

## Use of Emoji as an Exuberant form of Social Interaction in Memes

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### Abstract

In technological researches and digital communication media the usage of social media has become the trending topic because of the increase in use of the social media. To humanize a text message and to give meaning to the written part, the trend of using different emoji is being used as a new form of language used in social media. The icons that show up on a keyboard and can be used in messaging on the digital media for communication are known as emoji. Emoji are the latest form of emoticons that are used on all the smart devices by people at different platforms for conveying meaningful text messages. The present research will explore the use of emoji in the modern era as an exuberant form of social interaction in memes. In written text, social, psychological and linguistic aspects with an amalgamation of non-linguistics cues can also transfer emotions through memes. This is a qualitative research, which employs a descriptive method. It can be said that, emoji in a word-based digital communication accelerates the approaches' efficiency and differs with the person's personality and the societal framework. For this social semiotics theory by Halliday (1978) has been used. This will help in determining the intention of the user where he decides what he wants to convey. This research will also help researchers to look at emoji from a different and creative aspect by looking at its use in different context. Furthermore, it will pave the way for them to study emoji as an essential part of memes.

**Keywords:** Emoji, memes, social interaction, Exuberant Form.

### Introduction

In the world of digital communication, people come across the incompetence to explain the bodily motions and facial terminologies that are experienced in person-to-person interactions. This problem can be solved by vast variety pictures that are provided by emoji to express feelings and opinions as well personality. Emoji are the center of attention for the new generation as they use them on all of the available smart devices. There are a lot of people who use emoji for digital communication on daily basis but still aren't aware of how to convey a message by using an appropriate emoji in the conversation that fully elaborates the meaning of the sentences. Just like an overwhelmed expression or a simple smile. (Walther & D'Addario, 2001).

Semiotics is the investigation of signs. It is worried about the manners in which we speak to our reality, ourselves and other people. It is a mortal undertaking. People are able to convey orally or in written form. They practice symbols, images, complete or paralinguistic intends to convey a letter. Its primary standard is that significance is produced by the organization of performances and items which work as signs according to different signs. The term mind blogging means that one emoji may refer to some other emoji and makes

connection this is what decides the alignment of the emoji in a particular set.

### Research Question

How the use of emoji is an exuberant form of social interaction in memes?

### Literature Review

In the modern era, emoji are replacing written discourse and they are giving opportunity to the recipient to understand the message along with the emotion of the sender. They provide an opportunity to the sender to express more than just words by using emoji. Use of emoji also validates the intentions of the sender as written discourse alone cannot create the specific type of thrill which can be aided with the right emoji. They can facilitate the user socially, psychologically and linguistically when used appropriately as they can help the sender to send his message effectively, excitedly and enthusiastically.

Emoji can be used to create social bonds. Aims, sociocultural variances and characteristics are expressed by people through emoji. (Derks, Bos, & Von Grumbkow, 2007; Schnoebelen, 2012; Park et al., 2013). In different values and cultures the role of emoji use has been discovered by different researchers. Kelly and Watts (2015) directed a research panel, with stout individual connections 20 partakers who were ethnically different got interviewed and their answers were cross-

examined, based on the practices of emoticons in the textual world. The research established that moreover transmission of emotions, for other commitments emoticons are put into use, like discussions that are proven, permitting bouncy connections and creating private exceptionality within an association. If we talk about ethnicity, gender, race and religion then emoji supports possibility to express diversity. Now people can select emoji from a collection of emoji in various skin tones. There is a Family Relationship Emoji that allows people in the representation of the type of relationship they are in. It has various options of choosing combined emoji like that of a male, female or (any other, or varied). It has also this beautiful emoticon of family with kids that may be girls only or boys only or varied. In this way their social interaction becomes easy and meaningful. These type of emoticons are believed to strengthen bonds among different relations as they are a source of bringing people close and encourage communications as well as being expressive.

Our talking forms are being altered by the use of emoji. In the modern era, emoji are used to convey unsaid messages through facial expressions in the form of a textual expression. (Rezabek & Cochenour, 1998; Wolf, 2000; Crystal, 2006). Nonverbal data is the portion of data that the human mind procedures and identifies as an expressive interface when noticing an emoticon or an emoji (Yuasa, Saito, & Mukawa, 2011). These pictures are read as typescripts (i.e. emoji) as expressive material and not words; so, writing with profound emoji is significant as articulating the clear meaning of messages with words via communication medium (digital). Those people who have been prevented from using gestures are less voluble while conveying a message through speech, it is proved by linguists' researches. (Finlayson, Forrest, Lickley, & Beck, 2003).

### Social Semiotics

The word 'social semiotics' was presented by Halliday (1978). He recommends that linguistics can't be isolated from culture. He perceives verbal communication through linguistic as a 'social semiotic' in which linguistic, the methods through which entities connect, must be considered in a

social setting. Linguistic and culture is a certain together idea and should be examined as a full. Language is related with social setting and can't be spoken to by a solitary cautious framework. Rather, it must be examined inside a socio-semiotic system, or as Halliday (1978: 2) places it. A communal realism (or a 'society') is itself a structure of implications – a semiotic build. Based on the specific viewpoint, linguistic is one of the semiotic frameworks that establishes values; one that is particular in that it additionally fills in as encrypting arrangement of numerous (however not the entirety) of the others. This in rundown terms is what is intentional through the definition 'linguistic as social semiotic'. It implies deciphering linguistic inside a sociocultural setting, in which the-way of life itself is deciphered in semiotic terms – as a data framework, if that phrasing is liked. Hodge and Kress (1988) build up this hypothesis of societal semiotic further. They center around the employments of semiotic frameworks in societal exercise, and assembled annotation of semiosis as a powerful cycle, where importance isn't dictated by inflexible structures, or predefined social codes.

### Text

Halliday (1978: 139) characterized writing as a sociological event, a semiotic practice through which the inferences that contain the social framework are dealt". From the Hallidayan social semiotic perspective, a framework that is semiotic is prepared around three sorts of ranks, moreover mentioned as three semantic metafunctions: ideation, relational and printed (Halliday, 1978: 112). Textual importance is about what assets semiotic modes have for delivering a firm semantic structure rather than an arbitrary assortment of acts. In the expressions of Halliday (1978: 112), it speaks to the speaker's content framing potential; it is what makes language applicable. This part gives the surface. It communicates the connection between the language and its condition including both the verbal condition and the non-verbal".

### Register

Register is a conveying medium assortment that depends upon the utilization. Register examination is gotten from Halliday's fundamental useful sentence structure (SFL) that is outfitted to the

investigation of conveying medium as correspondence, keeping in view the significance that is in the essayist's etymological decision, deliberately connecting the decisions to a more extensive sociocultural system" (Munday, 2001: 90). Consequently, one of the utmost significant cases in SFL is utilizing linguistic is a social semiotic. In other words, language is an importance creating framework and as Thompson (1990: 285) states that semiotic is an extremely broad word. It is on a very basic level worried about symbol, or all the more appropriately, with frameworks of signs and can be perceived as the investigation of the relations amid the components which make an emblematic structure or mark, and of the associations between these components and those of a more extensive arrangement of which this representative structure might be a section. Register is a "semantic idea" (Halliday, 1985: 38). According to Halliday and Hasan (1985: 41), register is "an assortment as indicated by use". Register can likewise be characterized as the arrangement of semantic assets that the individual from a culture ordinarily connects with a circumstance type. It is the significance potential that is open in a given social setting (Halliday, 1978: 111). Additionally, that register is a language assortment practically connected with specific relevant or situational boundaries of variety and characterized by the common semantic qualities reliant on these factors. As indicated by Halliday, there is a solid interrelation between the "[...] surface-level acknowledge of the etymological capacities and the sociocultural system" (Munday (2001: 90).

### Text Context of Situation

At the point where comes the debate of the setting of situation, we likewise allude to extra-semantics factors. Butt et al (2000: 3) said that the internal setup of a culture, lectures and reporters use different types of language mediums in different circumstances. All of those setups is an internal situation, that utilitarian etymologists call the setup of situation. Conferring to Halliday and Hasan (1985: 12), without relating to the circumstances posts can't be drawn nearer in which writings unfold and in which they are to be decrypted. Afterwards, the socio-semiotic method to contract with record study can be used to follow the greeting

of inferences (talked about above) which have been enacted by the three relevant factors: field, tenor, and mode.

When it comes to the field of talk it refers to the going on situation whatever it is, with respect to any move that is taking place as well as what is the thing people are occupied with and where the language becomes a fundamental part? (Halliday and Hasan, 1985: 112). A vital part is anticipated in relation to messaging when it comes to the point of Field of talk. It can be non-specific, same as if we manage different day to day tasks on daily basis. Those tasks can also be divided and dedicated in legislative issues, software, etymology, legislative issues, engineering and various fields. Directed by Halliday and Hasan, the idea of participating is denoted by mood and is linked to the idea of the members, their jobs as well as their statuses and what type of bonds are present between members including everlasting and temporary connections of some sort, both the kinds of discourse job that they are taking on in the exchange and the entire group of socially huge connections wherein they are included?" (Halliday and Hasan, 1985: 12).

The connection between two members is demonstrated by the tenor of talk among them (for example speaker/essayist and listener/per user) as showed in language use. When it comes to the receiver or sender there is a wide variety of sets of different writing styles and different communicating style. Different set of languages and different sets of styles of conveying messages are used among couples and the government officials as well. The communication style among couples is casual whereas for government officials it is professional. A harmony is needed among the listener and the speaker in order to communicate properly.

Method of talking refers to what part the language is playing in communication and also to what extent people are expecting the language and certain words to accomplish things for them. the representative connotation of the content and the status that it has, and its capacity in the specific situation, including the channel (is it spoken or composed or a mix of the two?) and additionally the descriptive method, what is being expert by the

content as far as such classes as significant, expressive, instructive, and so forth" (Halliday and Hasan, 1985: 12).

Method incorporates phonic versus realistic network, verbally expressed versus composed means, the degree to which script design is shared or not, and so on. Talking can be non-unconstrained, as in performing or discussing, or unconstrained, as in bantering. Mill operator (2005: 28) offers the accompanying outline of the Hallidayan model which is significant as a dream of the worldwide content formation measure.

### Text Context of Culture

Similarly, setting of circumstance, setting of principles is a significant component by which one can appreciate messages. The term setting of principles was right off the bat put by the anthropologist Malinowski (1923). Setting of culture is significant additionally on the grounds that it isn't the quick sights that is significant yet in addition the entire social antiquity after the content and deciding the criticalness for the way of life. Being aware of where, when the content is established will assist with understanding the content more. Halliday and Hasan (1985: 46) bring up that the setting of circumstance, in any case, is just the prompt condition. There is likewise a more extensive foundation against which the content must be deciphered: its context of culture.

Any genuine setting of circumstance, the specific setup of arena, mood, and manner that has carried a content into existence, is not only an arbitrary mix of highlights however an entirety a bundle, in a manner of speaking, of things that ordinarily go together in the way of life. Individuals do these things on these events and append these implications and qualities to them; this is the thing that a culture is. The culture in which a specific governmental discourse is made structures part of the unique circumstance. Schiffrin (1987: 4) affirms this view by expressing that language consistently occur(s) in a specific situation, yet its examples – of structure and work and at surface and fundamental levels – are touchy to highlights of that unique circumstance. So, when an interpreter manages political talks, he/she must be delicate to this in light of the fact that language is conceivably

delicate to the entirety of the settings in which it happens, and, much more emphatically, language mirrors those settings since it assists with establishing them. (Schiffrin, 1987).

### Methodology

This is a qualitative research, which employs a descriptive method. It will study on how emoji used in memes are making communication exciting by filling the gap of written discourse by accomplishing social, psychological and linguistics needs of a communication process. Halliday (1978), has been used in order to analyze 15 randomly chosen memes containing emoji.

### Limitations

Because of the faint graphical particulars emoji may not be acceptably understood. Due to different platforms, emoji have different appearances and therefore are confused later on with different meanings. Emoji can be translated to give different meanings in reference to the context when no text is attached to them. (Chang, Hecht, Johnson, Miller, Thebault-Spieker, & Terveen, 2016). Natural Language Processing (NLP) approaches, it is essential to understand readings that were placed to understand the emoji appropriate meaning usage. It's just one part of the research as a detailed research should also be carried out where real audience is involved and their opinions are analyzed on the basics of their gender, age, and their understanding of the use of emoji in real life.

### Discussion

The use of emoji in the cyber discourse basically enhances the spheres of meanings. The layers of meaning so to say the intra-semiotic meaning within the written discourse is influential on various levels for instance, laying out the meaning as well as developing the emotional meaning as well. The use of emoji are the indispensable part of the cyber discourse on various social media platforms but on only restricted on social media rather it has begun the integral part of the chatting or texting that is part of daily life. Furthermore, emoji are the basic enhancers of the meaning on emotional and visual level, evolving through semantic clustering, yet it is according to the context and culture. People share empathy and create relationships by using emoji of hearts which come in various colors which you can use



according to your relationship with the recipient and other emoji of the same sort for example smiley with heart eyes and simple smiles can be used, which can convey your good intentions for the recipient.; however, it always lacked online, even before the invention of emoji. Churches, Nicholls, Thiessen, Kohler and Keage (2014) have studied that the human brain works and responds the same way as it responds after looking at a smiley face in reality. The same parts of the brain are activated at that time. Thus, it proves the idea that emoji do effect people mentally.

Churches (2009) said, new skills are accepted and learnt by nearby settings. Culture leads people to attain the qualities and traits as well skills they were not born with. Similarly, the brain acts the same way it acts when it sees and actual face of a person so a person smiles as if they've seen someone in reality. (face-to-face interaction) As they can relate to emoji as their own facial expression or the emotion they want to express. Use of emoji can also give the fulfilment of being understood which satisfies an individual psychologically.

being angel and funny/ joking face. Last emoji used is the symbol for joining both hand in the way of prayers and alongside this emoji the word “pray” is also written. It is catering both purposes of fun and exaggeration in interpreting the meaning.



Figure: 2

This meme contains emoji of thinking and relaxing face to enhance the meaning of the wording related to the thinking process. It has been keenly observed that use of these emoji has given a crunch to writing and elevated the humor factor in the meme.



Exam Planning

Figure: 1

The above meme has smartly used emoji to convey the humorous meaning via emoji in students' mind set regarding exams preparation. And use of language in a funny way. The fusion of written text influx of emoji makes it more hilarious and funny. There are layers of meaning in this meme being enhanced by emoji that conveys the meaning of



Figure: 3

This meme is yet another example and unique in its own way. As it is depicting human face that is chubby as well as laughing emoji that gives an

extra impression and take meaning to whole new level. The blending of three layers of meaning human face, emoji along with writing makes this meme a laughable picture. This is how people react on absurdity.

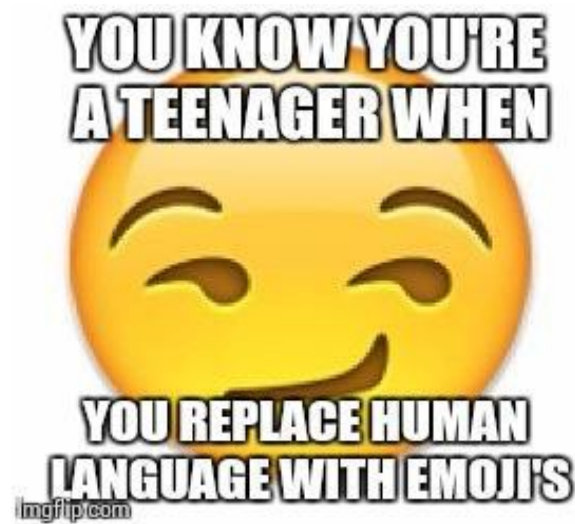


Figure: 4

This meme is yet another example of a face with a specific expression and covered by language. It is actually based on the importance and usage of emoji as another way to communicate. It also reflects the trend of how we communicate when we are not communicating through linguistic cues. This meme is a fine example of the way emoji enhances the meaning that is obscure in the background. This emoji added that extra pragmatics to clarify the whole meme.



Figure: 5

This meme pertains the emoji not related with face but rather the sign language expression of “OKAY” that are also famous in cyber language. The real picture with text and prioritizing it with sign language, hand expression makes it comprehensible for the viewers.

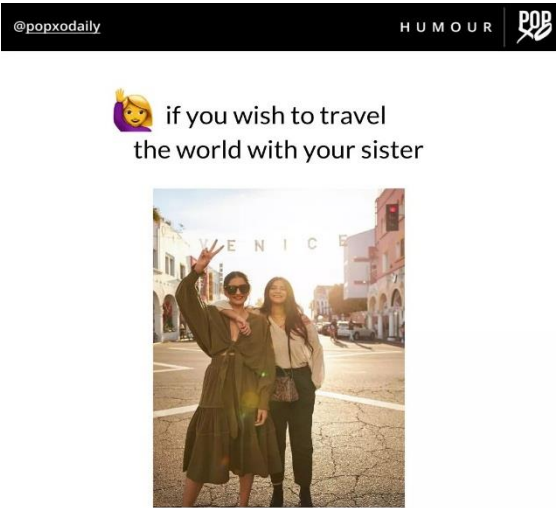


Figure: 6

Sometimes a plain picture and text with emoji makes it a catchy and makes a clear sense of meaning as shown in this memes. It's a happy emoji to shows agreement to travel. This emoji makes the meme more comprehensible and relatable.



Figure: 7

The emoji used in the meme can be a sardonic smile which usually used to convey the meaning of uncertainty. The written text with a close knitted amalgamation of the emoji is very influential in this meme. In this age of modern day world we are

occupied with thousands of chores and this meme specifically points out the lack of words situation we encounter when we are overwhelmed by daily routine.



Figure: 8

The expression of sorrow rather crying is being conveyed in the exaggerated way via this meme. The written declaration "I" the text with mingling of emoji makes it catchy and easy to inculcate in the text or chatting

if "I'm fine"  
was an emoji



Figure: 9

The blatant emoji exhibits meaning of different expressions such as ambiguity, happiness, confusion, indecisiveness and sadness all together in one meme. This emoji is quite relatable in terms of meaning in diverse context.

me: im so exhausted i need more sleep  
me at 3 am:



Figure: 10

The daily routine of sleeplessness and exhaustion being displayed by this meme. This meme has the combination of two emoji Flushed and face with tears of joy. This gives a very confusing meaning and matches the exact meaning the meme is trying to convey by using emoji. People suffering from insomnia can easily relate to it.



Figure: 11

This meme is an amalgamation of various emoji for example smirking, neutral and relieved face etc which makes it more plausible, relevant and witty. This exposition of emoji is depicting the daily life roles from our routine and explicit the healthy relationship of father and son. This dialogue



become funnier with emoji conversation and mocking on trivial issue intensified via this meme

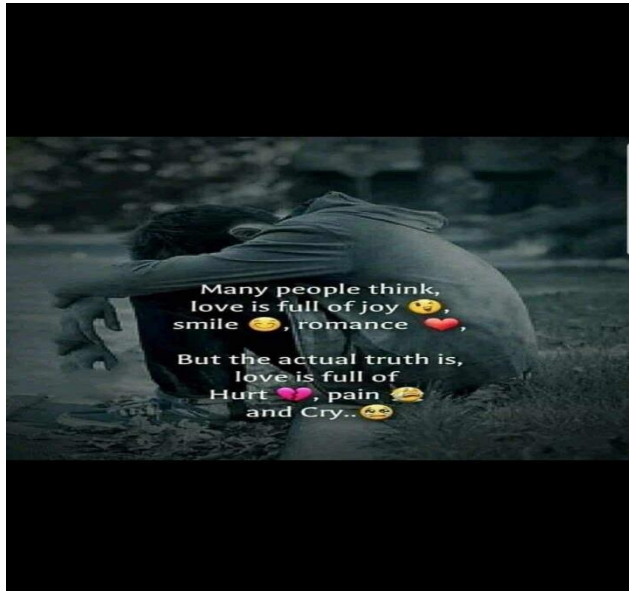


Figure: 12

This meme is of serious connotation but here emoji's are used to exaggerate or intensify the meaning. This meme is pointing out the feelings such as love, heart break and sadness, that is integral part of being human and usage of emoji with written text is making it more authentic and solid for conveying and grasping the meaning.



Figure: 13

The emoji used in the meme means "Look of Triumph", which is representing the real human

face. This meme is showing a man with the unique mustache, which looks like with the white steamed clouds of emoji. The very connection of resemblance is making it amusing.



Figure: 14

This meme is based upon purely on one emoji which is showing victory of emoji and its importance in the modern world. This also shows the shift and transition of being just a clip art to frequently used essential.

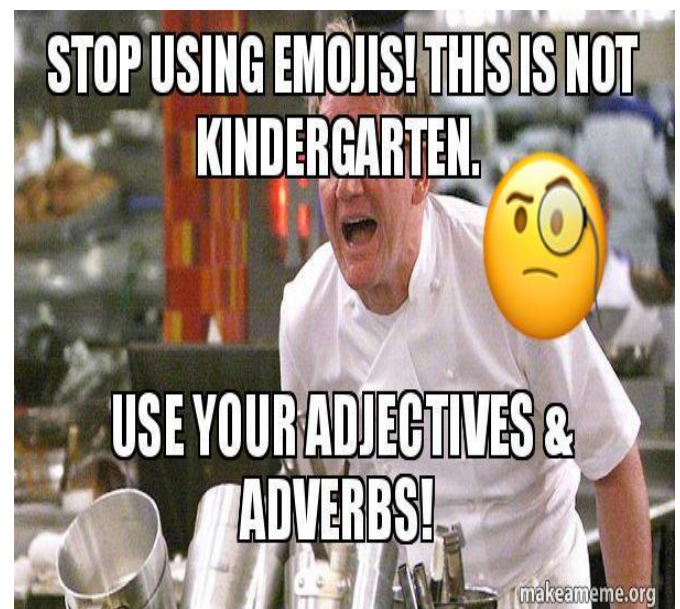


Figure: 15

This meme is a satire on emoji with an emoji; that makes it catchier. It means that this meme is against cyber discourse of excessive use of emoji but it is incomplete without emoji. It also explains and



emphasizes on the importance of use of language instead of emoji to illustrate one's perception and opinion.

In digital communication emoji are used to represent physical gestures, body language, the voice effects, different types of mood, like laughter, happiness, sadness etc. For example, the use of emoji of laughter with tears express your outmost laughter, similarly smiley emoji with blush, shows love, shyness, excitement and good intentions which was only possible to display before by using verbal communication patterns. Emoji expresses the intentions of the speaker. The choice of the emoji of the individual indicates their mood and their purpose of communication. Emoji are a strong indicator of emotions. For example, the emoji that has a smiling face and red colored filled heart shaped eyes and the emoji with the 'overwhelmed expression' can be used for showing positive emotions. In contrast, negative emotions can be shown by using emoji with tears or sweaty blue face.

### Conclusion

In the present time due to the advancements if emoji are not used in a conversation then text can be misunderstood, to avoid such situations these memes are creating logical, interpersonal and textual meaning clearer under the lens of Halliday's (1978) model. Emoji used in memes are creating logical relations regarding the real life situations by creating and organizing meaning into coherent texts. It is preferable to use emoji that are already understood by the receiver to avoid any confusion. Emoji is changing our speech patterns. The paper suggests that emoji are a convenient way to naturally approach someone if you can't get to see them in person and you can express different sentiments by making them understandable and humorous. They can also decrease the chance of use of slang as meaning could be conveyed through emoji. When people truly understand the meaning of a smiley face they automatically act accordingly. Emoji have proved to be an effective way to strengthen relationships, even when people are miles apart. (Rezabek & Cochenour, 1998; Wolf, 2000; Crystal, 2006). These pictures are perceived as emotions when the brain reads them and not as messages, so it's great to keep the other person completely involved in the conversation by

completely attaching them emotionally with the messages.

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