

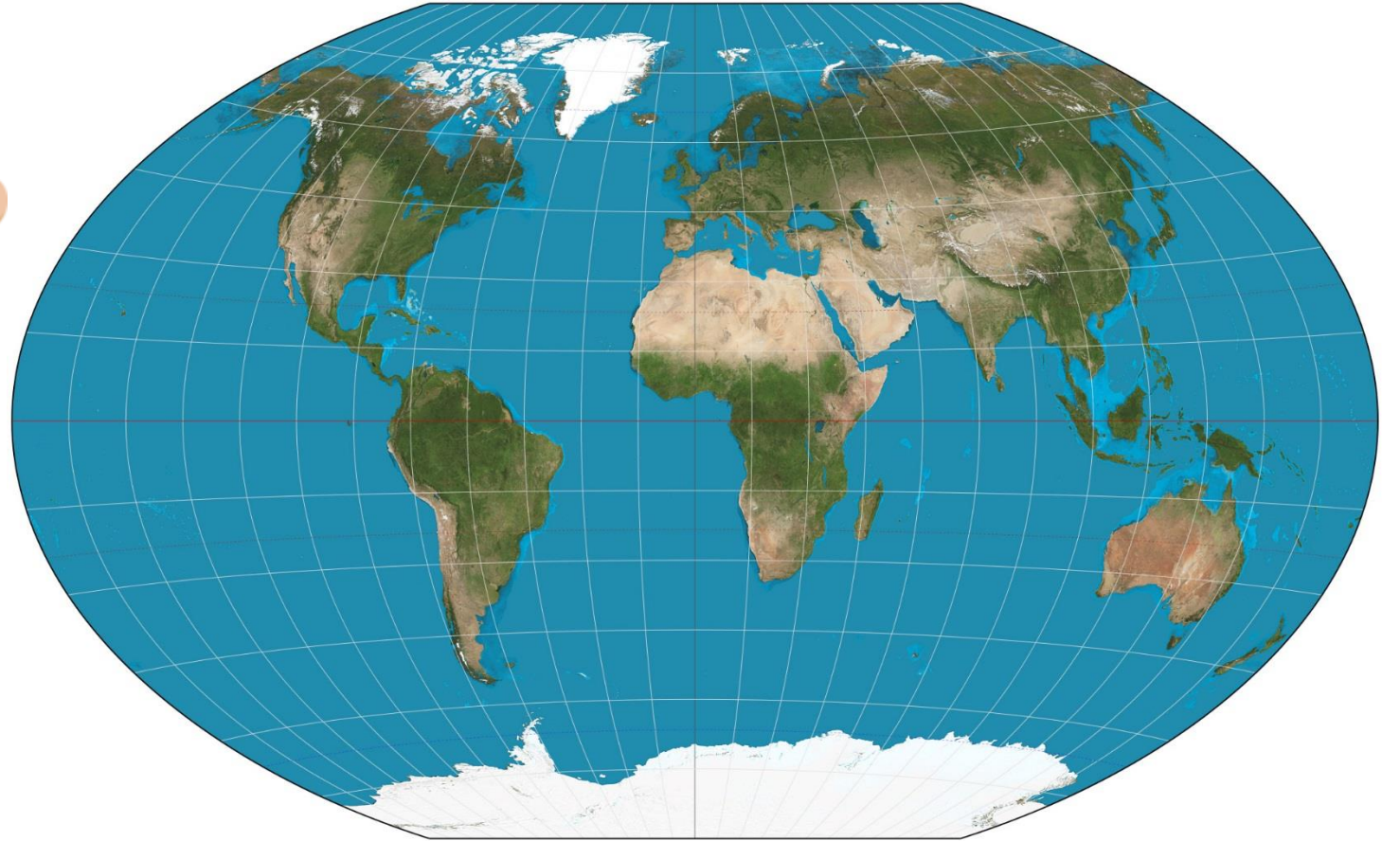
The case of the three monkeys

Localising emoji names and keywords



Riitta Koikkalainen & Esko Clarke Sario * Kotoistus, The National Library of Finland

International Unicode Conference 42, Santa Clara, CA, USA, Session S39; September 11, 2018



Six

continents

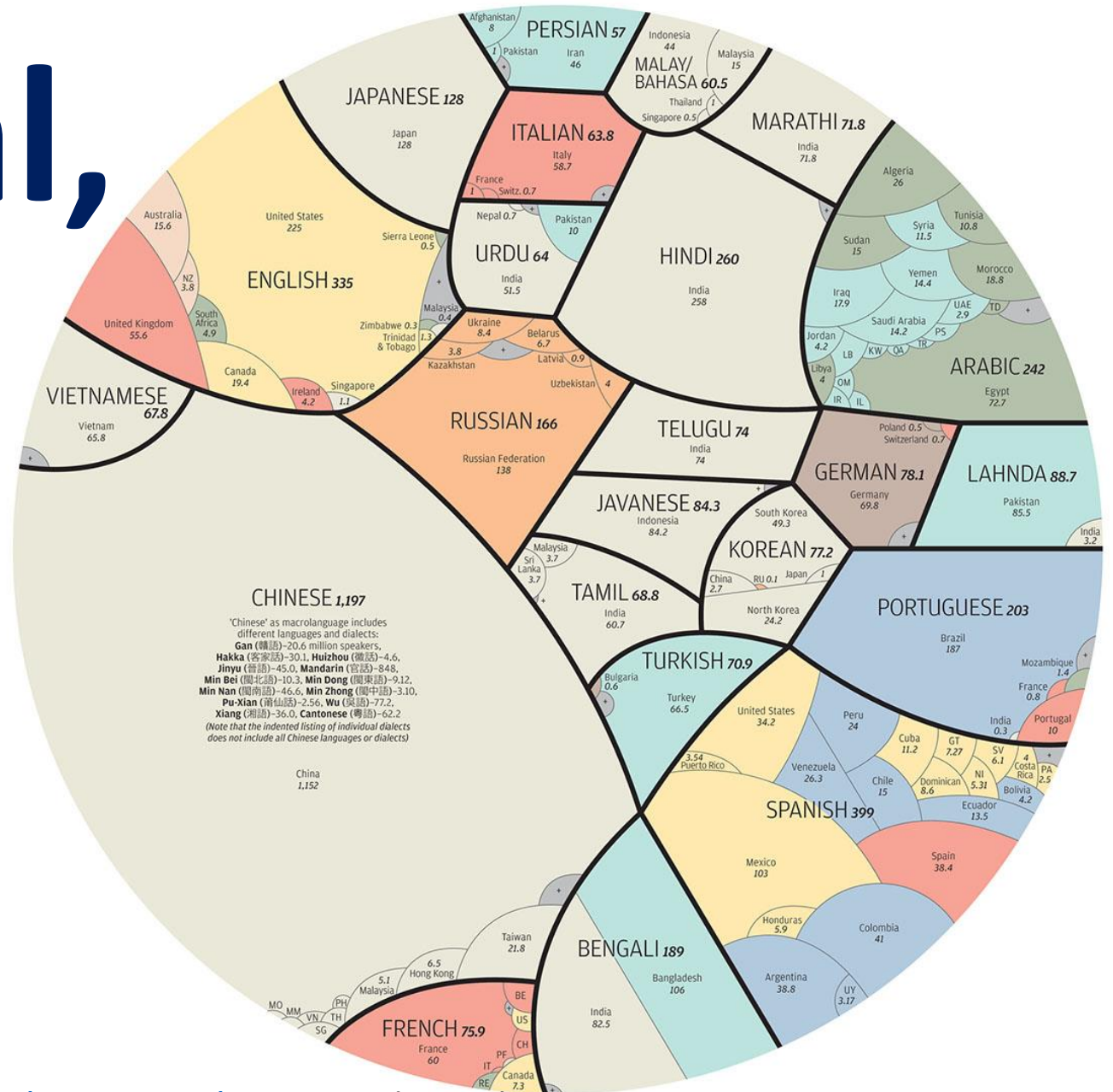


**206 nations,
249 countries
or regions**

Map: CIA - The World Factbook -- Reference Maps (10.7.2018) Nations: United Nations, list of members, <http://www.un.org/en/member-states/index.html> (10.7.2018)

Countries: Statistics Finland: Classifications > Regional classifications > Countries https://www.stat.fi/meta/luokitukset/valtio/001-2012/index_en.html(10.7.2018)

184 official,
~ 7 102
known
languages



Languages: Statistics Finland 2018, https://www.stat.fi/meta/luokitukset/kieli/001-2010-11-15/index_en.html (8.9.2018)

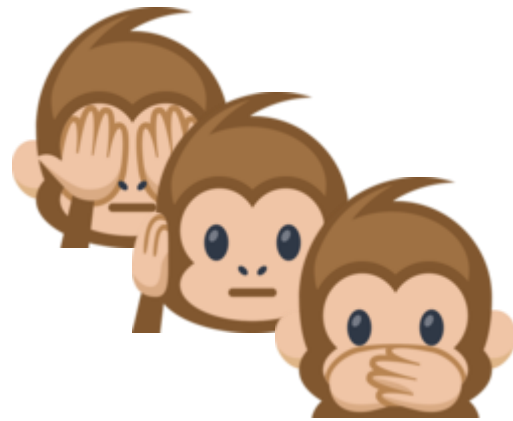
The map of languages: <http://www.visualcapitalist.com/wp-content/uploads/2018/05/world-of-languages.html> (8.9.2018)



Uncountable number of cultures

<http://www.internationalmuseumofcultures.org/wp-content/uploads/2017/02/IMC-Global-Cultures.jpg> (8.9.2018)

What does this mean for the localisation process?



Thinking, questions, collaboration.

The source of the emoji icons used in this presentation is © [Emojipedia](#).

Emoji images displayed on Emojipedia are © their respective creators unless otherwise noted.

Same emoji, different meanings



U+1F3C7

Horse racing | horse | jockey | racehorse | racing |



fi *ratsastus (riding)

sv *hästkapplöpning (trotting-race)

fi | hevonen (horse) | jockey | kilparatsastus (riding) | ravit (trotting-race) |

sv | häst (horse) | jockey | kapplöpning (trotting-race) |



But hey,



horse racing
≠ riding
≠ trotting-race

https://www.borjeskotimaki.fi/image_view.php?name=0/laajakuva_Keppihevonen-suitsilla-11110-1.jpg



**...and
there are
several types
of ridings,
and horses.**

<https://www.finna.fi/Record/hkm.HKMS000005:km0000p3mj>

U+1F3C7

Racing on ice

<https://www.finna.fi/Record/musketti.M012:KK5596:4.HT.118.1>



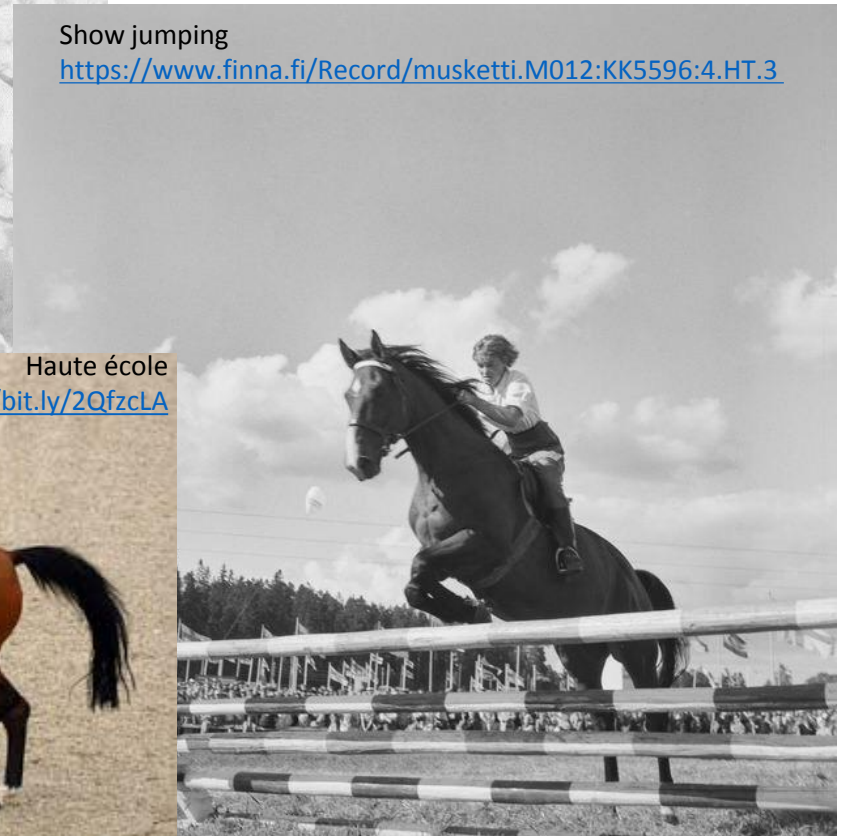
Hobby-horse racing

<https://www.finna.fi/Record/musketti.M012:HK8048:128>



Show jumping

<https://www.finna.fi/Record/musketti.M012:KK5596:4.HT.3>



Wild horses

<https://naturecanada.ca/wp-content/uploads/2018/02/Alberta-Horse-Band-Running-featured.jpg>



Haute école

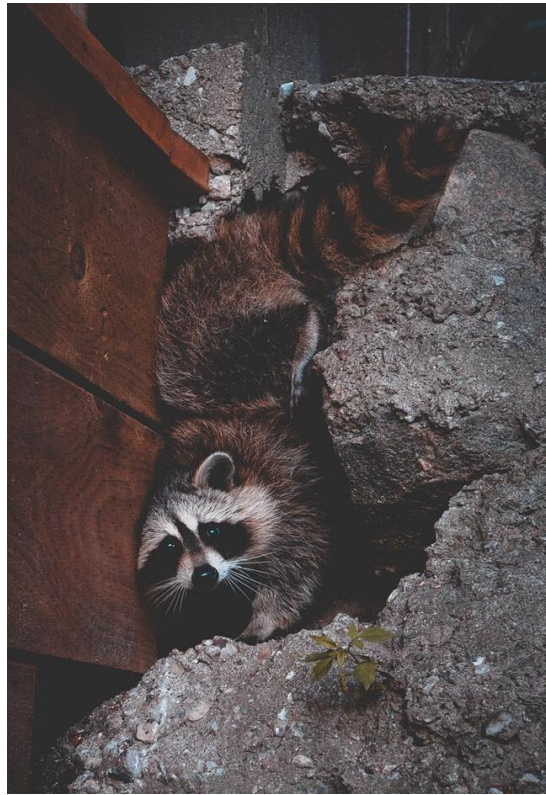
<https://bit.ly/2QfzclA>

Travelling across languages and cultural borders, U+1F99D

1.



2.



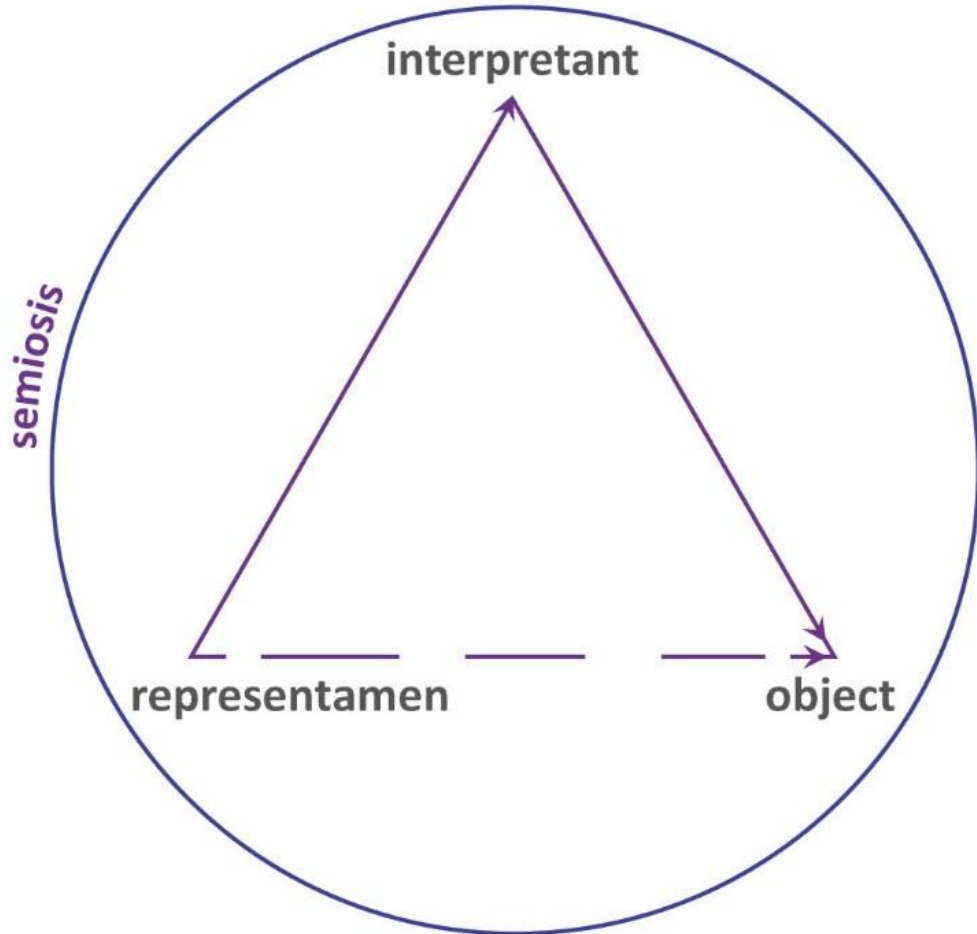
[U+1F99D](#), raccoon
curious | raccoon | sly

... **trickster** in Native American culture, and its visually-similar counterpart, the **tanuki**, is seen as “mischievous and jolly” in Japanese culture... (Guo 2017).

Title: Proposal for New Emoji: RACCOON FACE
Submitter: Monica Guo
Date: 26 June 2017
Approved:

- 1) https://upload.wikimedia.org/wikipedia/commons/thumb/7/7c/Neutered_kokopelli.svg/140px-Neutered_kokopelli.svg.png
- 2) <https://www.pexels.com/photo/raccoon-987954/>

Peirce: Semiosis



Charles Sanders Peirce:
**Anything can be a sign
as long as it is interpreted
as something else as itself.**

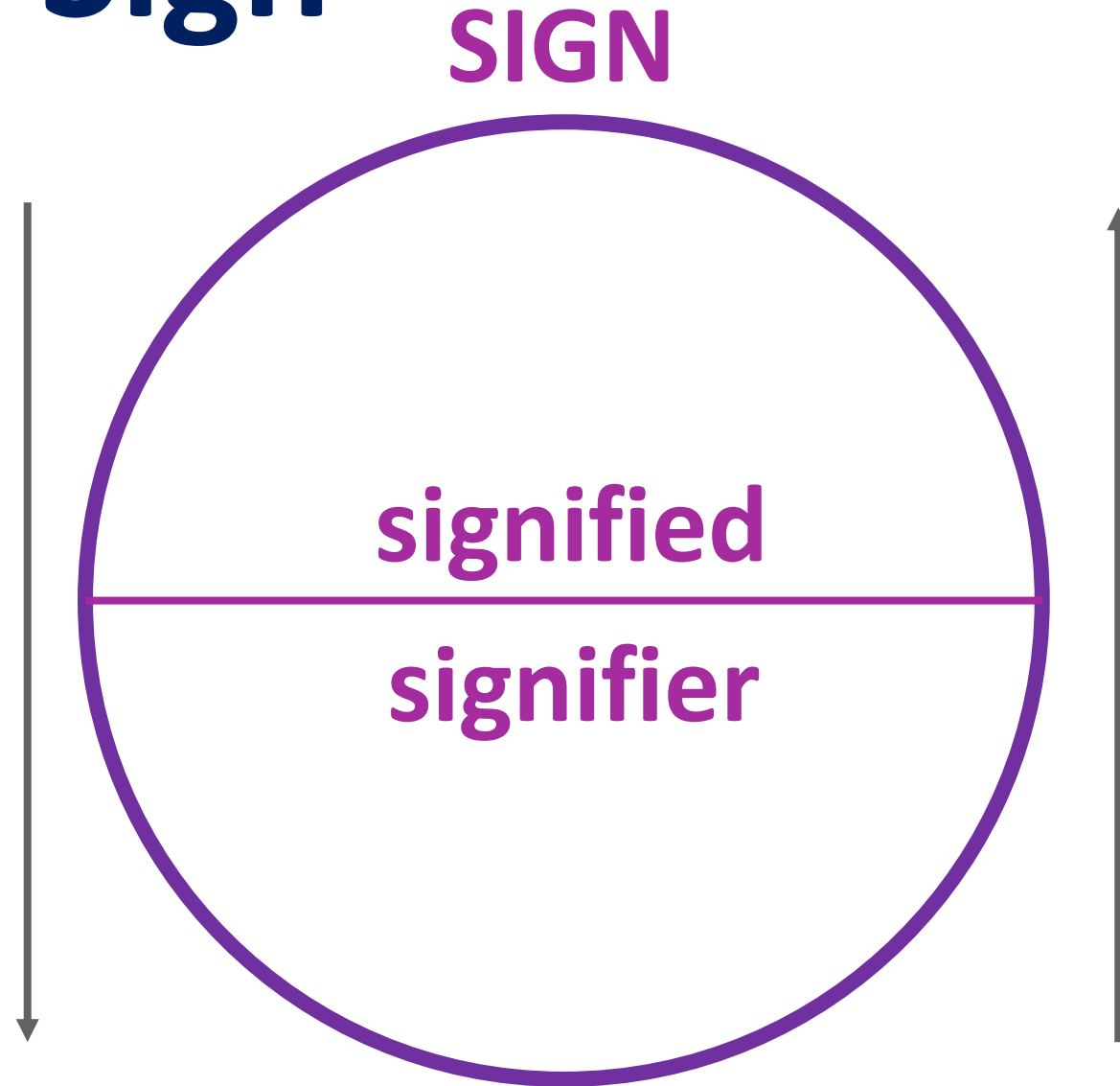
Representamen is the form of the sign, which is not necessarily physical;

Interpretant is the sense made of the sign in the mind of the observer, this may be another sign; and

Object is that to which the sign refers.

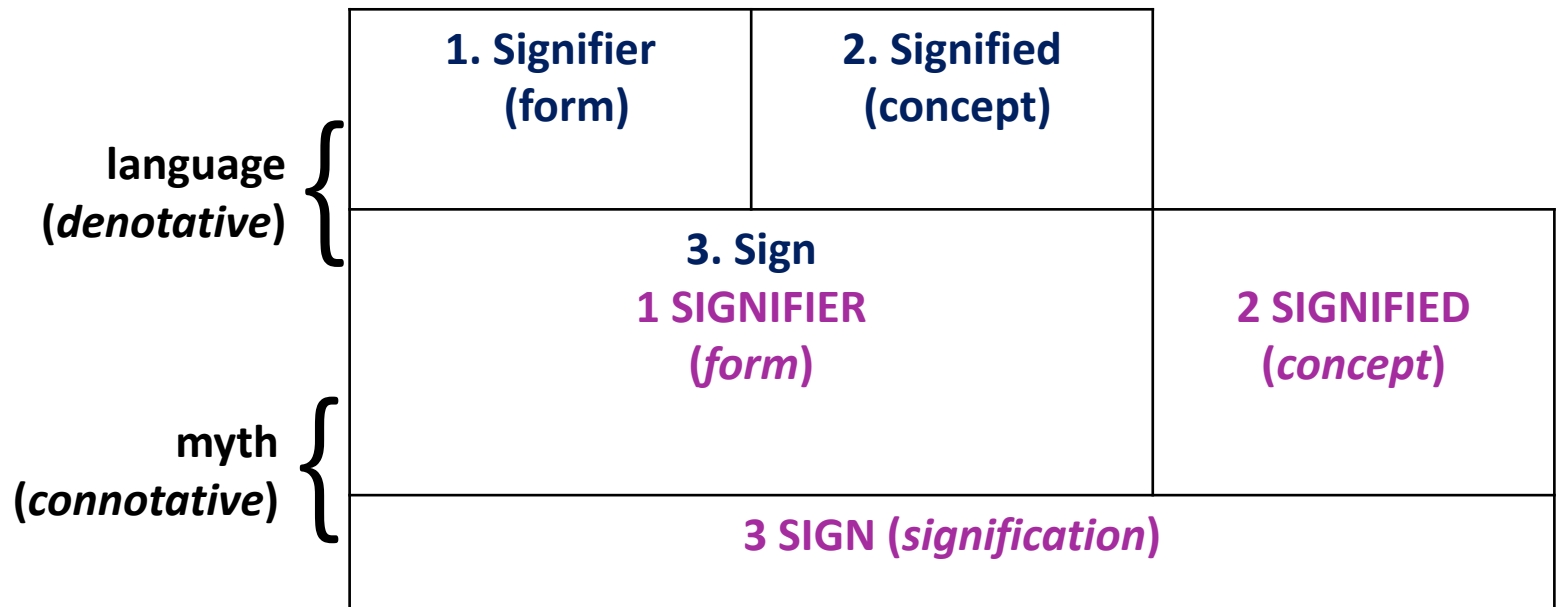
de Saussure: Sign

Ferdinand de Saussure: The connection between the signifier and signified is arbitrary.



Barthes: Second order semiological system

Roland Barthes:
**Myth is neither
a lie nor a
confession:
it is an inflexion.**



Three monkeys

<https://www.pexels.com/photo/architecture-art-artwork-bench-206784/>



The oldest figures were human-like.



No no no!

monkey

saru 猿

do not!

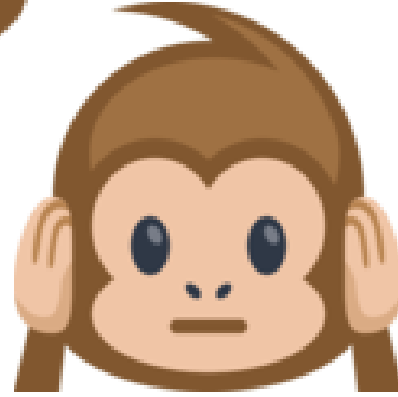
-zaru ざる



Mizaru



Kikazaru



Iwazaru



Messengers



<https://www.pexels.com/photo/white-and-black-temple-surrounded-by-green-grass-field-during-daytime-161041/>



<https://www.pexels.com/photo/baby-monkey-hanging-at-the-back-off-adult-monkey-51127/>



Peace of mind



Whatever happens, you should not let it affect your balance.



Benefit of doubt



In interpreting other people's behaviour,
see the best of them;
hear the best of them;
speak the best of them.



Intentional refusal



Don't want to see,
don't want to hear,
don't want to speak.



Staying ignorant

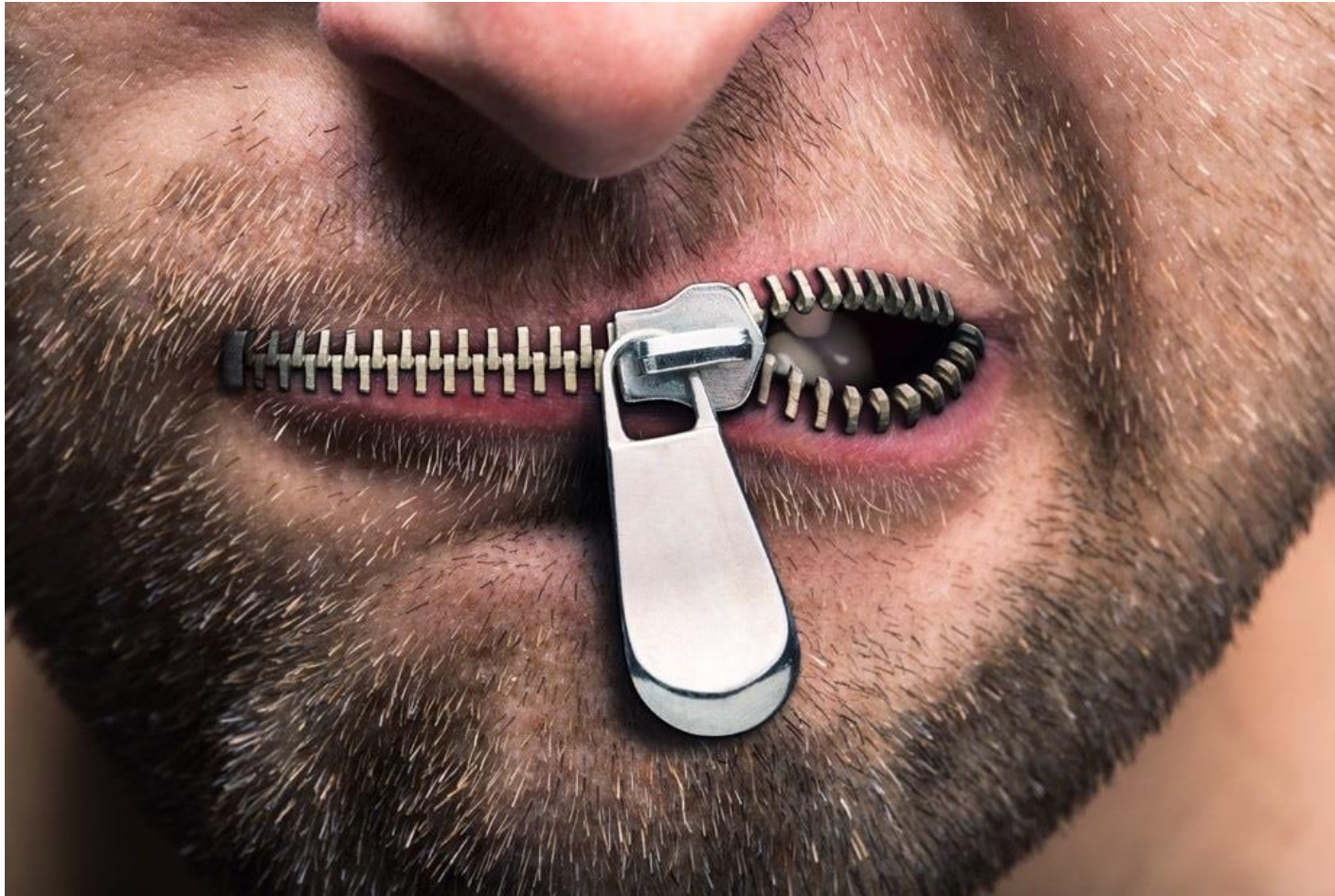


No, really.
I don't want to see,
don't want to hear,
don't want to speak.



<https://youuniversityonline.files.wordpress.com/2012/11/ostrich.jpg>

Code of silence



You'd better
not to see,
not to hear,
not to speak.
Otherwise...



Other uses



Noisy!



<https://bit.ly/2NX21ux> (8.9.2018)



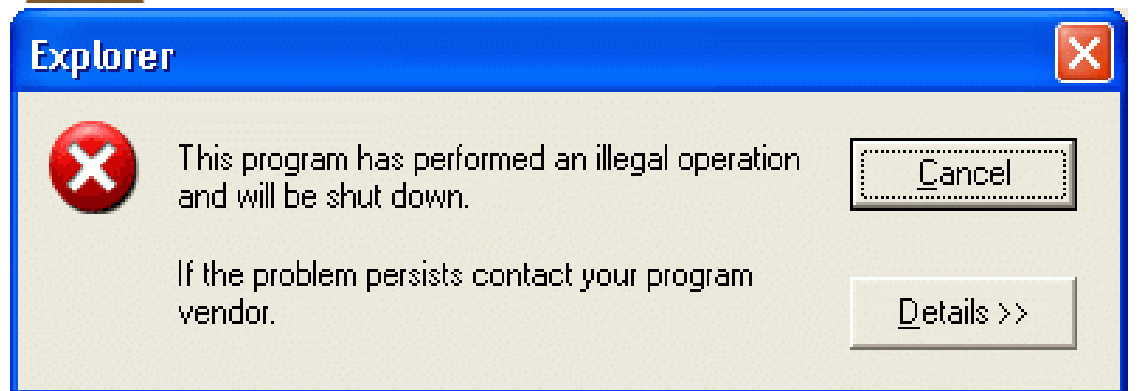
**Seek
and hide!**



<https://bit.ly/2NUwA3X> (8.9.2018)



Oops!



Needs for localisation

1. Need to mediate between cultural contexts & languages
(global and cross-cultural level)

2. Need to communicate between cultural contexts locally & within regions
(local level)

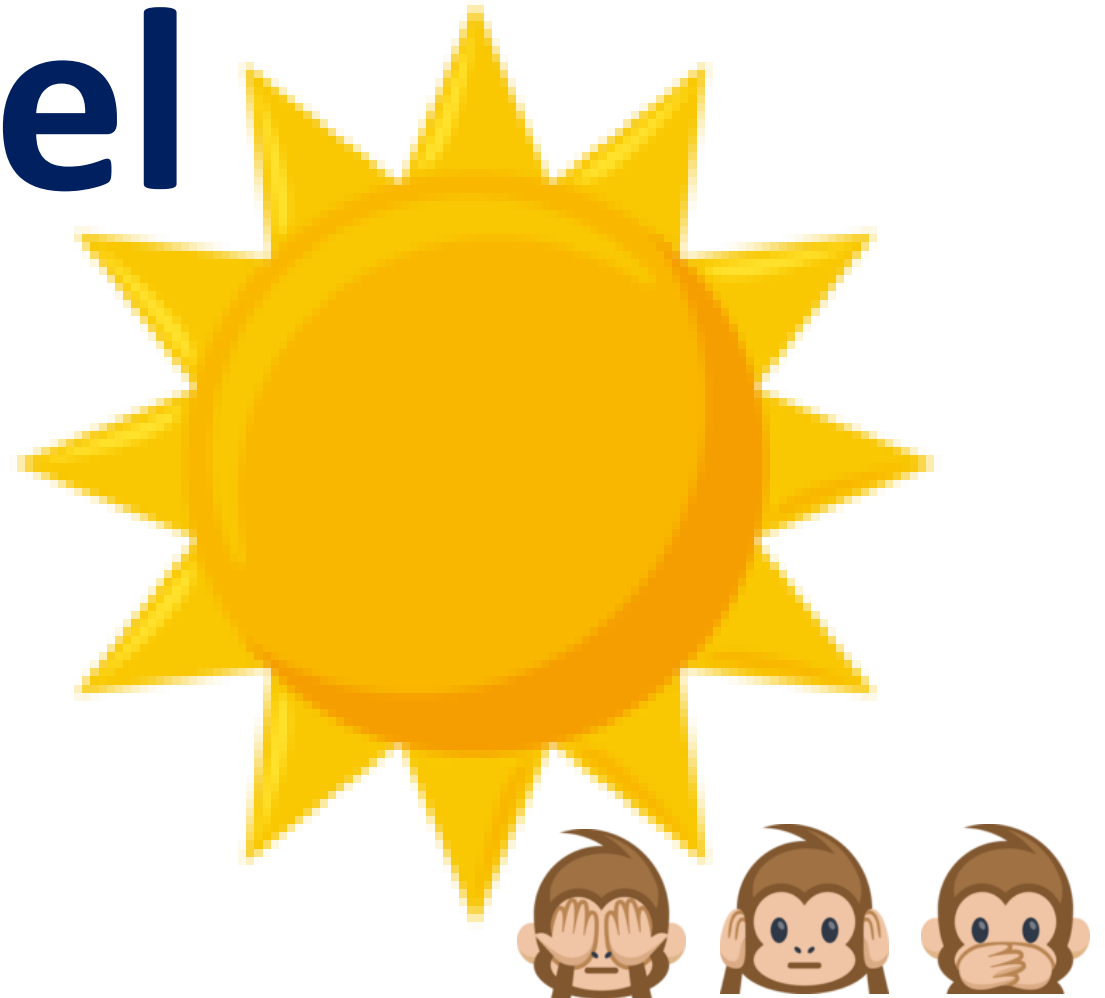
3. Need for communication in one's own cultural context
(individual and group level)



Global and cross cultural level

U+2600

Mediating between
cultural contexts & languages



Global and cross cultural level

U+263A



Mediating between
cultural contexts & languages



Local & regional level

U+2638

Unicode: Wheel of Dharma
Finnish culture: a rudder



Communicating between
cultural contexts locally & within regions



Local & regional level

U+1F91E

Unicode: Good luck

Finnish culture: just kidding.



Communicating between
cultural contexts locally & within regions



Individual level

U+1F609

Unicode: wink

Esko: joke

Communicating in
one's own cultural context



Individual level

U+2764

Unicode: heart, love heart, red heart

Riitta: compassion, feel for you, sympathy



**Communicating in
one's own cultural context**



Individual level



Palattu arkeen! Kiitos kaikille erilaisesta muistamisesta Penan siirtyessä 70 - vuotiaitten sarjaan 🥰❤️

President of Finland, **Tarja Halonen** in her tweet 3 Jun 2018:
Back to normal! Thank you for all the well-wishes for my dear Pentti's enrollment into the 70's league.



Palattu arkeen! Kiitos kaikille erilaisesta muistamisesta Penan siirtyessä 70 - vuotiaitten sarjaan 🥰❤️



10:25 AM · Jun 3, 2018

Our suggestions

The selection of keywords for each emoji needs to satisfy three requirements, if not already covered by the name:

1. Original meaning or proper name in the target language, i.e. the meaning given in the proposal, in the form confirmed by Unicode, or the proper name in the target language.

2. Local term / concept corresponding to the image.

3. Usage of the emoji within a culture or subculture that exists in the country or in the language that localisation is targeting.



Suggestion 1

Original meaning or proper name in the target language, i.e. the meaning given in the proposal, in the form confirmed by Unicode, or the proper name in the target language.

Speak only well | avoid saying bad

fi: hyvän puhuminen

sv: välvilligt prat



Suggestion 2

Original meaning or proper name in the target language, i.e. the meaning given in the proposal, in the form confirmed by Unicode, or the proper name in the target language.



slip of the tongue | silent | quiet | don't say a word

fi: lipsahdus | hiirenhiljaa | en hiisku | vaitiolovelvollisuus | vaikeneminen

Sv: felsägning | tiga | hålla tyst | tystnadsplikt

Suggestion 3

Original meaning or proper name in the target language, i.e. the meaning given in the proposal, in the form confirmed by Unicode, or the proper name in the target language.

code of silence

fi: salailu | vaitiolosääntö | hiljaisuuden kulttuuri

sv: hemlighetsmakeri | tystnadskoden



Thank you!

Danesi, Marcel. 2017. The Semiotics of Emoji.

Evans, Vyvyan. 2017. The Emoji Code.

Korpela, Jukka. <http://jkorpela.fi/>



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esko@datacult.fi; @EskoTapio



Remember!



<http://www.unicodeconference.org/eval-sp>

