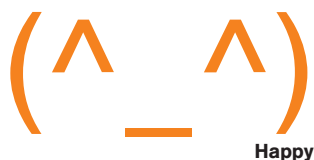


EASTERN



WESTERN



Psychologists note that eyes are the emphasis in Eastern emoticons (orange). Western ones (blue), which require a tilt of the head to be read, are mouth-based.

Say It With Parentheses

Teasing a friend over email? Add a wink at the end by typing ;) . That's an emoticon—a keyboard-made character used to convey feeling.

Ubiquitous today, the cute and clever icons were actually born long before the digital age. In 1881 the American magazine *Puck* ran a piece titled "Typographical Art," in which four facial expressions—melancholy, indifference, astonishment, and joy—were depicted with keystrokes. A century later Carnegie Mellon University professor Scott Fahlman introduced the "smiley" on the school's online message boards as a gentle way to note sarcasm.

Now trendy worldwide using Roman letters, emoticons, says Fahlman with a puckish ;), "are only a modest threat to literacy and civilization in general." —*Catherine Barker*