



The Role of Emoji in Microblogs of Chinese Youth

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ABSTRACT This study aimed to investigate the role of smiles in the Chinese youth microblogs. Therefore, about 100 microblogs were considered from applications such as Wechat and Weibo in order to examine the role of smiles in Chinese microblogs. Thus, smiley features were viewed according to the posts that the Chinese leave in their feed on WeChat. All the microblogs studied were written in Chinese, and only those with smiles were used. Finally, the study revealed the most important functions of smiles in Chinese microblogs. According to the analyses, it was concluded that emoji, like during communication with the Chinese, can replace punctuation. Therefore, the point was replaced by a smile in sixty percent cases, a comma in thirty percent, a question mark in six percent and an exclamation mark in four percent cases.