BBC LEARNING ENGLISH Take Away English 随身英语 The rise of the emoji 表情符号的兴起

BBC LEARNING ENGLISH 英语教学

• 請注意: 中文文字内容只提供簡體版

Vocabulary: emotions 词汇: 情感

Happy, **angry**, **amazed** – these are some of the emotions we like **to express** these days when we're sending a message on our smartphones! That's why many of us now add little pictures to our texts to brighten up someones mobile screen but we're also using them as a quick way of telling someone how we're feeling. Yes, **emojis** have become a vital tool for communication.

Let's clear one thing up first – there are emojis and emoticons. The latter are little images made using normal keys on a keyboard. For example, a colon, two dots, followed by the curved line of a close brackets is a 'smiley face'. But as technology has become more **sophisticated**, pre-made images have been created that can be simply added to your messages, which is great!

The emoji was first invented in Japan in the late 1990s and the word 'emoji' comes from the Japanese words for 'picture' and 'character'. The number of different images has dramatically increased since then and now we have a picture for every **mood** or situation.

So now we have the option to give this new creation the visual '**thumbs-up**' but have you thought (**puzzled** face) why we've become so **addicted** to using emojis? Professor Vyv Evans, has written a book called 'The Emoji Code' – he says "increasingly, what we're finding is that digital communication is taking over from certain aspects of **face-to-face** interaction... one of the reasons emojis are so interesting is that they really do enable us to express our emotional selves much more effectively." So emojis are a sort of **substitute** for the visual signals or **non-verbal cues** we normally give when we speak to someone face-to-face.

Another advantage of emojis is that they are an international language – they don't use words but tell a message in **pictorial** form so they can be easily **interpreted** whatever your native language. However, the emojis you send need some thought as they can sometimes be misinterpreted – if a friend sends you an emoji of a hammer, you may think he is angry when really he is saying he has hurt himself or he is **clumsy**!

Emojis are a good way for showing **empathy** – they are a virtual hug or a **flirtatious** tease. But as linguist Neil Cohn says, "to many, emoji are an exciting evolution of the way we communicate; to others, they are **linguistic Armageddon**." It does show there is a lot more to our communication than words alone but does this mean the decline in traditional writing?

词汇表

happy	高兴的
angry	愤怒的
amazed	惊讶的
to express	表露、表达(情感)
emoji	表情符号,"绘文字"
sophisticated	复杂精致的
mood	情绪,心情
thumbs-up	(竖起拇指)赞
puzzled	迷惑的
addicted	使人沉迷的,上瘾的
face-to-face	面对面的
substitute	替代物
non-verbal cue	非言语的暗示
pictorial	图画的
interpreted	被理解
clumsy	笨手笨脚的
empathy	同感、共鸣
flirtatious	打情骂俏的
linguistic Armageddon	"语言的末日",即语言的灭绝

测验与练习

- I. 阅读课文并回答问题。
- I. How has technology changed to make adding pre-made emojis to our text messages easy?
- 2. What new word has been created by combining the Japanese words for 'picture' and 'character'?
- 3. According to the article, why do we use emojis more these days?
- 4. True or false: Emojis can be understood regardless of the language you speak.
- 5. What word used in the article means 'made by computers; not physically existing'?

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

I. I knew my brother was very upset but he couldn't find the words ______ himself.

expressing	expressed	to express	to expression	

2. The audience gave the new show the ______ - some of them said it was the best thing they had ever seen!

substitute thumbs-up face-to-face amazed
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3. Although my boyfriend told me on the phone that he was leaving me, I had to meet him ______ to see if he was serious.

face-to-face face-or-face face up face-to-facing
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4. I'm so ______, I keep dropping things and breaking them!

angry	happy	addicted	clumsy

5. My boss is being so ______, I'm going to have to say something to him.

sophisticated	flirtatious	amazed	pictorial	

答案

- I. 阅读课文并回答问题。
- 1. How has technology changed to make adding pre-made emojis to our text messages easy? Technology has become more sophisticated, so pre-made images can easily be added to our text messages.
- 2. What new word has been created by combining the Japanese words for 'picture' and 'character'? Emoji - e (絵, "picture") + moji (文字, "character").
- 3. According to the article, why do we use emojis more these days? Professor Vyv Evans he says "increasingly, what we're finding is that digital communication is taking over from certain aspects of face-to-face interaction" – so we talk more via phones and computers than physically meeting people and talking to them.
- 4. True or false: Emojis can be understood regardless of the language you speak. True. they are an international language – they don't use words but tell a message in pictorial form so they can be easily interpreted whatever your native language.
- 5. What word used in the article means 'made by computers; not physically existing'? **Virtual. Eg: A virtual hug.**

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

- I. I. I knew my brother was very upset but he couldn't find the words to express himself.
- 2. The audience gave the new show the **thumbs-up** some of them said it was the best thing they had ever seen!
- 3. Although my boyfriend told me on the phone that he was leaving me, I had to meet him **face-to-face** to see if he was serious.
- 4. I'm so **clumsy**, I keep dropping things and breaking them!
- 5. My boss is being so **flirtatious**, I'm going to have to say something to him.