










Contents

List of Figures page viii

Acknowledgements ix

-  **1 The What, the Why and the Where of Emoji** 1
-  **2 Emoji and the History of Human Communication** 26
-  **3 Making Faces** 51
-  **4 Metaphors and Moral Panics** 67
-  **5 The Shaping Force of Digital Technology** 93
-  **6 People, Politics and Interpersonal Relationships** 116
-  **7 Diverse Identities** 136
-  **8 Creativity and Culture** 148
-  **9 The Emojification of Everyday Life** 169
- Notes* 191
- Index* 219