

# Contents

<i>List of Contributors</i>	vii
<b>1 Emoticons, <i>Kaomoji</i>, and Emoji: The Transformation of Communication in the Digital Age</b>	1
ELENA GIANNOULIS, FREIE UNIVERSITÄT BERLIN, GERMANY, AND LUKAS R.A. WILDE, UNIVERSITY OF TUEBINGEN, GERMANY	
<b>PART I</b>	
<b>Intercultural Mediations</b>	23
<b>2 Not Everyone 💩s: Or, the Question of Emoji as 'Universal' Expression</b>	25
JONATHAN E. ABEL, PENNSYLVANIA STATE UNIVERSITY, USA	
<b>3 Cultural Literacy in the Empire of Emoji Signs: Who Is ☺?</b>	44
ALISA FREEDMAN, UNIVERSITY OF OREGON, USA	
<b>4 Emoticons: Digital <i>Lingua Franca</i> or a Culture-Specific Product Leading to Misunderstandings?</b>	67
MARZENA KARPINSKA, UNIVERSITY OF TOKYO, JAPAN; PAULA KURZAWSKA, FREIE UNIVERSITÄT BERLIN, GERMANY; AND KATARZYNA ROZANSKA, REPUBLIC OF KOREA	
<b>PART II</b>	
<b>Intersectional Mediations</b>	83
<b>5 'Impact taisetsu da!': The Use of Emoji and <i>Kaomoji</i> in <i>Dansō</i> Escort Blogs Between Gender Expression and Emotional Labor</b>	85
MARTA FANASCA, UNIVERSITY OF MANCHESTER, UK	

<b>6 Emoticons in Social Media: The Case of Japanese Facebook Users</b>	104
MICHAELA OBERWINKLER, UNIVERSITY OF TUEBINGEN, GERMANY	
<b>PART III</b>	
<b>Linguistic Mediations</b>	125
<b>7 ‘Iconographic Communication’ in Digital Media: Emoji in WhatsApp, Twitter, Instagram, Facebook—From a Linguistic Perspective</b>	127
CHRISTINA MARGRIT SIEVER, UNIVERSITY OF ZÜRICH, SWITZERLAND	
<b>8 A Cultural Exploration of the Use of <i>Kaomoji</i>, Emoji, and <i>Kigo</i> in Japanese Blog-Post Narratives</b>	148
BARRY KAVANAGH, TOHOKU UNIVERSITY, JAPAN	
<b>PART IV</b>	
<b>Pictorial Mediations</b>	169
<b>9 The Elephant in the Room of Emoji Research: Or, Pictoriality, to what Extent?</b>	171
LUKAS R.A. WILDE, UNIVERSITY OF TUEBINGEN, GERMANY	
<b>10 Construction of Iconicity in Scenes of <i>Kaomoji</i></b>	197
RISA MATSUDA, UNIVERSITY OF TSUKUBA, JAPAN	
<b>PART V</b>	
<b>Material Mediations</b>	209
<b>11 Who Is Afraid of Mr. Yuk? The Display of the Basic Emotion of Disgust in an ‘Analogue Precursor’ to Contemporary Emoji</b>	211
ALEXANDER CHRISTIAN, GERMANY	
<b>12 From Digital to Analog: <i>Kaomoji</i> on the Votive Tablets of an Anime Pilgrimage</b>	227
DALE K. ANDREWS, TOHOKU GAKUIN UNIVERSITY, JAPAN	
<i>Index</i>	247