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	Nota di contenuto	Chapter 1: Introduction -- PART 1: A PROPOSAL OF EMOJI PRAGMATICS -- Chapter 2: Pragmatics and cyberpragmatics -- Chapter 3: Pragmatic functions of emojis -- Chapter 4: Pragmatics of verbal content vs. pragmatics of emoji -- Chapter 5: Inferring from emojis: From propositions to feelings/emotions -- PART 2: EMOJIS AND THEIR CONTEXTS -- Chapter 6: Emojis and their users: A review of demographic variables -- Chapter 7: Emojis on interfaces: Emoji use across apps/sites and their affordances -- Chapter 8: Emojis and their topics: Several areas of emoji use -- Chapter 9: Concluding remarks.
	Sommario/riassunto	"This volume adopts a relevance-theoretic perspective and relies on the author's cyberpragmatics framework in order to offer a ground-breaking and insightful analysis of the multifaceted contributions of emojis to digital messages. Readers will find clear explanations regarding emoji usage or the factors influencing this and illuminating discussions of the cognitive import and impact of emojis. All this is nicely accompanied by numerous figures and illustrations that will greatly help readers retain crucial ideas and points. This is a most valuable piece of scholarly research that (digital) discourse analysts, practitioners in pragmatics, linguists, and researchers and students of

(digital) communication will surely welcome and appreciate." - Manuel Padilla Cruz, Associate Professor of English Language and Linguistics, Universidad de Sevilla, Spain Emoji is everywhere—on messaging apps, social networking sites, and even in offline media like billboards, films, and printed ads. While there is a substantial existing bibliography on emojis, it often fails to address their functions and interpretations in purely pragmatic terms, specifically focusing on their impact on inferential strategies for both the emojis themselves and accompanying texts. Existing books on this topic tend to focus on the semiotic aspects or visual impact of emojis, rather than their crucial role in interpreting the messaging text or social media post to which they are attached, as well as the way they communicate their own meanings when used in isolation (so-called naked emojis). This book is original in analysing the pragmatic roles that emojis play in online communication, the additional information they convey, and the role of context in their successful interpretation. The book also argues that, despite the apparent differences between words and images, emojis perform similar functions and are inferred in similar ways to words, with the aid of context. Additionally, the book dedicates several chapters to demographic variables (age, gender, ethnic origin, personality, etc.), the role of "interface affordances" in emoji use, and thematic areas where emojis are frequently found: humour, advertising/marketing, politics, law, and health. Francisco Yus is full professor at the University of Alicante (Spain). He has applied pragmatics to internet-mediated communication (Ciberpragmática, 2001; Ciberpragmática 2.0., 2010; Cyberpragmatics, 2011; Smartphone Communication, 2021). He has also published on irony and humour (Humour and Relevance, 2016; Pragmatics of Internet Humour, 2023). He is also editor (with Chaoqun Xie) of Internet Pragmatics.