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## Level 6

### Smiley face emojis could hurt your career

16th August, 2017

<http://www.breakingnewsenglish.com/1708/170816-smiley-face-emojis.html>

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**Please try Levels 4 and 5 (they are easier).**

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# THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

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: <https://www.thesun.co.uk/tech/4241146/putting-smiley-face-emojis-in-work-e-mails-will-make-colleagues-hate-you-and-think-youre-incompetent/>  
<http://www.telegraph.co.uk/news/2017/08/14/using-emojis-makes-people-think-incompetent-research-finds/>  
<https://en.wikipedia.org/wiki/Emoji>

# WARM-UPS

**1. EMOJIS:** Students walk around the class and talk to other students about emojis. Change partners often and share your findings.

**2. CHAT:** In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

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

Have a chat about the topics you liked. Change topics and partners frequently.

**3. INCOMPETENT:** Students A **strongly** believe people who use emojis in business e-mails are incompetent; Students B **strongly** believe the opposite. Change partners again and talk about your conversations.

**4. COMMUNICATION:** How can these ways of communicating be better? Complete this table with your partner(s). Change partners often and share what you wrote.

	Good things	Bad things	Solutions
E-mail			
Letter			
Fax			
Video calls			
Social media			
Phone calls			

**5. CAREER:** Spend one minute writing down all of the different words you associate with the word "career". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

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

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

# BEFORE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

**1. TRUE / FALSE:** Read the headline. Guess if a-h below are true (T) or false (F).

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

## 2. SYNONYM MATCH:

Match the following synonyms. The words in **bold** are from the news article.

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

**3. PHRASE MATCH:** (Sometimes more than one choice is possible.)

- |                              |                         |
|------------------------------|-------------------------|
| 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              |

# GAP FILL

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

New research suggests that using smiley face emojis in work e-mails could (1) \_\_\_\_\_ your career. Researchers from a university in Israel report that people (2) \_\_\_\_\_ emojis in work-related mail are likely to be (3) \_\_\_\_\_ stupid and incompetent. The researchers conducted experiments on 549 professionals from 29 different countries to (4) \_\_\_\_\_ their reaction to emojis. The professionals had to "evaluate both the competence and (5) \_\_\_\_\_" of the e-mail writer. Dr Ella Glikson said: "Our (6) \_\_\_\_\_ provide first-time evidence that, (7) \_\_\_\_\_ to actual smiles, smileys do not increase perceptions of warmth and actually decrease perceptions of competence." She added: "In (8) \_\_\_\_\_ business e-mails, a smiley is not a smile."

*inserting*  
*findings*  
*gauge*  
*formal*  
*jeopardize*  
*contrary*  
*deemed*  
*warmth*

Other research has also shown that emojis are often (9) \_\_\_\_\_. Some of this misunderstanding is related to how the reader or viewer (10) \_\_\_\_\_ the emoji design. In other cases there is a technological problem. The emoji that was (11) \_\_\_\_\_ in by the writer is not (12) \_\_\_\_\_ 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 (13) \_\_\_\_\_ system for their devices. Emojis originated on Japanese mobile phones in the (14) \_\_\_\_\_ 1990s. They quickly spread in (15) \_\_\_\_\_ and now more than six billion of them are sent every day around the world. There is even a World Emoji Day, which is (16) \_\_\_\_\_ on July the 17th every year.

*shown*  
*late*  
*misunderstood*  
*celebrated*  
*typed*  
*interprets*  
*popularity*  
*operating*

# LISTENING – Guess the answers. Listen to check.

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

- 1) research suggests that using smiley face emojis in work e-mails could jeopardize \_\_\_\_\_
  - a. our career
  - b. you career
  - c. your career
  - d. yours career
- 2) people inserting emojis in work-related mail are likely to be deemed stupid \_\_\_\_\_
  - a. and incompetence
  - b. and incompetent
  - c. and in comp a tent
  - d. and in come per tent
- 3) experiments on 549 professionals from 29 different countries to \_\_\_\_\_ reaction
  - a. grade their
  - b. gage their
  - c. gouge their
  - d. gauge their
- 4) contrary to actual smiles, smileys do not increase \_\_\_\_\_ warmth
  - a. perception of
  - b. perceptions of
  - c. perceptions off
  - d. perception off
- 5) She added: "In formal business e-mails, a smiley is \_\_\_\_\_."
  - a. not a simile
  - b. not a smile
  - c. not a smiley
  - d. not a smiles
- 6) Other research has also shown that emojis are \_\_\_\_\_
  - a. often miss understood
  - b. often mist understood
  - c. often miss under stood
  - d. often misunderstood
- 7) this misunderstanding is related to how the reader or viewer \_\_\_\_\_ design
  - a. interpret the emoji
  - b. interprets a emoji
  - c. interprets the emoji
  - d. interprets then emoji
- 8) The emoji that was typed in by the writer is not shown \_\_\_\_\_ way
  - a. on a same
  - b. on the same
  - c. in a same
  - d. in the same
- 9) writer and reader of an e-mail do not use the same software or operating system \_\_\_\_\_
  - a. for their device is
  - b. for their devices
  - c. for there devices
  - d. fore their devices
- 10) There is even a World Emoji Day, which is \_\_\_\_\_ July the 17th
  - a. celebrated on
  - b. celebrate it on
  - c. celebrity on
  - d. celebratory on

# LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

New research (1) \_\_\_\_\_ smiley face emojis in work e-mails could jeopardize your career. Researchers from a university in Israel report that people (2) \_\_\_\_\_ in work-related mail are likely to be deemed (3) \_\_\_\_\_. The researchers conducted experiments on 549 professionals from 29 different countries to (4) \_\_\_\_\_ 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, (5) \_\_\_\_\_ smiles, smileys do not increase perceptions of warmth and actually decrease perceptions of competence." She added: "In formal business e-mails, a smiley (6) \_\_\_\_\_."

Other research (7) \_\_\_\_\_ that emojis are often misunderstood. Some of this misunderstanding is related to how the reader (8) \_\_\_\_\_ the emoji design. In other cases there is a technological problem. The emoji that (9) \_\_\_\_\_ 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 (10) \_\_\_\_\_ e-mail do not use the same software or operating system for their devices. Emojis originated on Japanese mobile phones (11) \_\_\_\_\_. 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 (12) \_\_\_\_\_ July the 17th every year.

# COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

1. What did the article say emojis in e-mails could do to your career?
2. How many professionals did the researchers look at?
3. What did people have to evaluate in e-mail writers besides competence?
4. What did a researcher say smileys decreased perception of?
5. What did a researcher say was not a smile?
6. What did researchers say were often misunderstood?
7. What is not shared across devices to cause technological problems?
8. When did emojis originate?
9. How many emojis are sent around the world every day?
10. When is World Emoji Day?



# MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

- 1) What did the article say emojis in e-mails could do to your career?
  - a) continue it
  - b) enhance it
  - c) end it
  - d) jeopardize it
- 2) How many professionals did the researchers look at?
  - a) 459
  - b) 549
  - c) 495
  - d) 594
- 3) What did people have to evaluate in e-mail writers besides competence?
  - a) handwriting
  - b) grammar
  - c) warmth
  - d) spelling
- 4) What did a researcher say smileys decreased perception of?
  - a) competence
  - b) qualifications
  - c) technology
  - d) writing
- 5) What did a researcher say was not a smile?
  - a) a grimace
  - b) a frown
  - c) a smiley
  - d) a scowl
- 6) What did researchers say were often misunderstood?
  - a) workers
  - b) smileys
  - c) people
  - d) bosses
- 7) What is not shared across devices to cause technological problems?
  - a) passwords and usernames
  - b) secrets
  - c) know-how
  - d) software and operating systems
- 8) When did emojis originate?
  - a) the late 1990s
  - b) the mid-to-late 1990s
  - c) the mid 1990s
  - d) the early-to-mid 1990s
- 9) How many emojis are sent around the world every day?
  - a) fewer than 6 billion
  - b) exactly 6 billion
  - c) over 6 billion
  - d) around 6 billion
- 10) When is World Emoji Day?
  - a) June 17
  - b) July 17
  - c) July 16
  - d) June 16

# ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

## **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.

# AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

**1. WORD SEARCH:** Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'smiley' and 'face'.

smiley	face

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

**2. ARTICLE QUESTIONS:** Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

**3. GAP FILL:** In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

**4. VOCABULARY:** Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

**5. TEST EACH OTHER:** Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none"><li>• new</li><li>• inserting</li><li>• 549</li><li>• reaction</li><li>• findings</li><li>• formal</li></ul>	<ul style="list-style-type: none"><li>• often</li><li>• typed</li><li>• happens</li><li>• 1990s</li><li>• six</li><li>• 17</li></ul>
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# EMOJIS SURVEY

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

Write five GOOD questions about emojis in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

## EMOJIS DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'emoji'?
3. How important is e-mail to you?
4. What do you think of emojis?
5. Why is it wrong to use emojis in work e-mails?
6. Are emojis linked to competence and warmth?
7. What message do smiley face emojis give?
8. When can you use smiley face emojis?
9. Where do we learn how to write correct e-mails?
10. Could there be any positives about using emojis in e-mails?

*Smiley face emojis could hurt your career – 16th August, 2017*  
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## EMOJIS DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'e-mail'?
13. What do you think about what you read?
14. Why do you think emojis are misunderstood?
15. What technological problems do you have?
16. What do you think about the operating system you use?
17. Why are emojis so popular?
18. Do you have a favourite emoji?
19. What do you think people would do on World Emoji Day?
20. What questions would you like to ask the researchers?

# DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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# DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

# LANGUAGE - CLOZE

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

New research suggests that (1) \_\_\_\_\_ smiley face emojis in work e-mails could jeopardize your career. Researchers from a university in Israel report that people (2) \_\_\_\_\_ emojis in work-related mail are (3) \_\_\_\_\_ to be deemed stupid and incompetent. The researchers conducted experiments on 549 professionals from 29 different countries to (4) \_\_\_\_\_ 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, (5) \_\_\_\_\_ to actual smiles, smileys do not increase perceptions of warmth and actually decrease perceptions of competence." She added: "In (6) \_\_\_\_\_ 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 (7) \_\_\_\_\_ how the reader or viewer interprets the emoji design. In other (8) \_\_\_\_\_ there is a technological problem. The emoji that was typed in by the writer is not shown in the (9) \_\_\_\_\_ 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 (10) \_\_\_\_\_. Emojis originated on Japanese mobile phones in the late 1990s. They quickly spread in (11) \_\_\_\_\_ and now more than six billion of them are sent every day around the world. There is even a World Emoji Day, which is (12) \_\_\_\_\_ on July the 17th every year.

## Put the correct words from the table below in the above article.

- |     |               |                 |                |                |
|-----|---------------|-----------------|----------------|----------------|
| 1.  | (a) use       | (b) using       | (c) used       | (d) usage      |
| 2.  | (a) insertion | (b) inserts     | (c) inserting  | (d) insert     |
| 3.  | (a) likes     | (b) liking      | (c) likelihood | (d) likely     |
| 4.  | (a) gorge     | (b) gauge       | (c) gouge      | (d) gage       |
| 5.  | (a) contrary  | (b) contraire   | (c) contrite   | (d) contract   |
| 6.  | (a) formal    | (b) feral       | (c) fatal      | (d) follicle   |
| 7.  | (a) at        | (b) by          | (c) of         | (d) to         |
| 8.  | (a) castes    | (b) causes      | (c) cases      | (d) ceases     |
| 9.  | (a) simile    | (b) similar     | (c) similarity | (d) same       |
| 10. | (a) devises   | (b) devices     | (c) divides    | (d) derides    |
| 11. | (a) popular   | (b) populate    | (c) popularity | (d) polar      |
| 12. | (a) celebrate | (b) celebratory | (c) celebrates | (d) celebrated |

# SPELLING

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

## Paragraph 1

1. zrpdaoeije your career
2. gguae their reaction to emojis
3. Our findings provide first-time vedieecn
4. actrynor to actual smiles
5. decrease perceptions of eecnptcme
6. In ofarml business e-mails

## Paragraph 2

7. the reader or viewer tternpesir the emoji
8. there is a llcotganoheic problem
9. operating system for their eescivd
10. Emojis iondrgteai on Japanese mobile phones
11. They quickly spread in pplroiauyt
12. rdaecelebt on July the 17th



# PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

**Number these lines in the correct order.**

- ( ) deemed stupid and incompetent. The researchers conducted experiments on 549 professionals from 29 different
- ( ) to actual smiles, smileys do not increase perceptions of warmth and actually decrease perceptions
- ( ) warmth" of the e-mail writer. Dr Ella Glikson said: "Our findings provide first-time evidence that, contrary
- ( ) related to how the reader or viewer interprets the emoji design. In other cases, there is a technological
- ( ) 1990s. They quickly spread in popularity and now more than six billion of them are sent every day
- ( ) of competence." She added: "In formal business e-mails, a smiley is not a smile."
- ( **1** ) New research suggests that using smiley face emojis in work emails could jeopardize your
- ( ) or operating system for their devices. Emojis originated on Japanese mobile phones in the late
- ( ) read by the reader. This happens when the writer and reader of an email do not use the same software
- ( ) Other research has also shown that emojis are often misunderstood. Some of this misunderstanding is
- ( ) career. Researchers from a university in Israel report that people inserting emojis in work-related mail are likely to be
- ( ) around the world. There is even a World Emoji Day, which is celebrated on July the 17th every year.
- ( ) countries to gauge their reaction to emojis. The professionals had to "evaluate both the competence and
- ( ) problem. The emoji that was typed in by the writer is not shown in the same way in the e-mail received and

# PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

1. jeopardize in emails your Emojis work could career .
2. to likely are mail related work- in Emojis stupid deemed be .
3. on experiments conducted Researchers professionals 549 .
4. increase of Smileys not perceptions warmth do .
5. business smile is , In not a formal a smiley e-mails .
6. are also often shown misunderstood that Research emojis has .
7. problem there In is other a cases technological , .
8. the and by reader In received read the e-mail .
9. the Emojis Japanese in 1990s on phones late originated mobile .
10. them world every Six day billion around are the sent of .

# CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

New research suggests that using smiley face emojis in work e-mails could jeopardize *your / yours* career. Researchers from a university in Israel report that people inserting emojis in work-related mail are *likelihood / likely* to be deemed *stupid / stupidity* and incompetent. The researchers *contracted / conducted* experiments on 549 professionals from 29 *differently / different* countries to *gauge / gouge* their reaction to emojis. The professionals had to "evaluate both the competence and *warmth / warm*" of the e-mail writer. Dr Ella Glikson said: "Our findings provide first-time *evidently / evidence* that, contrary to actual smiles, smileys do not increase perceptions of warmth and *actually / actual* decrease perceptions of competence." She added: "In *formal / formally* business e-mails, a smiley is not a smile."

Other research has also *showing / shown* that emojis are often misunderstood. Some of this *misunderstanding / misunderstand* is related to how the reader or viewer *interpreting / interprets* the emoji design. In other cases there is a technological problem. The emoji that was typed *in / on* 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 / operation* system for their devices. Emojis *origins / originated* on Japanese mobile phones in the *later / late* 1990s. They quickly spread *in / on* popularity and now more than six billion of them are sent every day *round / around* the world. There is even a World Emoji Day, which is *celebrated / celebration* on July the 17th every year.

**Talk about the connection between each pair of words in italics, and why the correct word is correct.**

# INSERT THE VOWELS (a, e, i, o, u)

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

N\_w r\_s\_\_rch s\_gg\_sts th\_t \_s\_ng sm\_l\_y f\_c\_\_m\_j\_s  
\_n w\_rk \_\_-m\_\_ls c\_\_ld j\_\_p\_rd\_z\_\_ y\_\_r c\_r\_\_r.  
R\_s\_\_rch\_rs fr\_m \_\_n\_v\_rs\_ty \_\_n sr\_\_l r\_p\_rt th\_t  
p\_\_pl\_\_ \_\_ns\_rt\_ng \_\_m\_j\_s \_\_n w\_rk-r\_l\_t\_d m\_\_l \_\_r\_\_  
l\_k\_ly t\_\_b\_\_d\_\_m\_d st\_p\_d \_\_nd \_\_nc\_mp\_t\_nt. Th\_\_  
r\_s\_\_rch\_rs c\_\_nd\_ct\_d \_\_xp\_r\_m\_nts \_\_n 549  
pr\_f\_ss\_\_n\_ls fr\_m 29 d\_ff\_r\_nt c\_\_ntr\_\_s t\_\_g\_\_g\_\_  
th\_\_r r\_\_ct\_\_n t\_\_m\_j\_s. Th\_\_pr\_f\_ss\_\_n\_ls h\_d t\_\_  
"v\_l\_\_t\_\_b\_\_th th\_\_c\_mp\_t\_nc\_\_nd w\_rmth" \_\_f th\_\_-  
m\_\_l wr\_t\_r. Dr \_\_ll\_\_Gl\_ks\_n s\_\_d: "\_\_r f\_nd\_ngs  
pr\_v\_d\_\_f\_rst-t\_m\_\_v\_d\_nc\_\_th\_t, c\_ntr\_ry t\_\_ct\_\_l  
sm\_l\_s, sm\_l\_ys d\_\_n\_t \_\_ncr\_\_s\_\_p\_rc\_pt\_\_ns \_\_f  
w\_rmth \_\_nd \_\_ct\_\_lly d\_cr\_\_s\_\_p\_rc\_pt\_\_ns \_\_f  
c\_mp\_t\_nc\_\_." Sh\_\_dd\_d: "\_\_n f\_rm\_l b\_s\_n\_ss \_\_-m\_\_ls,  
\_\_sm\_l\_y \_\_s\_n\_t \_\_sm\_l\_\_."

\_\_th\_r r\_s\_\_rch h\_s \_\_ls\_\_sh\_wn th\_t \_\_m\_j\_s \_\_r\_\_ft\_n  
m\_s\_nd\_rst\_\_d. S\_m\_\_f th\_s m\_s\_nd\_rst\_nd\_ng \_\_s  
r\_l\_t\_d t\_\_h\_w th\_\_r\_\_d\_r \_\_r v\_\_w\_r \_\_nt\_rpr\_ts th\_\_  
\_\_m\_j\_\_d\_s\_gn. \_\_n th\_r c\_s\_s th\_r \_\_s\_\_t\_chn\_l\_g\_c\_l  
pr\_bl\_m. Th\_\_m\_j\_\_th\_t w\_s typ\_d \_\_n by th\_\_wr\_t\_r\_s  
n\_t sh\_wn \_\_n th\_\_s\_m\_\_w\_y \_\_n th\_\_-m\_\_l r\_c\_\_v\_d  
\_\_nd r\_\_d by th\_\_r\_\_d\_r. Th\_s h\_pp\_ns wh\_n th\_\_wr\_t\_r  
\_\_nd r\_\_d\_r \_\_f \_\_n \_\_-m\_\_l d\_\_n\_t\_s th\_\_s\_m\_\_s\_ftw\_r\_\_  
\_\_r \_\_p\_r\_t\_ng syst\_m \_\_f\_r th\_\_r d\_v\_c\_s. \_\_m\_j\_s  
\_\_r\_g\_n\_t\_d \_\_n J\_p\_n\_s\_\_m\_b\_l\_\_ph\_n\_s \_\_n th\_\_l\_t\_\_  
1990s. Th\_y q\_\_ckly spr\_\_d \_\_n p\_p\_l\_r\_ty \_\_nd n\_w  
m\_r\_\_th\_n s\_x\_b\_ll\_\_n \_\_f th\_m \_\_r\_\_s\_\_nt \_\_v\_ry d\_y  
\_\_r\_\_nd th\_\_w\_rld. Th\_r\_\_s\_\_v\_n \_\_W\_rld \_\_m\_j\_\_D\_y,  
wh\_ch \_\_s c\_l\_b\_r\_t\_d \_\_n J\_ly th\_\_17th \_\_v\_ry y\_\_r.

# PUNCTUATE THE TEXT AND ADD CAPITALS

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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

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1708/170816-smiley-face-emojis.html>

New research suggests that using smiley face emojis in work-related emails could jeopardize your career. Researchers from a university in Israel report that people inserting emojis in work-related emails 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 perception of warmth and actually decrease perception of competence." She headed: "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.







# HOMework

**1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

**2. INTERNET:** Search the Internet and find out more about this news. Share what you discover with your partner(s) in the next lesson.

**3. EMOJIS:** Make a poster about emojis. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. E-MAILS:** Write a magazine article about when and when not to use emojis in e-mails. Include imaginary interviews with people who are for and against it.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

**5. WHAT HAPPENED NEXT?** Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

**6. LETTER:** Write a letter to an expert on emojis. Ask him/her three questions about them. Give him/her three of your ideas on when to use them and when not to use them. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## TRUE / FALSE (p.4)

a T    b T    c T    d F    e F    f T    g F    h F

## SYNONYM MATCH (p.4)

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

## COMPREHENSION QUESTIONS (p.8)

1. Jeopardize it
2. 549
3. Warmth
4. Competence
5. A smiley
6. Emojis
7. Software or operating systems
8. In the late 1990s
9. Over six billion
10. The 17th of July

## MULTIPLE CHOICE - QUIZ (p.9)

1. d    2. b    3. c    4. a    5. c    6. b    7. d    8. a    9. c    10. b

## ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.  
(It's good for your English ;-)