

Use of Emojis in Written Business Communication

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Business are constantly becoming more dependent on effective communication amid stiff competition from rivals. The business language has consequently changed, especially in the area of communication strategies. The use of emoji has become a universal aspect of communication for many people across the globe. Thus, the times are rapidly changing and the modes of communications have to keep up with the pace as well. The use of emojis is therefore acceptable in the business communication context, especially when it comes to the written communications. By definition, emojis are ideograms which are programmed in form of emoticons to be used in electronic messaging. In famous social media platforms such as WhatsApp, Twitter, and Facebook, the use of emoticons has become a prevalent form of expression. However, despite this extensive use of emojis in communication, they should not be used in a business application context to suffice written business communication.

To understand the reasons why the use of emojis in business communication should not be encouraged, it is vital to understand why some business propose their use in the written communication. According to Stark and Crawford (2015), some businesses believe that emojis play a key role in eliminating miscommunication that could have a detrimental effect on marketing strategies. Providing direct images, thoughts, and sentiments that are readily interpreted internationally helps to carry out a marketing strategy. Emojis offer visual productivity and comfort when connecting people's emotions that are reflected in the offline environment. Study notes that emails sent from brands using symbols on the subject line of their marketing emails are more likely to be opened (Skovholt, Grønning & Kankaanranta, 2014). In addition, while emojis are mostly synonymous with the digital world, several brands have also begun to extend them to the real world. In a real-life example, beverage companies such as Pepsi and Coca Cola have been using emojis during packaging to create an effective linkage between the company's retail and digital marketing. Since emojis are

visual, they possess the ability to be uniform across all native and typical forms of communication such as emails and SMS marketing.

Nonetheless, emojis should not be used in written business communication because it would be considered unprofessional in nature. Typically, emojis are used to facilitate communication between two people who have a clear knowledge of each other (Krohn, 2004). Thus, emojis should be used to facilitate communication between informal contacts, team members, managers, and clients who have a close mutual connection with each other. Yoo (2007) affirmed that emojis are meant to be used by people who are of the same age and who utilize text messages as a form of communication. Besides, emojis are used to express humor. Therefore, they are considered inappropriate to communicate formal and serious matters within the business or with clients. Moderate use of emojis is advised. However, when it is overused as a means of communication, it is considered bothersome. Use of emojis in written business communication could potentially thwart away customers or investors who may be willing to invest in the business. Thus, emojis should not be used for formal written business communication.

Furthermore, emoticons, which facilitate the use of emojis, are somewhat not universal. As such, they cannot be used appropriately for use in written business communications. Such emojis are recognized only by a certain group of people or only seen at a specific location (Yoo, 2007). In fact, efficient written business correspondence should be uniform in nature. In addition, most organizations in the modern world have staff members selected from diverse ethnic and national backgrounds. For instance, various people have emojis to indicate they're happy or sad. In comparison, the numerous operating systems and application developers build their emoticons in a common way with their aesthetic applications. To make sure that the emojis are unique in their own ways, various developers design them differently (Stack & Crawford, 2015). The uniqueness gives them the competition

advantage. Thus, the emotions are not the same across different platforms. Emojis are different depending on the operating system in which they are used. A particular emoji will look a certain way in android and appear differently in Apple OS devices. As such, there could be a lot of misinterpretation regarding the meaning of the emojis by different people. To avoid such shortcomings in a business context, emojis should, therefore, not be used in written business communication.

Besides, excessive use of emojis that could potentially extend to written business communication could corrupt the skills of writing for many people. The real emotions could potentially be impacted. Emojis have gradually replaced the typical ways of expressing emotions through writing. Thus, it is not effective to communicate emotions today as people would have in the pre-emoji era (Yoo, 2007). For example, simple emojis that are considered effective in communicating emotions have replaced the way people used to express emotions such as joy, sadness, love, or anger. More so, single emojis have replaced lengthy and wordy expression or communication. Laziness has been encouraged by the use of emojis. The intention of using emojis could also be misleading. For instance, you can find hard to tell whether a person is using a crying facial expression in form of an emoji to show grief or it is just for humor. Thus, the same confusions could be brought to the business when the emojis are adopted in the written business communication.

Lastly, the technology has inevitably affected how people communicate with each other or express emotions. While text messages would be used to convey message through multiple lines of texts, the same can be achieved today using emojis. Nonetheless, emojis should not be used in formal and written business communication because it could be considered unprofessional. Many investors or potential and new clients would not take it gladly and therefore would rather opt for a business that show a high level of maturity. Since emojis are used by people who clearly know each other or fall under a similar age bracket,

their use cannot be translated in written business communication because the relationship between different people within the business is strictly professional. Emojis are considered a lazy means of communication. As such, people can lose their writing skills and eventually become unable to communicate effectively.

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