



# Emojis: Caves to Commerce



Adrian Kolber, Ivan Stanovici, and Dr. Daljit Chhina

Florida State University Colleges of Arts & Science and Business

## Introduction

"Emojis, Caves to Commerce: Exploring the Evolution and Impact of Visual Language in STEAM" led by Dr. Daljit Kaur Chhina investigates the transition from ancient cave drawings to contemporary emojis, emphasizing their pivotal role in Information Technology, Arts, and Business (STEAM). This multidisciplinary project delves into the cultural and historical significance of cave art, the emergence of written language, and the evolution of emojis, showcasing their indispensable role in global communication. The research tasks cover aspects such as emoji usage patterns, psychological impacts, business strategies, and legal considerations.

The project hypothesizes that the evolution of visual language significantly influences human communication in STEAM fields, with emojis playing a crucial role in user engagement, marketing, and digital interfaces. Preliminary results suggest a clear link between ancient symbols in cave art and modern emojis, with examples like the flame emoji reflecting symbols associated with fire in prehistoric art. Business emojis, including the Smiling Face, Handshake, Nerdy Emoji, Check Mark, and Ok Hand Emoji, positively impact customer perception, trust-building, and effective communication in various business contexts. In essence, this UROP project underscores the interconnectedness of visual language evolution and its profound implications in the contemporary STEAM landscape, shedding light on the diverse applications of emojis in modern communication and business strategies.

## Methodology

In the course of this research project, my methodology predominantly involved a meticulous examination of scholarly sources available on the internet. The primary platforms utilized for accessing relevant literature were JSTOR and Google Scholar, renowned for their comprehensive databases. These platforms provided a wealth of peer-reviewed articles, academic papers, and research studies pertinent to the subject matter. Additionally, I sought out other reputable sources to ensure a well-rounded understanding of the topic. The research process was inherently exhaustive, demanding a significant amount of time and effort spent delving into various sources to gather a comprehensive and accurate body of knowledge. This approach allowed for a thorough exploration of the subject, ensuring the reliability and credibility of the information incorporated into the research project.

Fig 1: Magura Cave in Bulgaria



Fig 2: Some emojis commonly used



## Results

Prehistoric art, including cave paintings and petroglyphs, served as early forms of communication, conveying stories, spiritual beliefs, and practical information. Similarly, contemporary emojis share the same purpose of conveying meaning and emotions through visual symbols. Both prehistoric art and emojis play a role in cultural expression and efficient communication. This evolution underscores the enduring power of visual communication, from ancient times to modern marketing strategies, in capturing attention, conveying emotions, and engaging consumers. Brands strategically leverage visual symbols, including emojis, to connect with consumers on an emotional level, build brand recognition, and craft compelling narratives that resonate across cultures and platforms.

## References

- Brogden, N. (2023a, January 2). *5 reasons why you need to make emojis part of your marketing strategy*. Entrepreneur. <https://www.entrepreneur.com/growing-a-business/5-reasons-why-you-need-to-make-emojis-part-of-your/439442>
- Cole, K. C. (2023, October 10). *Emojis in Ediscovery*. Legal News & Business Law News. <https://www.natlawreview.com/article/emojis-ediscovery>
- Fire Emoji*. Fire Emoji - what it means and how to use it. (n.d.). <https://1000logos.net/fire-emoji/#:~:text=The%20Fire%20icons%20express%20energy,emotions%20with%20a%20fiery%20style>
- Lew, J. (2018, October 24). *10 incredible ancient cave paintings*. ThoughtCo. <https://www.thoughtco.com/best-ancient-cave-paintings-4869319>
- Nicaannemacabaltera. (2023, November a). *20 emojis to use in business: Your guide to professionalism*. Accounting Professor.org. <https://accountingprofessor.org/20-emojis-to-use-in-business-your-guide-to-professionalism/#:~:text=The%20Smiling%20Face%20emoji%20can%20help%20businesses%20appear%20more%20approachable,likely%20to%20trust%20that%20company>
- Petzinger, G. von. (2016, October 12). *From cave walls to keyboards: "emOji" were first used 200,000 years ago*. WIRED UK. <https://www.wired.co.uk/article/cave-art-emoji>