

## Emoticon in Organisational Email Communication: A Study through mail.amity.edu

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### ABSTRACT

*Email is an integral part of workplace communication and the growing popularity of this medium provides it equal importance to face-to-face, written and telephonic communication. Besides its' professional use, people use it for numerous purposes which include personal communication too. Primarily email communication is textual, but with the advancement of computer mediated communication, most of the email service is embedded with a wide range of emoticons, commonly known as an emotional icon, to add some visual cue to the email communication. Email senders use emoticons consciously or unconsciously, to communicate emotional cue in personal and task oriented communication. The usage of the emoticon in task oriented communication is influenced by multiple factors like organisational work culture, characteristic of the message, availability of emoticons, and awareness of the email users, etc. This research, carried out a study through mail.amity.edu, the official mail of Amity University, in Noida campus to understand the influence of various factors regarding the usage of emoticon in email communication. This study employs survey and observation methods to understand the frequency and purpose of using emoticon through mail.amity.edu.*

**KEYWORDS:** Organisational communication, Work culture, Email, Emoticon, Emoji, Nonverbal communication, Task oriented communication.

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