Emoji, Emoji, What for Art Thou?
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Abstract
This essay provides a history and context for emoji as a way of re-materializing composing while simultaneously arguing that emoji do not threaten alphabetic literacy and instead provide a means of creative graphic expression. The essay acknowledges that in some instances emoji do help to clarify the intent or tone of alphabetic writing, but it notes that emoji, like alphabetic writing, is culturally and contextually bound. Emoji expand expression and doing so open themselves to re-appropriation, interpretation and even misinterpretation, along with the affirming possibilities of artistic creation.

Keywords
emoji; emoticon; visual rhetoric; pop culture

Full Text:
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