



Book Review

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Corresponding author:

Huichao BI
Email: huichao@mail.tsinghua.edu.cn

Huichao Bi

Institute of Education, Tsinghua University, Beijing, PRC.

The swift progression of digital technology has not merely revolutionized our mode of communication but has also established computer-mediated communication (CMC) as the prevailing benchmark. In this type of interaction, emotions and intentions are conveyed via encoded symbols and paralanguage, even without the direct perception of facial cues, vocal intonations, and bodily postures. Emojis, acting as essential non-verbal elements in CMC, have the capability to surmount linguistic and cultural barriers and communicate a wide spectrum of thoughts and feelings. As per the Oxford English Dictionary, an emoji is a diminutive digital image or icon employed in exhibiting an idea or emotion in digital communication. Their ubiquity in global communication has significantly enhanced our online dialogues.

In *Emoji and Social Media Paralanguage*, Michele Zappavigna and Lorenzo Logi treat emojis as a visually oriented paralinguistic form in social media communication. They employ a comprehensive assortment of images and case assessments to decipher how emojis create meaning in tandem with textual messages within the discourse of social media platforms. This book centralizes its focus on the role of emojis in social media communication, meaning making, the establishment of social relationships, and the more expansive digital communication ecosystem. It provides critical viewpoints and deep analyses that enhance our comprehension of emojis within the context of digital communications.

This book unfolds across the span of ten chapters. The inaugural chapter elucidates the paralinguistic function of emojis within the domain of social media, providing readers with rudimentary concepts of emojis and their salience in digital interaction. After establishing the groundwork for understanding emojis, the second chapter delves into more intricate technical dimensions, elucidating the evolution and encoding of emojis. This includes an exploration of their display disparities, aesthetics, and corpus construction and annotation across diverse platforms. This technical backdrop serves to enhance comprehension of the diversity and consistency inherent in emojis. Utilizing this technical foundation, the third chapter delves deeper into the interaction between emojis and text, establishing an analytical framework for examining linguistic meanings, determining principles for emoji-language convergence, and exploring the system of emoji-text convergence. It offers a comprehensive exploration of the intricate relationship between emojis and textual communication. Chapters 4 through 6, individually, analyze the role of emojis in communication from the vantage points of textual meaning, ideational meaning, and interpersonal meaning. They demonstrate how emojis can harmonize with text to express attitudes and emotions, consequently enhancing or modifying the intended meaning of the text. These sections highlight the dynamic functionality of emojis in semantic construction.

In discussing the pivotal roles of emojis in textual communication, chapters seven and eight utilize the concepts of interpersonal connection, shared experience and belonging. This is accomplished using specific instances and the scrutiny of social interaction in the emoji corpus, exemplified by the Quarantine Hotel Food Review TikTok Comment Corpus. This investigation underscores the role of emojis in developing and mediating social relationships, particularly in the critique of COVID-19 responses and in promoting communication within defined communities. Chapter 9 broadens the discourse, investigating the interaction of emojis with other visual and symbolic resources such as custom emojis and GIFs in the Hot Beverage Emoji

Corpus. The chapter offers novel perspectives on the multimodality of social media communication. Concludingly, the tenth chapter encapsulates the findings and synthesizes previous discussions, providing a thorough review and insightful reflection on the role of emojis in social media communication. This synthesis presents readers with an all-encompassing perspective on understanding the dynamic interplay between emojis and linguistic meanings in social media posts, in addition to their substantial role in negotiating social bonds.

Upon reviewing the authors' perspectives on the distinctive role of emojis in digital communication, it is evident that the research methodology and the diverse analytical viewpoints hold value for sharing and learning. Synthesizing insights from linguistics, sociology, and computer science, the authors present a comprehensive and insightful analysis of the ubiquitous semantics and functions of emojis in a manner that is easily understandable and accessible. In addition, their incorporation of numerous examples and illustrations vividly illustrates the significant role of emojis in social interactions and the expression of emotions in computer-mediated communication, thereby rendering these viewpoints more concrete and accessible to a wider range of readers. Among its principal contributions, this book stimulates critical thinking among readers by analyzing the role of emojis in social media communication and their interaction with linguistic co-text from a multidimensional perspective.

While this book establishes a conceptual framework and dissects the role of emojis in textual communication, social interactions, among other dimensions, there exists a scope for augmentation in the extent of practical application in different fields. The complexity of communication in professional environments and cross-cultural contexts necessitate a more profound understanding of emoji usage. For instance, in *Emoji in Higher Education: A Healthcare-Based Perspective*, Petcoff et al. (2024) shed light on the innovative application of emojis in public health education, accentuating their potential to augment comprehension in healthcare communication. The role of emojis in enhancing communication within a higher educational context also indicates a potential direction for future academic exploration of emojis in various professional fields. Furthermore, with the ongoing advancement of digital technologies, the usage and interpretation of emojis are also evolving, thereby necessitating consistent research into the latest trends and implications.

In addition, while the book extensively investigates emoji synchrony, resonance, and affiliation, it might benefit from a more detailed discussion on their interpretation within the sphere of cross-cultural communication. The design and standardization of emojis should be more considerate of the nuances inherent in cross-cultural exchanges in order to mitigate potential interpretative discrepancies that exist across different cultural contexts. Wang et al. (2024) suggest that there exist considerable variations in emoji usage and interpretation across diverse languages and cultures; a dynamic that could inadvertently precipitate

miscommunication. Notwithstanding these areas that could be expanded upon, the book provides a robust foundation for critical discourse on the imperative of educating users about the cultural diversity intrinsic to emojis.

These insights may provide a compass for upcoming scholarly pursuits within the field of emoji communication. Concentrating on empirical data accumulation, scrutinizing variations across demographic cohorts, investigating the evolving communication modalities on social media, and monitoring their effects on younger generations can facilitate researchers in revealing substantial insights into the role of emojis within the digital paradigm. This could conceivably pave the way for the maturation of more advanced and inclusive emoji communication mechanisms that can accommodate an array of user constituencies on a global scale.

In summation, this book provides a valuable schema for examining the impact of emojis in shaping the landscape of contemporary digital communication. Through rigorous analyses, the book elucidates how emojis, acting as a potent form of visual paralanguage, enrich our online interactions and strengthen social bonds. While it investigates the technical evolution and semantic functions of emojis, it concurrently maps out new avenues for future research. To further improve the design and application of emojis, ensuing studies should focus on facilitating effective communication across a variety of cultures and emerging platforms. They should also explore the potential of emojis across a wide array of demographic and communicative contexts. Through such efforts, we can foresee the emergence of a more nuanced and culturally sensitive digital communication ecosystem; one that meets the communicative needs of a global audience, thus ensuring the universality and inclusivity of emojis as a communicative asset.

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connected speech processing and second language acquisition in early childhood. Email: huichao@mail.tsinghua.edu.cn

HUICHAO BI is a postdoctoral research fellow at the Institute of Education, Tsinghua University. She holds a PhD in education from the University of Liverpool and a master's degree in child and adolescent psychology from the University of Edinburgh. Her research interests encompass developmental psychology, gifted education, family studies,