

Research on Information Transmission and Cultural Communication of Emoticon in the Online Social Networking Context--Taking Cantonese Emoticon Design of Guang Fu Culture as an Example

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Abstract: In order to explore the path of information communication and cultural dissemination of emoticons in online socialization, and to promote the inheritance and innovation of Guangfu culture in the digital era. The article conducts a comparative study of verbal and non-verbal messages in different social scenes, analyzes the role and significance of emoticons in online socialization, and takes the design of Cantonese emoticons of Guangfu culture as an example to excavate the excellent Guangfu cultural elements, design the IP image of Cantonese emoticons, and make Guangfu “water “ cultural Cantonese emoticons. Derive effective ways for the digital inheritance and innovation of Guangfu culture. Provide reference for the research of digital inheritance and innovation of other traditional cultures.

Keywords: Emoticon; Cantonese Culture; Digitization; Design

Introduction

In the digital era, people’s communication is no longer limited to the traditional face-to-face, letters and phone calls, with the development of the Internet, intelligent terminal equipment and social media, digital technology is changing our way of communication, network socialization is becoming one of the important forms of interpersonal communication. The traditional text language communication has been unable to adapt to the new media era of network socialization, emoticons have become a new language carrier, which has the communication effect of spreading information, expressing emotions and generating resonance. With the communication and empathy power of emoticons, the design of emoticons with Guangfu cultural characteristics can help the inheritance of Guangfu culture, and is an effective way for the digitalization and innovation of traditional culture.

1. Verbal and nonverbal messages in socialization

1.1 Verbal and non-verbal messages in face-to-face socialization

Communication is the process of conveying information, thoughts, emotions and so on between each other, which can be carried out through language, words, actions, images and other ways. The forms of communication are traditional face-to-face, letter, telephone and network communication in the digital age. Face-to-face communication is immediate, immersive and multimodal, and in addition to the verbal message itself there are also non-verbal messages from body language and paralinguistic, etc., which together provide clues for communication. The types of information in face-to-face communication include: verbal, paralinguistic, body language, facial expressions, gestures and other types of information (see Table 1), in which verbal and other types of non-verbal information provide communicative cues that complement each other and partially overlap.

Table 1 Types of information in face-to-face communication

Type of information	give an example	performance channel
multilingualism	colloquial speech	mouth and ears
multilingualism	education sector	gesture and visualization
paralanguage	conscious and unconscious articulation, e.g., sighing, coughing, etc.; or speech rhythms, e.g., intonation, stress, rhythm, etc.	mouth and ears

body language	body language, e.g. shrugging shoulders, shaking head, holding head high, etc.	stance and vision
facial expression	facial expressions, e.g., frowning, smiling, etc.; eye gaze, e.g., direction of gaze, eye contact, or averted gaze, etc.	stance and vision
signal	gestures when speaking, such as pointing at something	stance and vision
token gesture	independent gestures such as thumbs up	stance and vision

When communicating, changes in eyes and tone of voice can convey many different meanings in a given scene. Only by going beyond language and capturing non-verbal information such as facial expressions and eyes can we help to discover the signals of intention and accurately understand the real meaning of the other party. When expressed in words, non-verbal messages such as eyes, tone of voice, facial expressions, gestures, etc. can subtly reflect your attitude and emotions, and non-verbal messages do not make people feel so embarrassed or embarrassed when conveying attitudes and emotions, which is one of the reasons why non-verbal messages are so expressive. Therefore, nonverbal messages are used by us to convey emotions and express attitudes and feelings.

1.2 Verbal and non-verbal messages of text communication in online socialization

According to the research of American psychologist Albert Hrabien, only 7% of human daily information transfer is done by language, and 38% depends on the speaker's voice tone, while the remaining 55% depends on the volume of speech, undulation, pause, silence and the speaker's expression, gestures, body posture, clothing and even the smell of the body. In fact, in human communication, pure language or words can express very little content, a large part of the expression, gestures, tone of voice and even the distance between the talkers and other non-verbal clues "silent" unfolding. This habit is rooted in our genes and community tacit understanding, in the beginning of the emergence of the Internet, due to the limitations of the conditions, people's online communication is almost only completed by text, which means that such communication is not complete, and 93% of the content can not be transmitted to the other side of the network.

There are differences between face-to-face and online social text communication in terms of communication speed, unknown, familiarity, atmosphere and realizability. The speed of face-to-face communication is fast, while the speed of online text communication is slow; face-to-face unknowns are weak, and the real state of the other party can be seen when chatting and most of them occur between acquaintances, while online text communication can not be "seeing is believing", there are a lot of unknowns, and online "new friends" have very little knowledge about each other, even about the gender, appearance of the chatting partner. There are a lot of unknowns, the network "new friends" know little about each other, and even the gender, appearance and age of the chatting object have a certain imagination; face-to-face communication requires a certain degree of social skills, and some people are easy to be nervous in unfamiliar occasions, and communication with strangers, while the network text communication requirements are much lower, no matter whether it's with an acquaintance or a stranger to communicate with the majority of the people will not be nervous. The text message in online text communication is unable to contain multiple types of information like face-to-face communication, and it is missing the non-verbal information that helps us to understand the emotions and attitudes, and is unable to regulate the message strength. Therefore, emoticons shine in online text communication, it can provide some non-verbal information similar to face-to-face communication, just to fill the gap of online text communication in this regard, emoticons become the sub-language of online text communication.

2. The role and significance of emoticons in network socialization

Network socialization in the digital age can be divided into two kinds of synchronous communication and non-synchronous communication according to the temporal qualities. Emails, message comments, etc. belong to non-synchronous communication, and users don't have to view and reply to the information instantly; conversations that are taking place on social software, and the viewing and replying to the information are instantaneous, which is synchronous communication. Regardless of the type of online socialization, the communicator does not have to react immediately as in face-to-face communication. Online socialization has more time for both parties to understand each other's intentions without having to give immediate and immediate feedback, which is less risky than face-to-face chatting. Network socialization because there is more time to think back and edit the message, but also can go back and look at the chat history, even after the message is

sent, you can withdraw the message that has been sent, some difficult to say and emotions can also be expressed by sending emoticons, all of these avoid the face-to-face socialization of the embarrassment and fear of the heart.

In a way, emoticons effectively convey emotions and intentions through images and animation forms, bring humor and entertainment, promote social interaction, and provide efficient and concise expressions that resonate with both parties. Emoticons make online socializing more convenient and popular than face-to-face.

2.1 Classification of emoticons





Humans have been communicating with images since the oracle bone, and in today's developed Internet, the subtle transformation of life materials has given birth to the wonderful emoticon. Common emoticons can be divided into three categories: cartoon IP image, meme and emoji, see Table 2.

The cartoon IP image category is generally a series of emoji made from original cartoon IP images with different expressions. The most popular ones are "cute" and "cheap". This kind of emoticon pack has higher requirements for image design, and if it is made dynamically, it needs to consider animation production principles such as the law of movement, and the producers are usually professional designers or small professional design teams.

The meme is generally a kind of recreation work, including screenshots, fight images, real shots and text, they are made through vivid visual elements, with precise and generalized text prompts, to produce funny and amusing pictures to express familiar themes, meanings or phenomena. Screenshot-type and bucket-type meme packs can be a re-creation of a hot topic, and are generally characterized by flirtation, irony, humor and quirkiness. These memes are often funnier and more likely to resonate with people because they spoof popular phenomena. Text-based memes have a lower production threshold, and can be produced directly through small programs or apps, etc. The key to their success lies in the choice of copy, as good text-based memes can often convey information more directly. Live-action meme packets are difficult to capture the target dynamic, if you are making pet meme packets to interact more with the pet, more observation of the daily state of the pet, can always record the interesting dynamics in the form of video, photos.

Emoji is often called "little yellow face", the use of groups around the world, the use of high frequency, wide range, some of the interpretation of the emoji abstract, different communities will have inconsistent understanding of it, such emojis are also often used as a creative element for secondary creation.

Table 2 Types of emoticons

Emoticon Type		Legends
cartoon IP image		
meme	fight images, real shots and text,	
	real shots	
	real shots	

	text	I can't argue with you but I like you What shady information did you withdraw again? My phone only has 99% battery left, I won't talk to you for now
	emoji	

2.2 Non-verbal information role of emoticons

Emoticon packs take two-dimensional vision as a channel, it combines with textual information to provide some non-verbal information similar to that in face-to-face communication for network textual communication, to provide some important hints for communication, to guide people to understand the received information in a humorous way, and to make the textual information become subtle. Emoticon symbols convey meaning, although Emoticon is not language, but realize some functions related to language, it is a powerful assistant of text message. Practice shows that the content of the message with emoticons is more personalized, more humorous, more able to express emotions and attitudes, and then let the other party produce greater emotional resonance. Taking a chat about overtime as an example (Figure 1), the emoticon version of the same message content is more personalized, humorous and emotionally delicate. It not only conveys the content of the text message, but also the emotional intent to be expressed, so that the other party can more accurately perceive the subtle changes in the emotions behind the message, which in turn creates greater emotional resonance. At the same time, the Emoticon version also eliminates the serious atmosphere of the conversation, even when expressing sadness, and reduces the depressing feeling brought by negative emotions, with more optimism and openness.

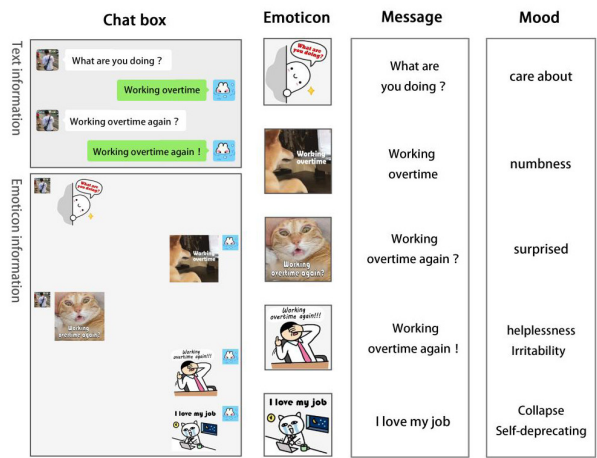


Fig. 1 Comparison of text messages and emoticon messages in chatting

Therefore, emoticons happen to fill the non-verbal information gap in online text communication, which is conducive to the transmission of information, expression of emotions and attitudes, and enhances people's communication ability in the digital age.

2.3 Ways of Semantic Enhancement in Emoticons

Non-linguistic information in emoticons generally enhances semantics in four ways (Table 3).

The first is semantic substitution, where nonverbal messages can directly replace verbal messages, like some symbolic gestures, actions and expressions are directly substitutable for verbal messages, e.g., skimming the mouth to show disdain, nodding the head to show agreement, and giving a thumbs up to show praise.

The second type is semantic enhancement, which uses two or more types of communication messages to express the same meaning. For example, saying "great" while giving a thumbs-up and saying "don't" while shaking one's head or waving one's hand are all expressions

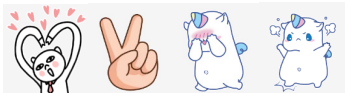
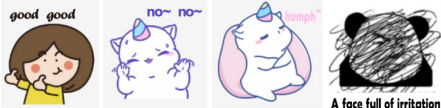


of semantic reinforcement.

The third type is semantic irony, which uses non-verbalemoji information that contradicts the content of what is being said to create an antithetical understanding, thus creating a humorous or reinforcing effect. Emoticons with semantic irony express emotions more intensely and build empathy. For example, “I love my job” while shedding tears; “I’m happy” while looking sad. Semantic irony in the emotion and text of the real meaning of the contrast, can amplify the real meaning of the text, to strengthen the text of the ironic words in the text of the power of speech.

The fourth type is supplementary semantics, which uses non-verbal information to supplement the meaning that is not mentioned in the spoken language. For example, ask: “To work overtime?” Answer, “To.” At the same time, gesture than 9, indicating that you have to work overtime until 9 o’clock.

Emoticons play a similar function of face-to-face communication in online text communication, bringing more non-verbal information for chatting, adapting to different chatting scenarios and contexts, and enriching the content of online conversations. It can be said that in addition to language and text, a large number of emoticons have gradually become a common language. In this new mode of communication, emoticons can be used to express emotional content through emoticons, which enhances the fun of communication and brings people closer to each other.

Table 3 Ways to enhance the semantics of non-verbal messages in emoticons

Way	Interpretation	Give An Example	Emoticon Case
semantic substitution	Non-verbal messages can be a direct substitute for verbal messages, such as symbolic gestures, movements and facial expressions.	A grimace of disdain, a nod of agreement, a thumbs up of approval	
semantic enhancement	Use two or more types of communicative messages to convey the same meaning	Say “great” and give a thumbs up, say “no” and shake your head or wave your hand.	
semantic irony	Use nonverbal information that contradicts what is being said to produce an antithetical understanding that creates humor or reinforcement	“I love my job” while shedding tears, “I’m happy” while looking sad.	
semantic supplementation	Supplementing unspoken meanings in spoken language with nonverbal information	Q: “To work overtime?” Answer, “Yes.” At the same time, gesture to 9, indicating that you will be working overtime until 9 o’clock.	

2.4 The significance of emoticons

Emoticon packets are widely used in online social networking, what exactly is the reason for people to use emoticon packets, in response to this question, the research group conducted a research on college students who use emoticon packets and their friends and relatives. Among them, 591 valid questionnaires were recovered, 209 chat records of some respondents to friends, relatives, lovers, etc. were collected and analyzed, and in-depth interviews were also conducted with some respondents. During the survey, most of the respondents said that posting emoticons is actually an unconscious natural state, because they think emoticons are fun, and when other people post them, they follow suit, and they also said that sometimes posting emoticons is really more convenient and less time-consuming than typing.

The results of the survey show (see Table 4) that 82% of the respondents believe that emoticons can liven up the atmosphere, add a friendly and humorous tone, and make the atmosphere of chatting relaxed and pleasant. An emoticon is often the best choice to break the ice in chatting. emoticons can eliminate the serious atmosphere of conversation, and in chatting they often choose some emoticons that are either

cute or bitchy to make the tone of the conversation more friendly and make themselves appear more humorous. 75% of the respondents think that emoticons can create chatting persona. The object of online text chat and its status may be unknown, users have certain fantasies about it, emoticons can to a certain extent create a persona for users, even if usually serious people use cute emoticons in chatting, it can also create a cute chatting image for themselves; 70% of the interviewees think that emoticons can express the information content in a hilarious, skillful and personalized way. In some chatting scenarios where it is not convenient to express in text, sending matching emoticons is a good choice. For example, in the relationship between young men and women, when they are not sure whether the other party likes them or not, they will often send relevant emoticons to test the other party's mind, if it happens that the other party has the same intention, then the emoticon is a start, if the other party does not have this intention, then the emoticon will be treated as a humorous joke, which will not make the two parties too embarrassed. 65% of the interviewees think that emoticons can conveniently, time-savingly and efficiently Expressing information. For example, when sending emoticons at the beginning of a chat, greeting people on holidays, or expressing gratitude, it is more efficient than editing text messages. 58% of respondents believe that emoticons can better convey emotions, enhance emotional expression, and generate empathy. The comic narrative style of emoticon makes it possible to convey not only the content of the message but also the emotions, intentionally or unintentionally. It can express your metaphysical emotions through images, and often conveys a positive emotional signal, even when expressing sadness and negativity, flirtatious and self-deprecating emoticons also reduce the depressing sense of negativity. 56% of the respondents believe that emoticons can dissolve embarrassment. In online communication, when chatting comes to an end, throwing emoticons to each other can often effectively avoid text "awkward chat" and say goodbye to each other in a decent manner. Or when rejected by the other party, if you receive an emoticon, often than directly received "sorry" "can not" such text seems less embarrassing and embarrassed. In short, the cute and funny attributes of emoticons seem to play the role of "perfunctory but not rude". 51% of respondents believe that emoticons can amplify the meaning of text communication. Emoticons with illustrations and text can often make the text more visual, more graphic and immersive, explaining or reinforcing the message of the text, and sometimes avoiding some ambiguities in the textual communication.

Table 4 Survey on reasons for using emoticons

Reasons to Use Emoticons	Proportions
Can add a friendly, humorous tone to the conversation	82%
Able to create a chatting persona	75%
Ability to express message content in a funny, clever and personalized way	70%
Ability to express information easily, time-sparingly and efficiently	65%
Can better convey emotions, enhance emotional expression, and create empathy	58%
It's a great way to diffuse embarrassment.	56%
Ability to amplify meaning in written communication	51%

In addition, emoticons also have the function of "a picture is worth a thousand words", sending an emoticon to let the chatting partner experience the meaning of the message by themselves, which is better than the text of "a thousand words". With the increasing pressure of modern life, in addition to the reasons mentioned above, people who are familiar with each other can have a lot of fun even if they are fighting with each other, and sending emoticons is also one of the ways to release pressure.

3. Canton Culture Cantonese Emoticon Design Practice

3.1 Extraction and analysis of Guangfu culture

3.1.1 Geographical Overview of Guangfu

Guangfu is a historical concept. Historically, it was one of the starting points for the southward migration of Han people from the ancient Central Plains, and later gradually became the political, economic and cultural center of Guangdong area. In modern times, it even became one of the birthplaces of China's modern revolution. It covers the cities and special administrative regions of Guangzhou, Foshan,

Zhaoqing, Zhongshan, Jiangmen, Dongguan, Huizhou and Zhongshan in today's Guangdong Province, accounting for about half of the total area of Guangdong Province. The Guangfu area is rich in water resources due to its low topography and the fact that the Pearl River, after entering the Guangfu area from the mouth of the Pearl River, runs longitudinally through the province from west to east, forming numerous rivers and streams. Among them, the Pearl River Delta is one of the richest regions in China in terms of water resources, and is the "treasure house" of water resources in Guangdong Province. Guangfu culture is rich in connotation and profound, and is an important part of the excellent traditional culture of the Chinese nation. It takes Lingnan culture as the main body, and has the essence of both Central Plains culture and overseas culture, with humanities and celebrities, forming a humanistic landscape of "merchants and merchants, affluence and affluence".

3.1.2 Cultural evolution of Guangfu

Guangfu people are generally characterized by practicality, pragmatism and effectiveness. This pragmatic spirit is not only reflected in the practice of real life, but also in the study and understanding of social history. It is because of this pragmatic spirit and pragmatic attitude that Guangfu culture can be eclectic and keep pace with the times. It constantly absorbs and integrates the essence of foreign advanced cultures, forming a tolerant, open and innovative Guangfu culture.

The pioneering spirit of "Dare to be the first in the world" and the sense of openness is also one of the characteristics of the Guangfu culture, which is specifically manifested in the character of daring to open up, dare to take risks, dare to explore, able to accept new things and new ideas, and the courage to self-transformation and self-innovation. At the same time, it is also good at uniting all the forces that can be united, common development and progress, with a strong sense of collective and team spirit.

3.1.3 Cultural elements of Guangfu

Guangfu culture has strong vitality and radiation, and it is an important branch in the regional culture of southern China. Through the research and statistics of Guangfu culture, it is found that the most representative ones include: popular culture, commercial culture, dialect culture, overseas Chinese culture, food culture, opera culture, folk culture, architectural culture and arts and crafts, etc. Their representative elements span long history and vivid daily life, and are a three-dimensional cultural treasure trove, as shown in Table 5.

Table 5 Representative Elements of Regional Culture in Guangfu

Form	Representative Element
Popular Culture	Cantonese pop songs, Hong Kong dramas, Hong Kong stars, etc.
Business Culture	Guangdong merchants, Guangzhou Thirteen Houses, Guangdong Association Hall, Lingnan Association Hall, Guangzhao Association Hall, etc.
Dialect Culture	Cantonese, etc.
Overseas Chinese Culture	The hometown of overseas Chinese and the number of overseas Chinese of Guangfu nationality is the first in the country
Food Culture	Have morning tea, late-night snacks, sweetened water, herbal tea, congee, old-flame soup, snacks, etc.
Opera Culture	Cantonese Opera (Cantonese Opera), Cantonese Opera, etc.
Folk Culture	Chinese New Year Flower Market, Lion Dance, Dragon Boat Race, etc.
Architectural Culture	Guangfu houses, Guangfu ancestral halls, Guangfu pagodas, Guangfu temples, Lingnan gardens, Guangzhou riding towers, Kaiping watchtowers, Shawan Ancient Town, Foshan Ancestral Temple, Fanshan Academy, and so on.
Applied Art	Canton embroidery, Canton color, Canton carving, Canton enamel, Canton furniture, gray molding, Guangdong paper-cutting, etc.

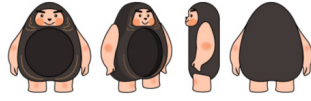


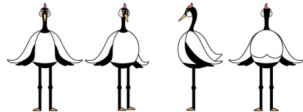



3.2 Design of Cantonese IP Image Design for Guangfu Culture

3.2.1 IP Image Design of Cantonese Emoticons

Rich cultural elements are the source of inspiration for the design of the IP image of Cantonese emoticon packets. Select a typical feature among the representative elements, visually amplify and exaggerate its features, cartoonize and anthropomorphize its expression and creation, and at the same time, combine with the introduction of symbolic symbols, such as colors, scenes, props, etc., to design the IP image of Cantonese emoticon packets with the appearance of "cute and adorable". At the same time, combined with the introduction of colors, scenes,

props and other symbols, we design the IP image of Cantonese emoticons with “cute” appearance and affinity, see Table 6.

Table 6 IP Image Design Scheme for Guangfu Cantonese Emotion Pack

Cultural categories	Cultural elements	Emoji IP Image Design
applied art	high-quality ink stonemade in Duanxi and Guangdong	
food culture	steamed dumplings wrapped in coconut milk	
folk culture	race dragon boats	
folk culture	red-crowned crane dance	
food culture	steamed dumplings wrapped in coconut milk	
applied art	Lingnan Calligraphy	
architectural culture	Piyun Tower	

3.2.2 Content design of Cantonese emoticons

(1) The “Water” Culture of Guangfu

“One side of the water and soil raises one side of the people”. One side of the water and soil has nurtured the people of Guangfu, who are self-contained in terms of behavior, language, food, character, conduct and spirit. Guangdong is located on the west coast of the Pacific Ocean and is influenced by the subtropical monsoon climate, which is warm and humid. The area around the Pearl River Delta is characterized by abundant rainfall, rivers and surges, and well-developed waterways and water commerce. During the Yuan, Ming and Qing dynasties, Guangzhou was a port for foreign commerce by the imperial court. Foreign merchant ships brought goods to Guangzhou and then transported them to all parts of the country via waterways. As far as the culture of Guangzhou is concerned, the unique “Mulberry Fish Pond” agriculture in the Pearl River Delta is also a successful example of the interaction between water and land resources. Cultivation of mulberry, sericulture, fish farming three organic combination, the formation of mulberry, silkworms, fish, mud interdependent, mutually reinforcing virtuous cycle, the interaction of ecological environment and economic benefits, but also to the people of Guangfu some kind of enterprising revelation. Guangfu a dense water network, more than a hundred rivers and streams strung major villages, Guangfu people were born in the water, long in the riverbanks, dragon boat races at least a thousand years of history, whenever the annual dragon boat races spectacle to come, the children of the water townships of ten thousand people together, the dragon race for the gold, both to send the country and the people in peace and prosperity, good weather conditions, but also generations of people in Guangzhou unity and progress, and dare to be first in the spirit of the portrayal. In the rainy, watery and humid natural environment, Guangfu people believe that water is luck, water is the road, water is wealth.

(2) Design of Guangfu “Water” Cultural Expression Pack

In Cantonese language, many of the mantras are related to water, and the mantras composed of the word “water” reflect the relationship between the people of Guangfu and “water” and their attitude towards “water”, which is the wisdom and culture of the people of Guangfu. This is the wisdom and culture of the Guangfu people. By designing these daily catchphrases as Cantonese emoticons (see Table 7), and moving them from the mouths of Guangfu people’s daily conversations to the chatting dialog box of online socialization, people who have common memories of these Cantonese catchphrases can revitalize Guangfu culture in online socialization, and send and spread the interesting Guangfu cultural emoticons with a simple movement of their fingers in the commonplace online chatting, naturally and unconsciously.

Table 7 Design of Cantonese catchphrase expression packs containing the word “water”

cantonese vocabulary	pronunciation	interpretation	lexical usage scenarios	Emoticon
心水	sam1 seoi2	favorite	荔枝系我最心水嘅水果。	
威水	wai1 seoi2	Amazing, great, often used to appreciate others	佢今次比赛又搵金牌，真系威水。	
吹水	ceoi1 seoi2	Chatting	吹水唔抹嘴。	
乜水	mat1 seoi2	What kind of person	你系乜水啊？	
洒洒水	saa2 saa2 seoi2	It’s just a small matter	“多谢你帮咗我咁大忙！”“洒洒水啦！”	
猪笼入水	zyu1 lung4 jap6 seoi2	Widespread financial resources, prosperous financial channels, and rolling financial resources	佢做嘢认真又勤力，今年肯定猪笼入水。	
醒水	sing2 seoi2	responsive	佢好醒水嘅，有咩风吹草动佢都知。	
掂水	dim1 seoi2	We’re done, we’re done	掂水！	
沓水	daap6 seoi2	be in the money	佢又换新车啦，真系沓水！	
睇水	tai2 seoi2	be on the lookout	哩度交俾你睇水，我哋要行开一阵。	

冻过水	dung3 gwo3 seoi2	No hope	如果唔系我救你，你条命就冻过水啦	冻过水 
被人水	pei5 jan4 seoi2	Being framed by someone	佢被人水咗几十万啊!	被人水 
磅水	bong6 seoi2	pay	边个有银边个磅水啦。	磅水 
命水	meng6 seoi2	fates	佢嘅命水認真好，喺咁高，落嚟乜事都有!	命水 
散水	saan3 seoi2 meng6 seoi2	disbandment	食完饭就散水啦!	散水 
水皮	seoi2 pei4	badly	咁水皮都擺倒高分，系食屎食著豆噃!	水皮 

4. Conclusion

As an auxiliary means of communication between groups and within circles, emoticons, once successfully connected by the other party, signify the enhancement of identification and emotional acceptance. The design of Cantonese emoticons for Guangfu Culture is based on traditional culture, inheriting and innovating traditional culture through digital means and methods, which is of great significance for promoting the dissemination of Guangfu Culture.

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