

**Cultural empire of emoji or cry for joy**

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*It is considered the expression of emotions with the help of graphic emoji signs, which are the everyday experience of nonverbal communication in modern culture. The semiotic analysis of emoji is carried out, which on the one hand assumes the original context of the Japanese heritage, on the other hand — the emoji appears as a simulacrum filled with the context of the European culture underlying the processes of globalization.*

**Keywords:** *emotions, emodji, cultural competence, "cultural odor", multiculturalism*

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