

Antediluvian Hieroglyphs Vs Emojis: A Social Semiotic Analysis of Emoticons and Emojis

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Abstract

In digital communication, emojis are becoming ubiquitous ideograms everywhere. The widespread use of emojis and emoticons in the new millennium have attracted the attention of a number of people round the globe with the concern for its study of semantic and pragmatic content. The maximum use of Emojis and emoticons in a few years have raised the question of their reliability with respect to the proto-writing system of communication. This research tends to examine the power of emojis in becoming a standard tool for communication by replacing the alphabetic syllabary of any language. This research focuses on the comparison of written language of Egypt, called the hieroglyphs. During the ancient period, these hieroglyphs were the only way to written communication. Now the question here is to look at how Emoji and Emoticons follow the same evolution. Examining this process will help to find out the level of conversion of Emoji icons to a standard writing system. This research mainly focuses on the semiotics of Emoji and Emoticons, where meaning and comfort are generated in the production of multiple connotations and denotations simultaneously. This research is performed through a quantitative process, using the Saussurian tradition of semiotics and semiology, and to justify the point of this particular study on Emoji and Emoticons, "Messages, Signs and Meaning: A Textbook in Semiotics" and The Communication of Marcel Denesi (2016) the theory has been integrated.

Key Words: Communication, Emoji, Emoticons, Hieroglyphs, Language, Pictograph, Semiotics,

Introduction

In recent Emoji and Emoticons are similar to the Egyptian system of Hieroglyphs. Hieroglyph is a system of writing from ancient Egypt which is made up of two Greek words, *Hiero* in Greek means sacred and *glyph*- means to carve or combine a sacred letter together. This writing system is antediluvian and is associated with the ancient symbols of the Bronze Age. The use of this writing style in this ancient style is well known in ancient times with many different symbols. The text system in Hieroglyph consists of three types of glyphs: phonics, action as alphabet; hieroglyphs acting as an adjective; logographers that act as morphemes. The structure of antediluvian hieroglyph sentence consists three components: adjective, alphabets and morphemes. The same tradition is being revived through Emojis and Emoticons as a written pattern in the new millennium. In today's texting and instant messaging period the Emojis have become one of the factors to consider as hieroglyphs of ancient Egyptian writing system. The people of the ancient civilizations relied on the pictogram tradition as representation of ideograms. According to Rapaj (2007),

pictograms are simple symbols and represent cultures through pictorial description. He also pointed out that these pictograms are codes with a known or comic meaning. For example, the heart symbol Emoji represents a human heart that is completely different from the original heart. But in the written context, the Emoji used on the heart remains less than the conditions for alphabetical use.

The ancients espoused pictographs that reflected the ideas through a drawing image. Rapaille (2007) says that images are easier to represent culture through descriptive images. He also expresses his opinion regarding pictographs as codes with a Cognizant or Comatose in the process to imply connotations.

The idea of using pictograms has given a new avatar to written alphabetic pattern in the shape of Emojis and Emotions. Emoji icons appearing in the new era have become a utopian dream come true for many users. Emoji icons are now used as a hieroglyph, despite the different language structure in the general population. The research focuses on the use of Emoji as an alternative way of communication as a replacement to written language and grammar structure. The main concern of the research is to study and define the future of Emoji as a new and complete form of language.

Background of the Study

In 1999, Japanese graphic designer Shigetaka introduced the Kurita Emoji to the early mobile internet company DOCOMO. The goal was to create graphic representations to convey the meaning through faces. He started creating 12/12 pixel images including characters like the sun, the clouds, a snowman, a car, a plane, a cell phone and the message from the moon. It was easy to understand the message through pictographically as it reflected the image. The complexity raised in term of emoticons which was a serious matter to look into. Emoticons were way more complex because they were meant to express emotions. But this new invention of Emoticon has given a new expression to language and abruptly broken out as accepted icons. These attracted the attention of many companies as a marketing tactic.

During the year 2000, the popularity among Japanese users grew thanks to its use through mobile computing services. Immediately after their success, Emoji and Emoticons attracted many other companies, such as Apple, to introduce Emoticons as part of their operating system. But that feels good enough, so in 2007 Google decided to take responsibility for Emoji images as a sign of the Unicode consortium. The Unicode consortium was a non-profit organization similar to the company that controlled the text of the computer system. Courtesy of the Unicode Consortium, the computer system works with the encoding system to display numbers, letters and characters on the computer screen. The main task of the Unicode consortium was to establish the status of the digital symbol for all languages in the world, such as English, Hebrew, Chinese or Arabic, while the entire Google team contributed to ideal for the coherence process of Emoji and Emoticons.

These Emojis and Emoticons have become a modern hieroglyphs. As demand is being increasing, many a companies are on the go to produce more emojis each year, but as emojis and emoticons are increasing, a standard set of Emojipedia is needed to know what an emoticon means. Unicode is introducing many new emojis

every year, such as adding different varieties of plants, different professions, groom's emoji to talk about weddings, different types of food, flags of different countries, household items, and more. It sounds like an easy process, but it takes a lot of effort for standard approval. It takes several years to add it to the system after careful analysis and subsequent approval after considering it useful to users. Thirty to thirty-eight emojis are still in the process of being redesigned due to cultural diversity, unacceptable concepts internationally and nationally that they introduce as yellow beans, rice in the bowl, the location of the slice of cheese, the different color of the human face of emojis that raise the issue of racial discrimination.

Is Emoji a Language?

Every year, the Oxford Dictionary announces the word of the year, which has gained popularity and importance among users over a period of twelve-month. As in recent years, words like 'selfie', vape and omnishambles have been declared as the words of the year. But something unusual happened when in 2015 the Oxford Dictionary declared that the word of the year was not a word, but also an Emoji, "a face with tears of joy." This was the beginning of a new postmodern hybrid emoji language recognition. This is due to the extensive use of Emoji in the daily routine to express it with emoticons and emoji. It is estimated that approximately eight per cent of the adult population in the UK regularly uses emojis and emotions in their conversations. The announcement of Emoji as the word of the year by Oxford dictionary has left many signs of hysteria and declares the decision ridiculous. But thanks to this decision from the Oxford Dictionaries, expand the place where the user can use Emoji as a standard language set with permissions similar to alphabetic words. Through his semiotic guide, Saussure talks about the relationship between sign and symbol. According to his analysis, sign language and an alphabetic symbol allow a person to transmit a message. Emoji and emoticons are as powerful as many other words in English. These functions, such as language, can also be used as evidence against someone. But because of this decision by the Oxford Dictionary, it has expanded its reach for the user to use Emoji as the default language, as well as authority as a character. Saussure talks about the relationship between line and line through his learning guide. According to his research, the language written on this label helped a person convey information. Emoji and emoticons are just as powerful as many other words in the English language. They function like a language and can serve as evidence against a person.

Danesi (2004) has shared a similar incident in his book entitled, *The Semiotics of Emoji: The Rise of Visual Language In the Age of Internet*. He says that Recently, a teenager threatened someone with Officer Emoji, but was arrested. We can now clearly state that emoji has acquired a fundamental position as a language. Emoticons and emotions are not only a way to convey a message in a certain way, but they also draw empathy from the person you are addressing. It can be understood as a tool for effective communication. Emotions evoke instant emotions like a glyph with a combination of language. It works in a hybrid form to convey a message, but with emotion. But there is still much debate among legal professionals about whether emojis and emoticons should be considered a standard language system.

Consumption of Emoji and Emoticons

The launch of the Oxford Dictionary in 2015, confused the world with the introduction of the word of the year not as a word, but as an emoticon. The Oxford dictionary was initially criticized for a silly choice of Emoji and clothing cries for fun rather than words. Every year Oxford adds new words to the dictionary according to the use of keywords on a large number of people. But in 2015, the idea changed from the appearance of alphabetical systems to hieroglyphic textual Emoji and Emoticon texts, including in the semiotic context. Another effort was made in New York City, which was great for people all over the world. The judge sentenced the California man to prison when he received ample evidence not of a written document, but of Emoji. The judges interpreted the sign as a malicious threat and also as evidence against the perpetrator. This accepted acceptance of Emoji and Emoticon is a new kind of world-class hieroglyphic writing.

A qualitative method has been used to conduct this study. This study is based on the sample in the form of messages, images of Emoji collected from books, internet resources, articles and magazines. Recently acquired competency research is a definition. This study is done in contrast to other studies, the biological analysis used as a framework for understanding and interpreting the article. This study examines the effectiveness of symptoms and behavioral symptoms. Semiotics works here to define Emoji as a symbol. A sign that represents something other than preaching is called a symbol of the body. But most importantly, the study means that we have already seen the writing process of ancient Egypt.

Literature Review

Culler (2001) defines the work of semiotics as a study to understand the meaning of any developmental signal. According to him, semiotics is a theory that serves as a signal to identify different ideas. He also said in his book *The Pursuit of Signs, Semiotics, Literature, Deconstruction*, that the research is based on a system of signals that can only be analyzed based on the media. A belief in reading that would be based on the situation and mode of communication of the objects of the types of communication he believes.

Danesi (2004), on the other hand, describes the Hemisphere. Jurij Lotman first used the semiosphere, semiotic in 1965, which describes the making of symbols in a cultural context. Danesi (2004) also argues that the Semiosphere serves as a biosphere that defines human behavior in terms of the structure of cultural identity and cultural identity. The conference also works to understand symbol and object based on rules, myths, languages, religions, sciences, philosophies and foundations from a common perspective.

Denesi (2017) in his recently published book presents the most obvious idea about the nature of these small Emoji symbols and emoticons. He prepared his research case by removing the key idea that Novak had in his book during 2015. He is of the opinion that people are now using Emoji and emoticons to improve the sound of a message. He also provided a detailed estimate of its users and noted that around seventy thousand people who spoke different languages found it useful and helpful to spread messages through the use of Emoji code. The most interesting thing he mentioned is that the main objective is to classify Emojis as negative, positive and inconsistent.

Luzuriaga and Cabrera (2018) describe figure language as a clear tool in the communication process. They validate the idea of communicating ideas and messages with visible tools that speak, write and see and apply the meaning of communication. They first introduced communication through pictures and used hieroglyphic writing in the communication process. They also mentioned that the idea of communication through the form of hieroglyphs is very popular in the ancient world today and is now used in technology-related systems such as through Emoji and emoticons'. These Emoji symbols have changed and challenged the archetypical symbolic system. According to Luzuriaga and Cabrera (2018) Emoticons act like punctuation, as opposed to a full sentence. This style of expression expresses feelings in a single sentence, not in alphabetical order, in any language.

Emoji icons, on the other hand, act as articulated objects such as flags, vehicles, food, drinks, appliances, etc. According to its definition and analysis, the emoticon has a smiling face that has become a universally recognizable sign as a smiling face, but Emoji is different in the whole process and has acted as hieroglyphics since ancient times. According to them, the written word rabbit does not give the exact shape in contrast to the image of the Emoji because the written word cannot describe a white, furry mammal carrying a red carrot that mentions the language as a barrier.

Marchildon (2018) also is of the view that Emoji serves as images used to express emotions and feelings through the digital communication phase. The widespread use of Emoji, on the one hand, serves the purpose of communication, doing so immediately, but now it is a major concern to consider it as a language or not. The most interesting thing Emoji can do is to translate complex thinking into a digital hieroglyph that has become a major concern for linguistic transformation or justification theory.

Sukyadi, et. al. (2011) provide their opinion on linguistic concern of Emoji. According to them the applied theory of semiotics helps to comprehend the significance of generating meanings through emojis in comparison with alphabetic order of any written language. They also commented that to better understand the functionality of the emoji, is to look for the connotative and denotative meaning it is generating. They further made it clear that when generating meanings from emojis, the icons function as signifier and signified. They have named the process of generating meanings as an ideology of generating structural meanings.

Todorovi (2017) also declares that Emoji and emoticons have taken a step towards a new way of writing in the process of standardization. According to him, Emoji images are far from being seen as a kind of standard language. Pale linguistics seeks to exploit the wonders of many years by designing the grammatical format to normalize Emoji images as a language. The Emoji is similarly similar to the ancient Egyptian logography called hieroglyphs and is similar to the proto writing system. The only thing missing from this style of writing is the lyre and alphabetical element.

Heaven (2017) is of the opinion that Emoji and emoticons as a standard language system but lack of grammatical structure. According to him, these images of emojis and emoticons try to express a situation through facial expressions to represent emotions, but do not fill a gap in the linguistic pattern and add nuances to the basic

information that has been created. He mentioned that Emoji works as a corrective part of the communication process. The reason he gave is in creating a complex meaning and in the absence of grammatical structure. According to him the battle that these Emojis is a fight of recognition and of being considered as standard language system. As the number of users and demand increase, many technology companies are promoting their own version of the Emoji code, which is different from other companies.

Parry (2019) brought into account that the selection of an Emoji image by Oxford dictionaries has caused controversy over language concern. Many say the decision is foolish because many linguists call it a move by wise marketing leaders. Parry (2019) later in his article called it as a powerful instrument to express feelings, ideas and thoughts but is eventually misunderstood as a language.

Pardes (2018) on the other hand stated about the evolution of this new form of Emojilanguage. He has mentioned that every year, tech companies launch new emojis and, surprisingly, introduce mythical creatures such as elves, vampires, mermaids and even foods like sandwiches, pies and broccoli; animals such as dinosaurs, zebras and more; emoticons with new faces, as the mind explodes, panicking, changing her angry face and a stellar face. The amazing thing happened when Emoji gray and red hair in 2018, as well as a nose and nasal amulet, deaf people, people in wheelchairs were added to the Emoji circle. All of this represents a new step towards introducing new terminology.

Herring (2015) provides his view point opposite to other critics and researchers. He is of the view and seeks answer for whether Emojis are a more powerful communication tool compared to language or are a game with color capture. After the analysis, he expresses his opinion, considering it a linguistic flaw. According to him, the communication process of Emoji works manually, as if the element of the gesture were removed from a speech, the speaker would not be able to express it correctly, but Emoji giving a transcendent meaning at some point. He considered Emojis as visual images as an effective communicator, but far from replacing language because of their complex and identical characteristics.

Brisson (2015) submits a different opinion from Herring. In Brisson estimation, language is finding less space in this digital world of electronic communication. In this world, the signer is a priority, because the subject of an apple refers only to the real meaningful apple that does not need the system to decode a complex language structure.

Result and Discussion

Ferdinand de Saussure describes semiotics as a scientific study of a socially and psychologically constructed place. Later, in his underground analysis, he called the semiology of semiotics. It is better to understand semiology as laws for signs. Semiology can be better understood as laws for signs. Semiotics as a science is better understood because Marcel Danesi (2004) explains how the image means and the image is able to express different words, phrases and movements. For example, Emoji with one eye is a funny situation, but it seems to depend on the context. The question here is not how semiotics works, but also the identification of the similarities between

the ideograms of the protogram structure. An icon is a modified form of hieroglyphic writing or a proto-writing style in which images or images are read as ideograms. It is known to be much more like the recent Egyptian hieroglyphic Emoji writing system. Now, the key question here is whether or not Emoji is a new form of written language similar to hieroglyphs. The process of transforming Emoji into a well-known standard set of language systems, the history of such writing is in the Neolithic period of ancient Egypt. The script of this writing was discovered by the archaeologist in various everyday objects around 3000 BC. In the ancient Egyptian writing system, communication was aided by imitation of real images, such as images of the heart.



Emoji Heart



A Hieroglyphic Heart on a relief of in the Edfu Temple



A Human Heart

The images mentioned above are thought to have been drawn many centuries ago, however, the image drawn as a pictogram is slightly different from the shape and structure of the original heart. . In contrast, during the new millennium, the Emoji heart is mentioned as this. Although Emoji's heart is very different from the original hieroglyphic script, the color and shape are now associated with the red heart mentioned. According to many theorists, the idea of the image is the main concern of many linguists and archaeologists. Theorists believe that pictorial writing arose in ancient times by chance and was one of the prehistoric forms of phylogenetic art.

Pictographic Writing Style

The emergence of human speech is considered to be a coincidental that depends largely on both verbal and nonverbal forms, as confirmed by archaeologists. However, writing systems are different because, according to archaeologists and theorists, writing cannot be classified as a language; it is simply a way of recording spoken language through visible signage. The famous example of such a type is the alphabetic writing system and pictograms. The pictorial style of writing is now accepted as a means of communication.

The study of the pictographic writing system has introduced numerous implications for the development of language and cultures. The pictogram writing system includes symbols, images, objects and ideas. These icons function as a noun in the English writing system because they explain a single word that means a single point, but for the construction of meaning, the pictographic work requires the

hierographic structure of the syllables. Syllabifications are similar to any construction of linguistic words as a combination of units in a language. The word, as an introduction, is constructed with four different units or syllables, as in + tro + duc + tion. Likewise, in the new millennium Emoji icons go through the same construction, as mentioned in the image below.



The name Ismael is mentioned in this picture acting as a hierographic writing communication style. All three work as syllables like any other writing style. So as an emergence as a new language style of system, the Emoji are new hieroglyphs.

Semantics of Emoji

Emoji and emoticons are similar to logographs and represent a single word or morpheme at a single time such as the image of a 🌞 sun Emoji. This system of representation is according to Saussurian term as the pure language form through symbols. The symbols work as a copy of the universal real universal image. Now problem arises of forming sentences, phrases, fragments and clauses to shape a clear meaning. The Emoji and emoticon are ideograms for a particular universal object but shaping or conveying a complete message in the shape of an Emoji is the major concern. According to researchers there is no classified pattern of using Emoji at a single time to form a complete set of meanings. It largely depends upon the users according to many age groups. The construction quoted by Culler is an infinite combination without any punctuation mark or auxiliary. The Emoji and emoticon therefore function subjectively. According to Saussure's concept of signifier or signified, the written word "cow" creates an image in the mind of the reader regardless of age, breed or qualities.

This process of Emoji involvement in creating a universal image is of high importance here. But on the other side when it comes to emoticon, it is very important to identify the exact interpretation. For example when to express laughter the two emoticons can be used but which one is appropriate for largely depends on the context and paradigm of the message. Emoji and emoticons express different expression according to the situation or syntagmatic axis such as the smile is represented in six different forms, three ways of winking eyes and importantly twenty-four different ways to express disappointment.

The Subjective Nature of Emoji and Emoticons


The phrase “I am very sad today” convey more than one meaning and largely depends upon an explicit representation. The perplexity increases when the sender has lots of options to select from.



While texting someone to express the “sad feeling”, the interesting thing is to avoid the full syntactic structure of a language, the sender can use anyone of the Emojis to convey the intended message. But the problem arises when message is sent alone without any syntactic structure. One should remember that the Emojis are subjective in nature and need a narrative to be explained evidently. This creates hindrance in the process of conveying the accurate feeling and narrative for dispatcher to the recipient. To make the message explicit, the adding of grammatical and textual morpheme functions as collaborator to add effect. It is very evident that language can convey sentiments such as positive and negative expressions but addition of Emoji make it more appealing.

The new technology has evolved and welcomed a new communication system which is far more different from the text based communication and avoids the nonverbal nods. The writing language in the syntactic system of writing can be punctuated to conjunctions can be used to convey the feeling but it is still not sufficient to persuade the reader due to lack of gestures and expressions. Henceemojis and emoticons took the charge to fix the vary problem. Emoji in the very first place sound funny for many users and they took it an additional element to express emotions, ideas, adjusting tones, adding humor and expressing disgust or ironical expressions. The Emoji according to Luo (2007) are subjective in nature in contrast to language. An example can clarify it properly. In a conversation between two friends, where one friend asks, “Are you alright?” The second person replied, “No I am not!” the second example is same with another emotion as, one friend asks, “Are you alright? The second person replied, “No I am not! Similarly the third example is same but with a different Emoji as one friend asks, “Are you alright? The second person replied, “No I am not!” In the very first example it is very evident that the friend is in a stable state and is sad though but in the second laughing which indicate different interpretation of why the second person is laughing a lot and stating something without appropriate expressions. The last example express that the second speaker is expressing his anger and also conveying the intended interpretation. Thus it is apparent that language can’t fully translate the whole message but requires further explanation but Emojis are expressing the intended message without any extra morphological element. This is the reason the Emoji are dominant in contrast to language.

In contrast to hieroglyphs which are by many scientists, linguists and archeologist are standard writing system then the Emoji and emoticons. The Emoji and emoticons as earlier have been explained that they are subjective in nature and vary culture to culture, norm to norm, region to region and dialect to dialect. In case of stating any approval through the OK gesture, the Emoji of representing Ok sign is considered differently by different societies.

The phenomenon of Emoji  and emoticons is new one but not too difficult in term of language. After the worldwide recognition of Emoji icons and

emoticons, Emojipedia a website by Jeremy Burge is created for knowing and understanding each Emoji in term of meaning and usage. The website can translate up to one thousand fifty-one Emoji icons. Emojis and emoticons are a step away from turning to be a standard set of written language similar to hieroglyphs but this requires a lot of attention of paleolinguists and archaeologists.

Conclusion

The increase of Emoji usage in text messages, social media has mounted the concern of considering Emoji and emoticons as a standard language due. The reason is very obvious as the hieroglyphs were entitled as a standard set of language then why not Emojis? The Emojis differs a lot from the hieroglyphs but are new scheme of codes that stress upon expressions and emotions in any language. The contribution of emojis in new era is indubitable. Emoji functions similar to saussure's concept of signifier and signified and emoji without any double functions as signifier and ends in signifier which is the biggest challenge in the way of written patten of language.

Emojis and emoticon are free from any linguistic construction so far which permit the user to utilize the emoji and emoticon according to his own interpretation of generating more meanings at a single point. The companies have not limited emojis to any rule orientation which is a positive signal for the emoji and emoticons but due to generating diverse meaning according to different cultures and societies, the emojis are impending to hit list. It can't be denied the emojis are fastest growing written form in contrast to any language and way more easily to interpret. Each year many companies are introducing their own set of emojis and emoticon to attract its users. It is no lie to say that the time is about to come for the emojis to be recognized as standard set of writing systems similar to hieroglyphs.

The emoji has become one of the fastest growing forms of communication in history. But those who are worried that its growth could see the death of written language are wrong – emojis are being used to enhance, rather than replace words in our digital communications. More work is required in the construction of long sentences to make it a part of written language system. The idea does seem ambiguous and complex which being logically formed and constructed but not absurd. Its frequent use in the daily text messages has highlighted the importance of recognition.

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