



Publication date **Thursday, May 18, 2017**
 Price **£12.99**
 ISBN-13 **9781782437871**

Binding **Hardback**
 Format **206 x 163 mm**
 Extent **256 pages**
 Word Count
 Illustrations **Colour and black-and-white illustrations throughout**
 Territorial Rights **UK & Commonwealth ex. Canada**
 In-House Editor **Fiona Slater**

Michael O'Mara.

www.mombooks.com



The Emoji Code

How Smiley Faces, Love Hearts and Thumbs Up are Changing the Way We Communicate

Professor Vyvyan Evans

Keynote

The Emoji Code sheds light on emoji's vital role in the expression of emotion in digital communication and more, pointing the way for the future of international communication in a provocative and entertaining way.

Description

Since 2011, the use of emoji – deriving from the Japanese, meaning picture character – has become a global phenomenon. We send over 6 billion emoji every day and regularly send emoji-only messages, and, when Oxford Dictionaries named the 'Face with Tears of Joy' emoji as their 'Word of the Year 2015', it received an enormous amount of criticism.

Whenever emoji are covered in the popular media the same burning questions come up: Can an emoji really be a word? How language-like is it? Will emoji make us dumber? Or more lazy? Will they make us less adept at communicating with our nearest and dearest? And does this signal the death knell for language as we know it?

Drawing on findings from disciplines as diverse as linguistics, cognitive science, psychology, neuroscience, archaeology and anthropology, this groundbreaking book explores human capacity to communicate, and addresses these questions in the process.

The Emoji Code sheds light on emoji's vital role in the expression of emotion in digital communication and more, pointing the way for the future of international communication in a provocative and entertaining way.

Sales Points

- Lively and engaging, this fascinating book draws on anecdotes, interesting facts and newsworthy stories from the popular media
- Will appeal to those interested in the nature and origins of language, human communication and how digital culture is changing how we interact with others
- An emoji was named the Oxford Dictionaries Word of the Year 2015
- Over 6 billion emoji are used in over 41 billion text messages sent around the world every day
- Emoji are being recognized as a significant development in systems of communication

Reviews

- 'Compelling' - *New Scientist*

Author Biography

Professor Vyvyan Evans is an internationally renowned expert on language and communication. He received his PhD in Linguistics from Georgetown University, Washington DC., and has taught at the University of Sussex, Brighton University and Bangor University. He has published 14 books on language, meaning and mind, including *The Language Myth: Why Language is Not an Instinct* (2014) and *The Crucible of Language: How Language and Mind Create Meaning* (2015). Evans is a much sought-after public speaker, and frequently provides expert opinion on language to the written and broadcast media. His writing has been featured in *The Guardian*, *Newsweek*, *New Scientist*, and *Psychology Today*, among other publications.