

The Degree of Potency of Emojis to Substitute  
the Written Language in Facebook Messenger

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## **ABSTRACT**

This is an undergraduate study of how potent the emojis are in substituting the written language in Facebook Messenger. Purposive sampling was used in determining the 127 respondents in Iloilo National High School. Survey questionnaires were utilized in gathering the data. By using Kincaid's Convergence Model of Communication, Semiotics Theory and Uses and Gratification Theory, the researchers used descriptive method to analyze the potency of emojis by studying the respondent's mutual understanding on their use of emojis. Mutual understanding is further determined by getting the individual field of experience of each respondent. The field of experience in this study includes the level of knowledge on the use of emojis, commonly used emojis, reasons why they use emojis and the capability of emojis in conveying messages. The findings of the study showed that emojis are highly potent in substituting the written language in Facebook Messenger.