

Smiley face emojis could hurt your career

16th August, 2017



New research suggests that using smiley face emojis in work e-mails could jeopardize your career. Researchers from a university in Israel report that people inserting emojis in work-related mail are likely

to be deemed stupid and incompetent. The researchers conducted experiments on 549 professionals from 29 different countries to gauge their reaction to emojis. The professionals had to "evaluate both the competence and warmth" of the e-mail writer. Dr Ella Glikson said: "Our findings provide first-time evidence that, contrary to actual smiles, smileys do not increase perceptions of warmth and actually decrease perceptions of competence." She added: "In formal business e-mails, a smiley is not a smile."

Other research has also shown that emojis are often misunderstood. Some of this misunderstanding is related to how the reader or viewer interprets the emoji design. In other cases there is a technological problem. The emoji that was typed in by the writer is not shown in the same way in the e-mail received and read by the reader. This happens when the writer and reader of an e-mail do not use the same software or operating system for their devices. Emojis originated on Japanese mobile phones in the late 1990s. They quickly spread in popularity and now more than six billion of them are sent every day around the world. There is even a World Emoji Day, which is celebrated on July the 17th every year.

Sources: thesun.co.uk / telegraph.co.uk / Wikipedia.org

Writing

Emojis are an important way of communicating. Discuss.

Chat

Talk about these words from the article.

research / career / university / stupid / incompetent / professionals / warmth / formal / misunderstood / design / technological / software / devices / popularity / celebrated

True / False

- Research says using emojis may not be so good for your career. T / F
- People who use emojis in business mails could be deemed as stupid. T / F
- Researchers checked people's reactions in 29 different countries. T / F
- A researcher said smileys in business mails are smiles. T / F
- The researchers said emojis are rarely misunderstood. T / F
- Emojis do not always cross over different operating systems. T / F
- Emojis originated in Silicon Valley, USA, in the late 1990s. T / F
- World Emoji Day is celebrated in June every year. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|-----------------------|-----------------|
| 1. suggests | a. explains |
| 2. inserting | b. measure |
| 3. deemed | c. developed |
| 4. gauge | d. impressions |
| 5. perceptions | e. putting |
| 6. often | f. commemorated |
| 7. interprets | g. indicates |
| 8. originated | h. circulated |
| 9. spread | i. frequently |
| 10. celebrated | j. considered |

Discussion – Student A

- How important is e-mail to you?
- What do you think of emojis?
- Why is it wrong to use emojis in work e-mails?
- Are emojis linked to competence and warmth?
- What message do smiley face emojis give?
- When can you use smiley face emojis?
- Where do we learn how to write correct e-mails?
- Could there be any positives about using emojis in e-mails?

BreakingNewsEnglish - The Mini Lesson

Phrase Match

- | | |
|------------------------------|-------------------------|
| 1. emails could jeopardize | a. operating system |
| 2. The researchers conducted | b. of warmth |
| 3. gauge their reaction | c. misunderstood |
| 4. increase perceptions | d. experiments |
| 5. formal | e. spread in popularity |
| 6. emojis are often | f. to emojis |
| 7. a technological | g. your career |
| 8. use the same software or | h. on July the 17th |
| 9. They quickly | i. business e-mails |
| 10. celebrated | j. problem |

Discussion – Student B

- What do you think about what you read?
- Why do you think emojis are misunderstood?
- What technological problems do you have?
- What do you think about the operating system you use?
- Why are emojis so popular?
- Do you have a favourite emoji?
- What do you think people would do on World Emoji Day?
- What questions would you like to ask the researchers?

Spelling

- zrpdaoeije your career
- gguae their reaction to emojis
- Our findings provide first-time vedieecn
- actrynor to actual smiles
- decrease perceptions of eecnptcme
- In ofarml business e-mails
- the reader or viewer tternpesir the emoji
- there is a llcotganoheic problem
- operating system for their eescivd
- Emojis iondrgteai on Japanese mobile phones
- They quickly spread in pploiauyt
- rdacelebt on July the 17th

Answers – Synonym Match

1. g	2. e	3. j	4. b	5. d
6. i	7. a	8. c	9. h	10. f

Role Play

Role A – 'Reply To All'

You think the 'Reply To All' function is the worst thing to do in an e-mail. Tell the others three reasons why. Tell them why their things are OK. Also, tell the others which is the least worrying of these (and why): a bad subject line, using emojis or poor grammar.

Role B – Bad Subject Line

You think a bad subject line is the worst thing to do in an e-mail. Tell the others three reasons why. Tell them why their things are OK. Also, tell the others which is the least worrying of these (and why): the 'Reply To All' function, using emojis or poor grammar.

Role C – Using Emojis

You think using emojis is the worst thing to do in an e-mail. Tell the others three reasons why. Tell them why their things are OK. Also, tell the others which is the least worrying of these (and why): a bad subject line, the 'Reply To All' function or poor grammar.

Role D – Poor Grammar

You think poor grammar is the worst thing to do in an e-mail. Tell the others three reasons why. Tell them why their things are OK. Also, tell the others which is the least worrying of these (and why): a bad subject line, using emojis or the 'Reply To All' function.

Speaking – E-Mails

Rank these with your partner. Put the worst e-mail mistakes at the top. Change partners often and share your rankings.

- | | |
|--------------------|-----------------------------|
| • Bad subject line | • Political signature quote |
| • Poor grammar | • Using Reply To All |
| • Using emojis | • No 'Dear + name' |
| • Not being polite | • Writing too much |

Answers – True False

a	T	b	T	c	T	d	F	e	F	f	T	g	F	h	F
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Answers to Phrase Match and Spelling are in the text.