

· If emojis are considered offending to the receiver, then the sender be get in legal trouble.

· Due to some technical glitches, some emojis are displayed differently on other platform.

· One always needs to be careful how they use their emojis.

· It reduces the senders and receivers communication skills.

· People consider emojis to be stereotypes of girls profession and lacking gender equality.

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

· Emojis are becoming increasingly popular these days. They are being sent by users all over the world. Some say it is becoming a new mode of expression. Emojis are indeed replacing words and this is important to know in the present generation. In our generations, almost everyone has a cell phone device. People use their cell phones however they like but mostly people use it for texting. When there were not many emojis people used text and images to send a message across but now it has all changed. Emojis have now replaced words and this is a growing concern as people use less and less words. Not everyone recognizes emojis as we do. A good example of this is from the article, “The infamous eggplant 🍆emoji means differently depending on whether you are talking about baba ganoush or a sexual activity…”. We can also express our feelings through emojis. For example: ❤️ means love and means broken heart. This may be an advantage or a disadvantage depending on the user.

5. List and explain three (3) examples of howemoji equity affects users.

· There is an ongoing concern of emojis not having females in different profession in other words be stereotypical. This has got much attention of people throughout the world which now work on changing the “gender inequality”.

· Google is also trying to make more emojis to better represent women in their profession. This gives google a positive image to its users that want gender equality in emojis and/or want more emojis.

· Female users that use emojis claim that emojis are inspiring and give them confidence. They believe that emojis show that women are evolving.

6. List and explain three (3) examples of howemoji equity is being addressed by companies such as Google.

· On twitter, Google tweeted that it was celebrating world emoji day to better represent women. Google understands the people’s concern of emojis not have enough women professions and so it is making new emojis.

· Apple has introduced emojis of all colors where as first the emojis were very stereotypical. Companies like apple are aware of the ongoing issues on emojis and want to make sure to provide its users with the best experience.

· Scope, which is a disable charity in UK, introduced 18 emojis to better represent people with disabilities. Before there was only one emoji on this topic . Now everything is evolving as people change around the world so does the emojis and environment around us.

7. 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)

· This world is a huge place. We have issues that are still ongoing in the past. These issues are way more important than something less important like emoji equity. Women have faced many issues in the past and still face some of the issues today. These issues need attention from organizationsand still need to be solved. There are many issues that women face like child marriage, less job opportunities, low income compared to men etc. If people only care about minor issues, then these major issues will continue in the future. In my opinion emoji equity might be a topic of discussion but there are many more and much more important topics that need to be discussed. If people focus more on addressing how we can end issues that have a big negative on women, and less on sending pixelated images on their phones this world can be a much better place.