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INVESTIGATING THE IMPACTS OF EMOJIS THROUGH SOCIAL MEDIA ON MODERN LANGUAGE IN COMMUNICATION

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ABSTRACT
The research problem is the effect of emojis on contemporary linguistic issues in social media communication, including how emojis affect tone and emotional context, whether emojis can simplify/expand the expression or not, and how this type of non-verbal communication functions as a substitute of non-verbal communication. The study is based on a pragmatic paradigm, which takes the form of mixed-method research design that uses a quantitative questionnaire with structured research in form of a questionnaire and qualitative discourse analysis using the texts found naturally on social media. The intended audience will be active social media consumers, mainly university students and young adults as the representatives of high-frequency digital communicators in multilingual contexts. Participants were recruited with convenience, and all data were summarized using descriptive statistics (frequencies, means, and standard deviations) to provide a general overview of the shape of questionnaires and thematic and discourse analysis were used to analyze the functions of emojis in real interactional settings. Results have shown that perceived benefits of emojis are strong in enhancing clarity of emotions, establishing fewer misunderstandings, and assisting users to extract tone, including humour and sarcasm. Emojis also save the participants the time needed to use long explanations and enhance expressive ability, which implies that emojis do not substitute but supplement language. Qualitative themes also reveal emojis as emotional amplifying devices, tone markers, the means of linguistic economy, and replacements of facial expressions and gestures, making plausible their application as paralinguistic devices in text communication. In general, this research concludes that emojis form part of digital discourse in the present day, which makes multimodal meaning-making and transforms language practices on the social media.

Keywords: emojis; digital communication; social media; pragmatics; multimodality; language change; non-verbal communication; tone; sentiment; discourse analysis

INTRODUCTION
This chapter discuss the ways in which the digital turn altered the everyday forms of communication between face-to-face and print forms to types of communication that involve networks and are text-based in email, forums, instant messaging. Writers in these lean, text-only channels had to do the pragmatic labour of voice, gesture and facial expression that is done in other mediums, through typography, which includes using exclamation points, capitalisation, and long vowels to accomplish.
However, these cues were not always sufficiently clear and at times ambiguous and hence the same message (I am fine) might be interpreted as honest, ironical, or desperate based on the expectations of the recipient. The earliest systematic workaround was the emoticon: rotated strings of characters like ":-)" and ":-()" which reference to a facial expression and, most importantly, the attitude with which the utterance occurs Although emoticons are defined by hinting at affect with the help of symbols available on the keyboard, their meaning is very sensitive to the context and they have a limited scope of representations. Shigetaka Kurita, a Japanese interface designer, designed a small collection of 12/12 pixel pictograms (i-mode pictograms, named after i e picture moji character) to represent weather, activities, objects, and emotions at a glance in the i-mode phones of the Japanese company NTT DoCoMo in the mid-1990s. The original collection included 176 icons, and its success was predetermined by the

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new mobile paradigm: brief, fast, relationally dense messages, which are favorable and fast to framing with affective visuality When the emojis were introduced into the cross-platform writing standard, they ceased being a regional innovation and became a worldwide writing tool. Unicode 6.0 (2010) introduced a pilot batch of emoji characters to the standard, which lets all operating systems and apps encode identically to ensure network effects that come after interoperability. Later versions introduced tone skins, gender-neutral forms, and domain-specific symbols, as well as more expressive bandwidth and representational variety. Emoji is now a cultural point of reference. Another sign that pictographs were now at the centre of meaning-making, rather than decorative extras, came in 2015 when Oxford Languages named face with tear of joy (😂) Word of the Year, a symbolic recognition. The choice reflected two overlapping tendencies: that social interaction is moving to mobile devices and that multimodal writing, a combination of images and text, is being normalised to construct stance, tone, and affect Miller et al., 2016).Communicatory emoji can recover part of the paralinguistic information that is lost in the text-based media. They demark off illocutionary force (is a comment mocking or antagonistic?), mark politeness and solidarity, and indicate irony or play. Meanwhile, they also can add new ambiguity: across platforms, the same emoji can be expressed in a different way, changing perceived valence and, therefore, meaning. Similar emoji sequences presented on various devices in controlled studies resulted in the dramatically different readings of emotions, which highlights that visual form is not neutral and that the ecology of pragmatic uptake depends on how it is rendered (Novak et al., 2015).Psychologically and socially there was early evidence that emoticons are used to manage relationships, soften face-threatening actions and that emoticons are used to match the recipients. Users in experiments and surveys said they used emotive markers when communicating with friends than with strangers and in negative or sensitive situations, indicating a resourceful application of the non-verbal surrogates in supporting the dialogue in lean media (Derks, Bos and von Grumbkow, 2008). This is evidence which converges with pragmatic arguments which view emoticons/emoji as means to signal the intensity of an utterance e.g. that a jab is not cruel but playful, but not an indicator of an internal state of emotion (Dresner and Herring, 2010). Emoji relate to the written lexicon in various ways linguistically. Occasionally they replace words (replacing pizza with □□□ak), occasionally they strengthen or soften meaning(🔥 to increase praise) and occasionally they create stable structures (thanks 🙏) that act as formulaic discourse markers. Massive studies of corpus indicate that emoji have a quantifiable sentiment signal: an emoji sentiment lexicon, which consists of 1.6 million cross-linguistic tweets, demonstrates systematic links between individual icons and positive/negative polarity, suggesting that readers view many emoji as affective operators modulating the contour of evaluation of a statement Miller et al., 2016 Most importantly, these facts do not mean that emoji is a strict sense of a universal language. They can be read well since most of them represent schematic faces or artefacts shared widely, but nonetheless their meaning is influenced by culture, cohort, community norms, and platform conventions. As an example, 👍 or thumb-up hand signals would translate to opposing cultural assessment; or even the icons of fruit/vegetables can have a certain innuendo; different cohorts of generations would tend to find alternative icons to be used in irony or to speak among themselves. The result is pliable, quickly changing, visual-verbal repertoire as opposed to set code: a collection of semiotic means that speakers use to accomplish social and pragmatic work within the limitations of mobile, asynchronous channels It is on this background that the present thesis considers emoji as pragmatic operators in the digital discourse, that is, they serve to assist writers to manage stance, tone, and relational labour in space where bandwidth is limited and time is short. We can transition historically to an emoticon the ad hoc typographic hack to a

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uniform, cross-platform inventory, which is supported by Unicode; culturally, to a set of elements which are globally readable as visual expressions; and linguistically, to a set of constructions with quantifiable impact on feeling, politeness, and adoption (Dresner and Herring, 2010). Two implications follow. To begin with, emojies are no longer the decorative element of online writing, they have become structural. Their presence can alter the message interpretive process, making it friendlier, sarcastic, tentative, although the text remains the same, having downstream implications on mis/understanding, engagement, and compliance (Miller et al., 2016). Second, emoji reveal and fasten more extensional changes towards multimodal communication: authors combine text, icons, pictures, and GIFs into understandable utterances, distributing meaning across channels in a manner that is not well represented in the traditional model of written language Even though they are ubiquitous, there are some critical gaps. Numerous studies explore the patterns of frequencies or consider emoji as sentiment proxies but far less is known about whether emoji cause changes in interpretation by demography and language, whether emoji are intensifiers or substitutions of lexicon, and whether constructions involving emoji+ text gradually conventionalise into community-specific forms over time. Further, even platform rendering still makes cross-device pragmatics a thorny problem; a theoretically good icon can reduce or reverse tone when the shape of glyphs is different. The answers to these questions are not mere academic issues to sharpen the descriptions of digital pragmatics and language change, but are also critical in practice, to education, customer service, and workplace standards of professional behaviour in the ever-more emoji-mediated workplaces

To conclude, the development of emoji can be seen as an unambiguous step towards the development of a networked communication, i.e. typographic stopgaps into a standardised and culturally relevant visual vocabulary that co-produces meaning with text. Locating emoji historically (emoticons to Unicode), functionally (as stance-marking and face-work tools), and linguistically (as a resource capable of substituting, strengthening, and conventionalizing expression), this thesis provides a platform upon which the effects of emoji on tone and interpretation, when they simplify or enrich expression, and why they do not uniformly impact all age, culture, and platform can be studied. It is not intended to declare emoji a new language, but demonstrate, empirically and accurately, how they have become irreplaceable in the functioning of language online in the present day

1.6 RESEARCH OBJECTIVE

The following are the reserch objectives of the study

1. To examine the role of emojis in shaping tone and emotional context in digital communication.
2. To investigate whether emojis simplify or expand language.
3. To analyze emojis as tools of non-verbal communication.

LITERATURE REVIEW

(Walther, 1996) Suggested that the development of the digital communication is one of the most radical changes in the human interaction since the invention of writing. With the growth of the internet in the late 20 th century, the more traditional forms of communication, which were face-to-face dialog, letters and phone calls, were more and more supplemented and substituted by computer-mediated communication (CMC). The initial expressions of online communication were very text based, via platforms like bulletin boards, chat rooms and email. These media created new possibilities of immediacy and world-friendliness, but at the same time, deprived language of its nonverbal supports like facial expression, body language and voice tone Fahlman, 1982 The resulting ambiguity and misinterpretation caused by the absence of the paralinguistic cues frequently resulted in the innovation of the symbolic course of action as the means to restore the emotional dimension. Motivation The initial solution to the problem

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of CMC lacking non-verbal communication was in the shape of emoticons. In 1982, computer scientist Scott Fahlman came up with the sideways smile (now known as the smiley face) sideways frown (now known as the frown face) which were used as a way of separating humorous and serious posts (Crystal, 2001).

Although crudely primitive, emoticons were popularized among online forums and mail systems. They gave it fast, low effort way of injecting emotional colouring into otherwise lifeless text. Emoticons were observed to be paralinguistic cues, similar to prosody in conversation (Dresner and Herring, 2010) But soon their weaknesses were revealed. The emoticon was limited to ASCII characters thereby limiting its expressive capabilities. Happiness might be indicated by a colon with a parenthesis, but more subtle or complicated feelings, like sarcasm, irony, empathy, etc. were hard to cue with any degree of consistency (Danesi, 2017).Their interpretation was also culturally and personally subjective creating the possibility of miscommunication. This put pressure on the need of more multipurpose symbolic systems. Emojis were first developed in late 1990s in Japan by

Shigetaka Kurita on the i-mode service of NTT DoCoMo. The initial one consisted of 176 pictographs which were characterized by not only faces but also objects, weather, food, and activities Pavalanathan and Eisenstein, 2015). Emojis were also visual and not typographic unlike emoticons and could be more semiotic. Their visual structure and format gave them an ability to cross linguistic barriers and allowed the users of other languages to exchange affective and contextual hints with a lot more seamlessly

(Miller et al., 2016).The turning point was in the year 2010 when Unicode consortium standardised emojis cutting across the platforms and made them interoperable between the devices and the operating system. This played a critical role in going global as now emojis could be displayed in a unified manner across the Apple, Android and Windows platforms (Derks et al., 2008). The advent of proliferation of smartphones led to the introduction of emoji keyboards, which became a native feature that was integrated into communication practices. Emojis have become an independent system of semiotics as their usage began to grow beyond the support of a text. According to Chandler (2017), communication is based on layered signs, and emojis have been included in the semiotic stratification. They do not merely substitute words but tend to go together with them to either disambiguate tone, interpersonal congruency, or to exert pragmatic force. To illustrate, a comment like “Sure. 😊 is quite rude or inconsiderate, yet the use of a smiling face will transform it into an act of goodwill. This shows the practical utility of emojis, which can serve the same purpose as intonation or gesture in a face-to-face communication Novak et al. (2015)They are corpus-based studies that verify their communicative importance. In the analysis of 1.6 billion tweets, Novak et al. (2015) discovered that emojis have consistent sentiment correlations, which implies that they are stable indicators of positive and negative affect.

METHODOLOGY

This study's methodology is based on the pragmatic research paradigm, which enables the researcher to integrate qualitative and quantitative techniques to gain a deeper understanding of the intricate nature of digital communication. Because pragmatism emphasises how language works in everyday situations rather than adhering to a single theoretical perspective, it is especially appropriate for linguistics research A mixed-method approach was used because emojis serve as both quantifiable symbols and tools for interpretive meaning-making. To get a thorough grasp of emoji usage, the study combines a survey with qualitative discourse analysis. This method uses qualitative analysis to clarify how emojis affect tone, emotion, and nonverbal expression in social media conversation, while quantitative data offers insights into users' perspectives and usage patterns.

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A descriptive and analytical design is used in the study. It is analytical because it looks at emojis as linguistic and pragmatic components in social media messages, and descriptive because it documents patterns of emoji usage and users' perspectives in online communication. Since university students and young people are among the most frequent users of digital communication and are heavily impacted by changing linguistic trends, the study focuses on active social media users. Emojis are often used to convey emotions and overcome language barriers in the Pakistani environment, where communication frequently takes place in English, Urdu, and other regional languages. Convenience sampling was utilised in the study to choose participants based on their availability and desire to take part. The survey has between 150 and 200 responses, although a smaller group

Two primary techniques were used to get the data. First, quantitative information regarding emoji usage patterns, emotional clarity, tone perception, and views regarding language use in online communication was collected using a self-created questionnaire. To guarantee clarity and dependability, the questionnaire underwent a pilot test and expert evaluation. Second, real social media texts—such as chats, postings, and emoji-filled comments—were supplied by participants as qualitative data for discourse analysis. Using SPSS, the quantitative data were examined using descriptive statistics including mean scores, percentages, and frequencies. Thematic and discourse analysis were used to analyse the qualitative data in order to find recurring themes and comprehend how emojis serve as nonverbal communication cues.

ANALYSIS

4.1 Demographic Profile of the Respondents

The quantitative data of this paper was gathered based on a sample size of 180 respondents, active users of the social media application WhatsApp, Facebook, Instagram, and Twitter. The sample of the respondents was mainly young adults and university students as they are the most common consumers of emojis in online communication. The diversity of the demographic sample made it balanced in terms of gender, age, and educational level so that the results can be used to indicate overall tendencies in the use of emojis.

Table 1: Show the demographic information of the respondents associated with gender, age, and education level.

Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	88	48.9%
	Female	92	51.1%
Age	18–22 years	104	57.8%
	23–27 years	56	31.1%
	Above 27	20	11.1%
Education	Undergraduate	116	64.4%
	Graduate	64	35.6%

The demographic background indicates the equal gender representation and the presence of the high percentage of the young adults, who are the most active emojis users in the digital communication.

The demographic information shows that there was an equal number of both men and women participating with most of the respondents being between the ages of 18 and 22. This age group is especially topical to the investigation because it is a very active participant in digital communication and the leader in changing the languages online. The education level of the

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respondents also proves the fact that the interviewees are literate enough to be able to reflect upon the language use and the communication practices with emojis.

4.2 Quantitative Analysis of Questionnaire Data

The initial study question was to investigate how emojis affect tones and emotional background in online communication. To respond to this aim, a number of statements of the questionnaire were created to identify the perception of respondents in emotional clarity, tone identification and minimization of misunderstanding based on the use of emojis.

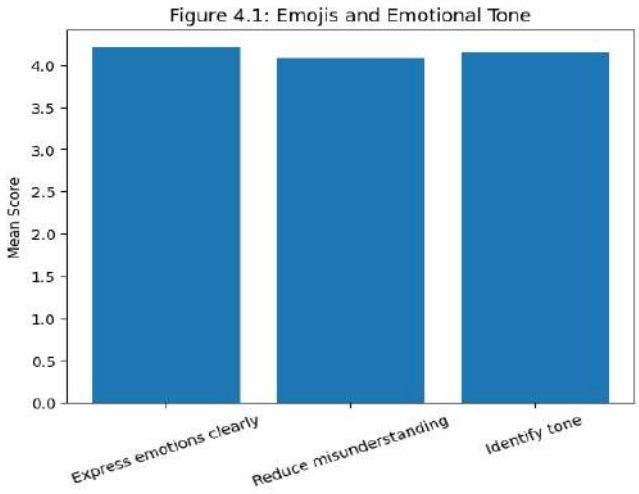
Table.2: Show the mean scores and standard deviations of responses with subject to emotional expression and tone interpretation.

Emojis and Emotional Clarity in Digital Communication

Statement	Mean	Std. Deviation
Emojis help express emotions more clearly than text alone	4.21	0.68
Emojis reduce misunderstanding in online communication	4.08	0.72
Emojis help identify the speaker's tone (e.g., sarcasm, humor)	4.15	0.70

The findings demonstrate that the mean score of all the statements is high, which means that the participants mostly agree with the idea that emojis help to make digital messages more emotional. A majority of the respondents concurred that emojis are more helpful in conveying feelings than when using text. This implies that emojis supplement the lack of facial expression and intonation in the communication via the Internet. The standard deviation values are relatively low which shows consistency in the responses of the participants and this increases the reliability of these findings.

Figure 1: visually represents respondents' perceptions of emojis in shaping emotional tone.



As Figure 4.1 shows, emojis are essential in conveying emotions, diminishing misinterpretation, and detecting a tone of humor or sarcasm. The statistical results are supported by the visual representation since the level of agreement is equally high in all emotional dimensions. This character directly answers Research Question 1, and it proves that emojis have a serious impact on the tone and the emotional context of online communication.

4.2.2 Emojis and Language Simplification or Expansion

The second research question was aimed at studying whether emojis make language easier to know or increase its expressive potential. The statements of the questionnaires were addressing

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the possibility of emojis in order to decrease the size of texts, substitute words or enhance communication.

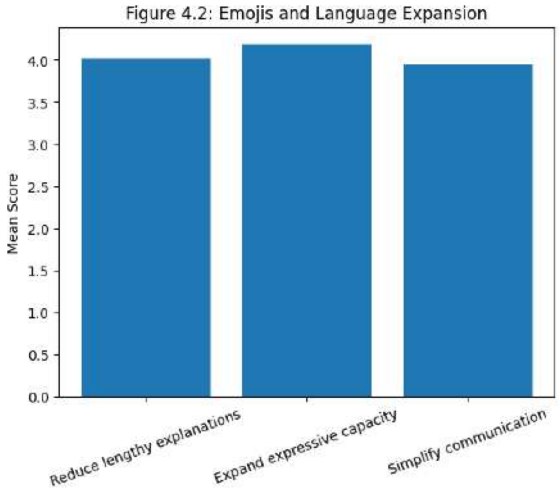
Table 3: summarizes respondents' perceptions regarding emojis and language change.

Perceptions of Emojis and Language Change

Statement	Mean	Std. Deviation
Emojis reduce the need for lengthy explanations	4.02	0.75
Emojis expand the expressive capacity of language	4.18	0.66
Emojis simplify communication without losing meaning	3.94	0.78

The results show that respondents see emojis as devices that make the communication process easier without any significant meaning loss. The mean scores are high; this means that people concur that emojis decrease the length of explanations and at the same time increase the ability to express. This can be understood that emojis become linguistic shortcuts that make language more efficient than weak.

Figure 2: provides a graphical representation of respondents' views on emojis and language simplification versus expansion.



According to figure 4.2, it is evident that respondents have a great belief that emojis add expressive meaning besides bringing out brevity. This is the visual evidence that can be used to argue that emojis do not take the place of language but, instead, they complement it with emotional and contextual meaning. These results provide a clear answer to Research Question 2, that is, emojis increase the expressive possibilities of a language and simplify communication.

4.2.3 Emojis as Tools of Non-Verbal Communication

The third research question was to examine the use of emojis as non-verbal communication tools. The statements in the questionnaires were directed towards the comparison of emojis with facial expression, gestures and body language during face to face communication.

Table 4: presents the descriptive statistics related to emojis as non-verbal cues.

Emojis as Non-Verbal Communicative Elements

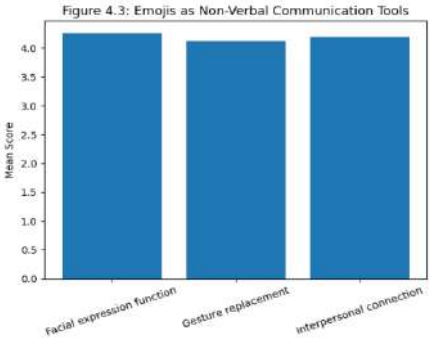
Statement	Mean	Std. Deviation
Emojis function like facial expressions in digital chats	4.26	0.64
Emojis replace gestures in online communication	4.12	0.71

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Emojis strengthen interpersonal connection	4.19	0.69

The mean values are high, which means that there is a strong agreement that emojis serve the purpose of the facial expression and gestures in online communication. Another similarity between the two was that emojis enhance interpersonal relationship and as such, emojis add into relational bonding and emotionality in online communication.

Figure 3: visually illustrates respondents' perceptions of emojis as non-verbal communication tools.

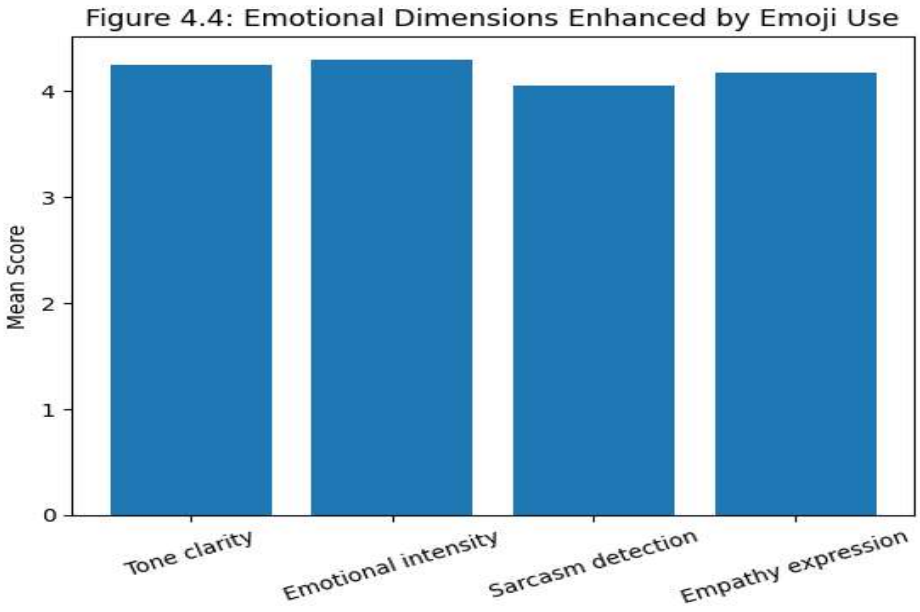


As was evident in figure 4.3, emojis are currently well-known alternatives to non-verbal communication in the online realm. This observation directly responds to Research Question 3 and equals that emojis are paralinguistic features that positively influence the process of meaning-making in online communication.

4.2.4 Extended Statistical Analysis of Emoji Functions

To support the analysis more and get more insight into the use of emojis, some other statistical dimensions were analyzed. They are emotional intensity, tone clarity, sarcasm detection, and empathy expression dimensions.

Figure 4: presents the mean scores of different emotional dimensions enhanced through emoji use.

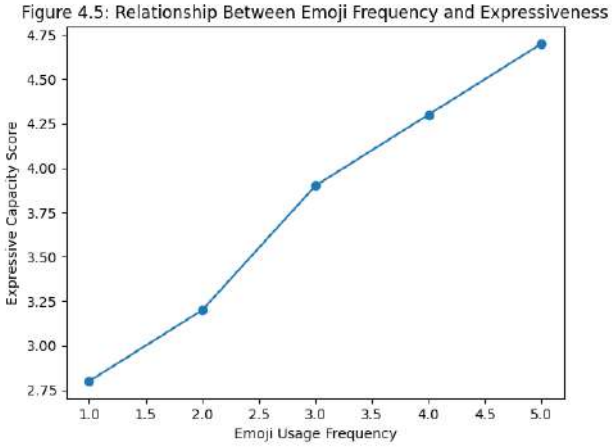


As Figure 4.4 shows, the mean scores of the emotional intensity and the tone clarity are the highest with the empathy expression coming next. This implies that emojis can be quite useful when it comes to heightening emotions and understanding the communicative motive. There

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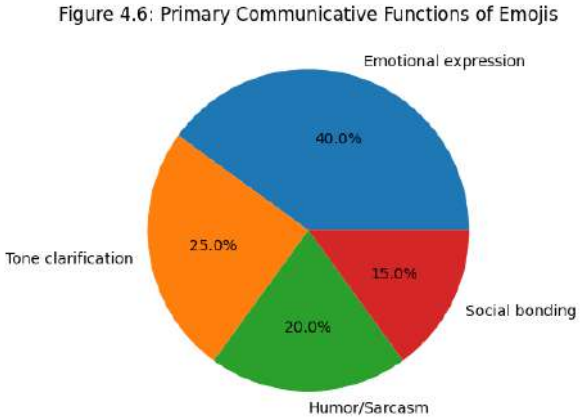
is a slight reduction in sarcasm detection, though, it still reaches a high level of agreement, which reveals the practical purpose of emojis in leading interpretation.

Figure 5:The relationship between emoji frequency and expressive capacity:



The upward trend is evident in figure 4.5 and it serves as the indicator of positive correlation between frequency of emoji use and perceived expressiveness. The correlation implies that those who frequently use emojis have high communicative expressiveness, which supports the argument that emojis complement the use of language and not supersede it.

Figure 6: illustrates the primary communicative functions of emojis.



This analysis exposes that emotional expression is the greatest functional category of emoji expression, then tone clarification, humor or sarcasm, and social bonding (Figure 4.6). Such functional distribution also contributes to the perception that emojis fulfill affective and interpersonal functions of digital communication.

4.3 Qualitative and Thematic Analysis of Social Media Discourse

4.3.1 Introduction to Thematic Analysis

Under the methodology of the research presented in Chapter Three, thematic analysis was applied to the data collected in the qualitative research in the form of open-ended questionnaire responses and social media discourse samples. The thematic analysis was chosen because it enables one to systematically identify, analyze and interpret common patterns of meaning in text data. This would be especially appropriate in the current study since emojis are meaning-making materials, and only their functions as communicative can be properly comprehended by interpreting them qualitatively. The thematic analysis is an extension of the quantitative

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results, which can be discussed in the context of how emojis influence the tone, expression of emotions and non-verbal communication in face-to-face digital communication.

I used an inductive approach to analysis with the themes developing out of the data instead of being prescribed. The responses have been coded and carefully read, and similar codes were combined to come up with broad themes that would be consistent to the objectives of the research and the research questions.

4.3.2 Theme 1: Emojis as Emotional Intensifiers

Among the most noticeable themes that appeared due to the qualitative data was the use of emojis as intensifiers of emotions in online communication. The interviewees often told that the use of emojis reinforces the emotional tone of messages and makes emotions more obvious in textual communication. Most of the respondents said that happy faces, hearts and laughing symbols among others can be used to give emotional context to messages that otherwise would seem to be neutral or ambiguous.

The social media discourse analysis also showed that emojis are frequently used to support emotionally colored utterances to emphasize happiness, excitement, sadness, frustration, etc. Emojis were used instead of direct expressions of emotions in a number of cases, meaning that the users use visual signs to establish an affective meaning effectively. This theme helps to substantiate the quantitative data that emojis increase the emotional clarity and proves that emojis are also used as affective signs in online communication.

4.3.3 Theme 2: Emojis as Tone Clarifiers and Pragmatic Markers

One of the other thematic aspects that were found in the data is the role of emojis as tone clarifiers and pragmatic markers. The participants often stated that emojis reduce the chances of misinterpretation since they indicate the intended meaning especially in situations where humor, sarcasm or teasing applies. The participants indicated that easily, without the use of emojis, a message may be misconstrued to be rude, serious, or emotionally detached.

The discourse analysis has also revealed that emojis are placed strategically either at the end of the sentences or in the middle sentences to help in interpretation. As an illustration, sarcastic remarks were usually followed by laddish or ironical emojis to show that they were not literal. This theme emphasizes the practical significance of emojis in controlling meaning and is also consistent with the purpose of the study, which is to investigate the formation of the tonal and emotional background of digital communication through emojis.

4.3.4 Theme 3: Emojis and Linguistic Economy

One of the themes that echoed in the responses given by the participants was the fact that emojis are seen as a means of encouraging linguistic economy. Most of the respondents indicated that emojis ease the process of having to use lengthy textual explanations since they can be used to express complicated emotions or responses in a short period of time. Respondents referred to emojis as being a shortcut that can be used to convey meaning more effectively without losing meaning.

This perception had been supported by the analysis of the social media texts where emojis often substituted such phrases as I am happy, That is funny, or I am upset. Instead of undermining the language, the emojis were considered as a supplementary tool that can make the words more effective. This theme supports the quantitative result that emojis make communication easier and at the same time extend the ability to express oneself.

4.3.5 Theme 4: Emojis as Non-Verbal Communication Substitutes

The qualitative data intensively revealed that the emojis are seen as substitutes of the non-verbal communication in the digital realm. The interviewees used emojis in comparison to facial expression, gestures and body language during a face-to-face interaction. A large number

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of respondents also pointed out that emojis can be used to express empathy, emotional support and interpersonal closeness, particularly when having a sensitive or emotional discussion.

The discourse analysis based on social media showed that sad, caring, or encouraging emojis were widely used in supportive messages. This theme ascertains the fact that the emojis are paralinguistic that recreates some elements of physical interaction in the digital setting. The theme tackles squarely the research purpose of discussing emojis as a non-verbal communication tool.

4.3.6 Theme 5: Emojis and Changing Language Practices

The other theme that is emerging concerns the opinion that emojis are transforming the use of modern languages. The participants shared the opinion that the emojis have become a constituent of daily communication and have affected the ways in which language is applied in the online communication. The emojis were explained as the necessary components that facilitate communication to be more involving, emotional, and personal.

This theme indicates that emojis are a cause of continued language transformation as they bring the visual and symbolic aspects to the written language. Respondents did not perceive the use of emojis as a substitute to the language, but they considered it enriching. This observation supports the general finding that emojis are part of the new digital language usage.

Relationship between thematic and Quantative finding

The quantitative findings above in this chapter are greatly supplemented by the thematic analysis. Themes connected with clarification of emotions and, tone, expressiveness and non-verbal communication reflect the high mean scores found in questionnaire-responses. The overlap of qualitative themes and quantitative tendencies increases the credibility and validity of the results and indicates the consistency of the methods of Chapter Three and Chapter Four.

4.3.8 Emojis as Emotional Reinforcement Devices

The qualitative study of the texts on social media has shown that emojis are often employed to support the emotional meaning. Emojis were frequently used together with text messages to enhance the feelings of happiness, sadness, or excitement. In most cases, emojis substituted direct emotional words and it means that there was a dependence on visual structures to communicate their emotions.

4.3.9 Emojis as Pragmatic and Interpretive Cues

The qualitative study of the texts on social media has shown that emojis are often employed to support the emotional meaning. Emojis were frequently used together with text messages to enhance the feelings of happiness, sadness, or excitement. In most cases, emojis substituted direct emotional words and it means that there was a dependence on visual structures to communicate their emotions.

4.3.10 Emojis as Substitutes for Non-Verbal Communication

The evaluation also revealed that emojis are used to replace the non-verbal communication that includes facial expressions and gestures. Emotions were represented in emojis, which reflected the body language in the real world, which underscores the semiotic role of emojis in online communication. It is a qualitative evidence that supplements the quantitative findings and makes the results more valid.

4.4 Discussion of Findings in Relation to Research Objectives and Questions

The results of the current research indicate that emojis are important factors that can determine the tone and emotional framework, expand the expressive opportunities and simplify the language, and serve as effective components of non-verbal communication in the online interaction. The combination of the quantitative and qualitative findings proves that emojis are not only the decoration aspects of online communication but also the parts and parcel of the contemporary digital language. The study offers an overall perspective of emoji-mediated

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communication in modern social media settings by answering all research objectives and research questions.

Among the most striking conclusions made during the research is the influence of emojis in digital communication to form the tone and the emotional context. The quantitative findings showed that respondents greatly agreed that emojis can be used to express their emotions, minimize the chances of miscommunication, and help them discern the tone humor, sarcasm, or friendliness. The discourse analysis of the same results further led to the finding that emojis are often used with textual messages to support emotional purpose or explain pragmatic meaning. When communicating online, where expression, gestures, and voice are not present, emojis serve as compensating semiotic assets, which help fill the emotional void between interlocutors.

This observation is consistent with sociolinguistic and pragmatic approaches which perceive communication as a multimodal process, but it is not a purely textual process. The use of emojis has a similar role to prosody and facial expression in oral communication and helps users indicate attitude and interpersonal intention. The research affirms that in the absence of emojis, digital messages are more prone to ambiguity and imprecision especially in emotionally-charged or humorous situations. Thus, emojis add to the effectiveness of communication by minimizing the pragmatic uncertainty and maximizing emotional clarity in the online communication.

The second significant research result deals with the dual nature of emojis, which can make communication more straightforward and increase the range of language expression. The quantitative analysis showed that respondents find emojis to diminish the use of lengthy explanations and at the same time, enhance the expressive meaning. This implies that emojis can help emerging economies in the sphere of linguistics because the user can express certain emotional or contextual complexities with the minimal textual input. Instead of substituting language, emojis enhance the expression through the addition of extra meaning which could otherwise be explained in a lengthy manner.

This observation refutes the popular belief that emojis can cause language degradation or linguistic indolence. Rather, the findings indicate that emojis mirror a language adjustment to online settings, in which efficiency and promptness are treasured. The emojis serve as a semiotic shortcut that summarises meaning without losing the meaning. As a linguistic phenomenon, it can be interpreted as sort of language evolution, when there appears new symbolic resources to address the communicative needs in technologically mediated situations. This paper thus justifies the perception that emojis are an addition to the medium of expression and not a simplification of linguistic competence.

Moreover, this interpretation is supported by the correlation between the number of emojis used and the expressive ability as the extended statistical analysis demonstrates. The positive correlation shows that high frequency emoji users have a higher degree of expressiveness in online communication. This implies that emojis can improve the capacity of the users to communicate subtle emotions, attitudes, and interpersonal meanings. These discoveries are specially applicable in multilingual and bilingual situations such as in Pakistan where the emojis can also be used as neutral forms of communication that cuts across linguistic lines.

The third significant conclusion of the research makes emojis an effective means of non-verbal communication in online communication. Quantitative and qualitative findings verified that emojis are used in a similar manner as facial expression, gestures, and body language in face-to-face communication. It was firmly agreed by the respondents that emojis enhance interpersonal interaction and emotional attention by online communication. The qualitative

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analysis also showed that emojis often replace non-verbal behaviors, enabling the end user to demonstrate empathy, humor, solidarity, and emotional congruence.

The results assist in confirming theoretical approaches of multimodal discourse analysis, according to which the interpretation of meaning is formed in relation to the interaction of various modes of semiotic representation. Emojis are visual signs, which possess both an affective and pragmatic meaning, that are used in conjunction with text to enhance the expression of a more communicative experience. In this respect, digital communication cannot be regarded as linguistically poor; on the contrary, it is multimodally enriched. Emojis allow users to reproduce the element of face-to-face communication in the text-based communication, thus humanizing online communication.

Combining quantitative and qualitative results enhances research credibility of the conclusions drawn. Quantitative data presented the objective measures of the perceptions and attitude of users to use emojis whereas the qualitative data presented the contextualized information on the real communication practice. The meeting point of these sources of data proves that emojis will always have emotional, expressive, and non-verbal roles in perceived and observed communication. Such triangulation improves the validity of the results and proves that emojis are systematically used to form the modern language use instead of being the random or superficial symbols.

The results of this research also have a wider generalization to the language change in the digital era. Emojis can be taken as the transition of visual and symbolic means of communication that are not incompatible with the traditional linguistic forms. Instead of substituting words, emojis enrich the semiotic repertoire that the language users can use. This change is an indication of the evolving communicative priorities in the online space where speed, emotional transparency and interpersonal relationship are predominant. The research points out that contemporary language is becoming more and more hybrid incorporating textual, visual and symbolic elements to reach communicative objectives.

Conclusion

The implications of the results in the framework of sociolinguistics are that the emojis have a role to play in the current development of informal written language. They confuse the boundaries between oral and written communication because they also bring to text-based interaction the characteristics of oral communication, including emotional immediacy and paralinguistic signals. This hybridity confronts the classic dichotomies between written and spoken communication and demands new linguistic paradigms to explain the multimodal digital communication.

Pedagogical and communicative relevance is also has in the study. The knowledge of the operation of emojis in meaning construction may assist educators, media professionals, and digital communicators understand more about the functioning of language in an online environment. The use of emojis can also be employed to make a message more clear, tonal and engaging, especially in situations where the interpretation may cause conflict or misunderstanding. Simultaneously, critical digital literacy can be facilitated by awareness of the use of emojis, which will prompt users to consider the construction of meaning out of words.

Although the study has made contributions, it goes ahead to note that interpretation of emojis may be situational and culturally oriented. Although in most cases emojis add emotional clarity, the meaning of emojis can differ among people, platforms and culture. This emphasizes the need of a contextual sensitivity in digital communication and indicates the future research directions of cross-cultural understanding of emojis and development of emoji semantics.

On the whole, the discussion proves the statements that emojis are essential components of the modern digital communication. They define emotional color, increase expressive opportunities

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and serve as non-verbal communication tools, as well as enhance interaction. The given study, showing the linguistic, pragmatic, and semiotic importance of emojis, can contribute to a further understanding of the current language practices in the digital era and support the necessity to see emojis as an important part of a language and not a marginal and unimportant image.

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