

THE EMOJI CODE

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

Professor Vyvyan Evans



Michael O'Mara Books Limited

CONTENTS

Prologue: Beginnings.	9
1 Is Emoji the New Universal 'Language'?	15
2 Emoji Crime and the Nature of Communication	37
3 What's in a Word?	72
4 Emotionally Speaking	104
5 Colourful Writing	140
6 A Picture Paints a Thousand Words	171
7 All Change for a Changing World	195
Epilogue: The Future of Communication	232
Notes	240
Acknowledgements	249
Picture Credits	250
Index	251