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CULTURAL INFLUENCE ON FORMS OF EMOTICONS WORD WIDE

Modern technologies develop really fast nowadays, and it leads to the formation of new types of communication, particularly, the communication in the internet (e-mail, messengers, social media). Thus, special rules and special ways to express one's feelings are being introduced by users.

One of the most popular ways to express emotions while chatting is by using emoticons. By the definition, an emoticon, simply known as emote, is a pictorial representation of a facial expression using characters – usually punctuation marks, numbers and letters – to express people’s feelings, mood or reaction, or as a time-saving method.

The object of the research are emoticons.

The subject of the research are the peculiarities of the use of emoticons worldwide:

1. Emoticons in Western countries:

- Special features;
- Structure.

2. Asian style emoticons:

- Special features;
- Structure;
- Varieties.

3. Combined emoticons:

- History;
- Special features.

The actuality of the given work is caused by the insufficient development of the given theme in research and by the increase of the importance of non-verbal means of communication in online communication.

In conclusion, the culture of the region, undoubtedly, has a great influence on the form of emoticon, and the different styles of emoticons are explained by the difference of the keyboard layouts and different perception of same facial expressions by people of different nations.