

# Semiotics of the Emotivity in the Digital Era

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**Abstract:** This paper aims to analyze the relationship between the emotional way of life in society and the current digital communication tools, and to understand whether and to what extent they influence each other. More specifically, this paper analyses “emojis” and their role in the contemporary communication system on a semiotic ground. It will be shown that “emojis” are one of the witnesses of the deep transformation of society that the digital era seems to have – if not brought – certainly accelerated.

**Keywords:** Sign, Emoji, Semiotics, Emotion, Peirce.