

FOR IMMEDIATE RELEASE
October 13, 2017

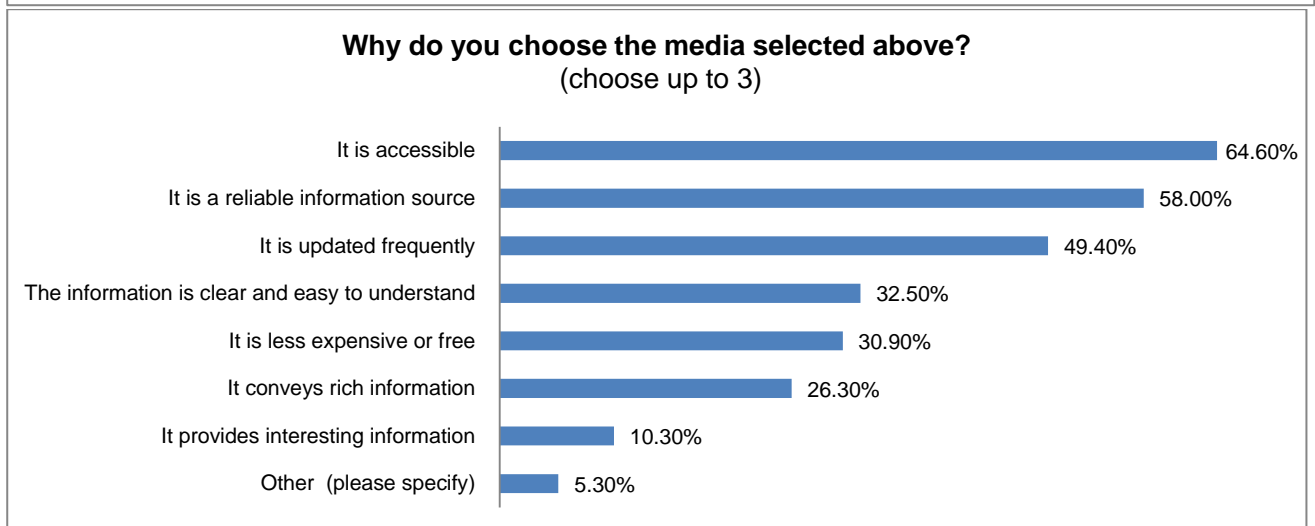
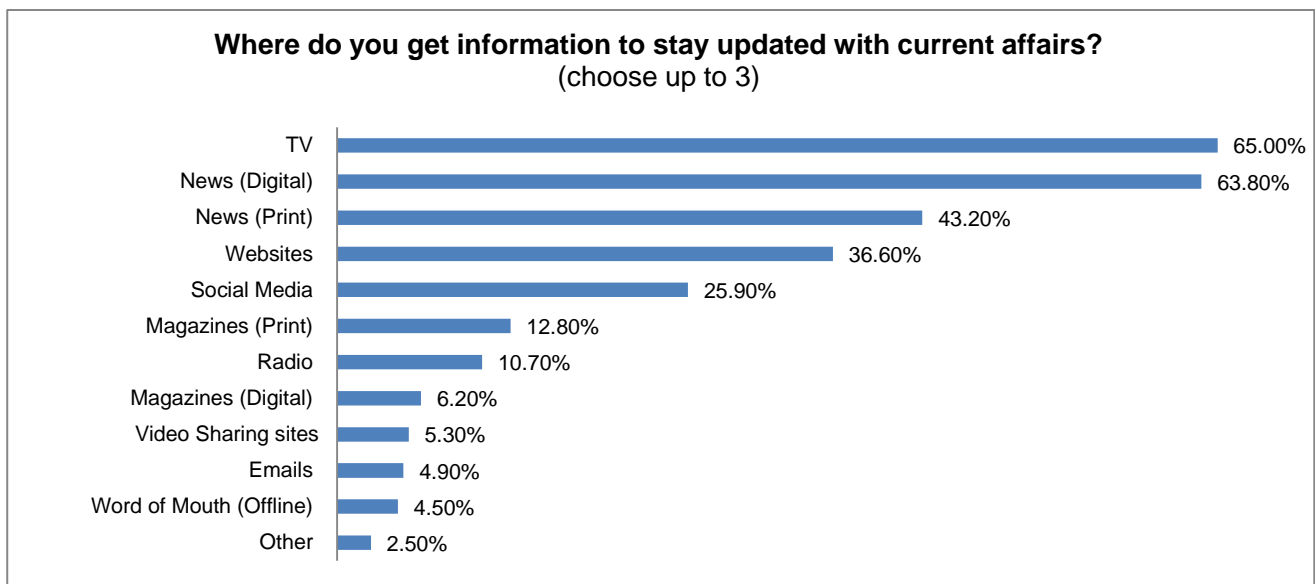
Emoji and Abbreviated Words Make Communication Quick and Accurate. Leaders' Words Have Profound Influence --- Opinion Survey conducted by Oxford University Press, Japan

Oxford University Press (located in Minato-ku, Tokyo; represented by Managing Director Kiyokazu Nakamura) recently conducted an Opinion Survey on 'The Power of Language'. The survey had over 230 responses, mainly from educators in Japan.

It can be said that "Language" plays an important role in communication and is an essential tool in our everyday life. Oxford University Press will hold a forum event 'Oxford Day 2017: THE POWER OF LANGUAGE' on October 22nd, 2017 in Tokyo. Ahead of this event, Oxford University Press conducted an opinion survey to explore how we perceive and utilize language in our contemporary information-oriented society.

■Accessibility and reliability are essential for news content

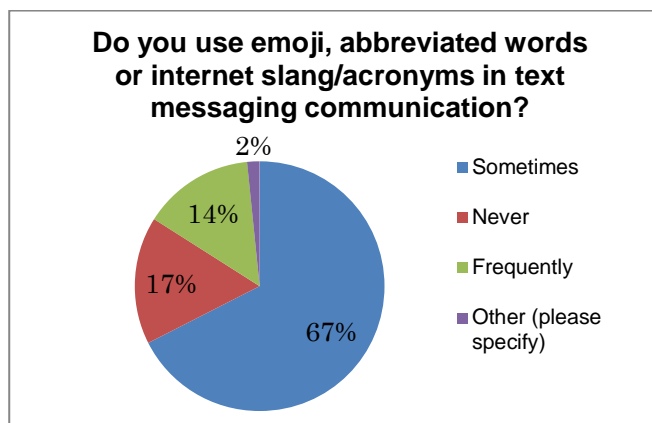
In response to the question of where to get information to stay updated with current affairs, over 60% of respondents identified TV or news sites (digital newspaper). In the following question, why you choose these, a majority of respondents indicated 'accessible' or 'reliable'. It can be said this is a reflection of our current situation surrounded with overwhelming information.



■ Emoji and Abbreviated Words Can Convey Emotion More Precisely

In response to the question about the usage of emoji, abbreviated words or internet slang in text messaging communication, over 80% of respondents answered ‘Yes (more or less)’. Over 80% of them identified the reason as ‘it complements the expression of feeling and emotion’, followed by the answers ‘it is rapid and efficient’ and ‘it makes communication softer and casual’. This shows trends of how we manage information overload in our contemporary situation.

On the other hand, a majority of those who answered “Never use emoji, abbreviated words nor internet slang in their text communication”, identified the reason as ‘text is a sufficient tool to express what you would like to convey if you use it correctly’ and ‘it is not age-appropriate’. Also, some mentioned, ‘it sounds childish and immature’ and ‘it may cause misunderstanding and miscommunication’.



Those who answered ‘Yes’ frequently use emoji and abbreviations which express positive feelings, such as a smiley face icon ☺ and the abbreviation ‘lol’ meaning laugh out loud. Also, a significant number of respondents use emoji which express subtle feelings which are not clearly categorized, neither delight, anger, sorrow nor pleasure emotions; (^_^;) to imply embarrassment, and m(__)m to show an action to kneel down on the ground which is used as apologizing and asking for something, and which would add politeness in a casual tone of the communication.

■ Leaders’ words influence the people throughout the ages

On the question about a quote or phrase that made an impact on you, a majority of respondents answered with proverbs such as “once in a lifetime encounter” and “practice makes perfect”. Also, a significant number of respondents posted the words and phrases of figures who lead people such as politicians, religious leaders, military leaders, parents and teachers. The most common phrase was “Where there is a will, there is a way”. This is a common phrase in both English and Japanese, though the origin is not clear. Some participants attributed the saying to Abraham Lincoln, Shingen Takeda (a Japanese military commander from 16th century) or Yozan Uesugi (a Japanese feudal lord from 18-19th century).

Top 3 common phrases which made an impact on you

1	Where there is a will, there is a way.
2	Once in a lifetime encounter
3	Practice makes perfect

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[About the Survey]

This Opinion Survey on “THE POWER OF LANGUAGE” was conducted by Oxford University Press (OUP) between September 14 and September 30, 2017. 233 people based in Japan participated in this survey via an online survey produced by OUP. All respondents were over 20 years old; approx. 60% were educators; approx. 67% were Japanese native speakers.

* When quoting or reproducing the results of this survey, please include the credit line as below: Opinion Survey on ‘THE POWER OF LANGUAGE’ by Oxford University Press, 2017.

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■ **About Oxford Day 217: THE POWER OF LANGUAGE**

Date: Sunday 22 October 2017

Time: Doors Open at 8:45

Venue: Keio University Mita Campus

Admission fee:

Admission: 1,000 yen (Students: Free*)

Admission + reception: 2,000 yen (Students: 500 yen*)

*with valid student ID

Presenters:

10 scholars and experts including Philip N. Howard (Plenary Speaker) and Peter Gilliver

■ **For more details, please visit the Oxford Day 2017 website. Requests to report on this event itself are also welcomed.**

www.oupjapan.co.jp/en/events/od2017/index.shtml?pr3

About Oxford University Press

For over 500 years, Oxford University Press, a department of Oxford University, has demonstrated its commitment to furthering the University's objective of excellence in research, scholarship and education by publishing worldwide. Oxford University Press is the world's largest university press publishing over 6,000 new titles each year from dictionaries and scholarly books to textbooks, readers and children's books, and has a presence in over 50 countries world-wide.

In 1957 Oxford University Press opened its branch office in Tokyo and continues to work in partnership with teaching professionals in Japan to provide educational support services that meet the changing needs of educators and learners. With a satellite office in Osaka, Oxford University Press strives to improve language education nationwide through consultation, the selection of teaching materials, building curricula and teacher training. It is proud to work with the finest authors and educators, sponsoring speakers to present at conferences and arranging teacher-training workshops across the country.