

## The Emoji Revolution

Where have emoji come from? Why are they so popular? What do they tell us about the technology-enhanced state of modern society? Far from simply being an amusing set of colourful little symbols, emoji are in the front line of a revolution in the way we communicate. As a form of global, image-based communication, they're a perfect example of the ingenuity and creativity at the heart of human interaction. But they're also a parable for the way that consumerism now permeates all parts of our daily existence, taking a controlling interest even in the language we use, and for how technology is becoming ever more entangled in our everyday lives. So how will this split identity affect the way that online communication develops? Are emoji ushering in a bold new era of empathy and emotional engagement on the internet? Or are they a first sign that we're handing over the future of human interaction to the machines?

**Philip Seargeant** is the author of several books on topics ranging from language and social media to linguistic creativity to English around the world. His most recent work focuses on language, communication, and politics and the influence and impact on these of new technologies.

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How Technology is Shaping the Future of  
Communication

PHILIP SEARGEANT



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*For*  
*Luisa 🗨️, Tiago 😊 and Florence 📺*










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