

SMILEY AS A MEAN OF COMMUNICATION

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How great is modern communication! Put some dots and round brackets and in a jiffy all the environment knows that you are in a good mood ... or out of humour!

The smiley, smiley face, or happy face, is a stylized representation of a smiling human face, commonly represented as a yellow button with two dots representing eyes and a half circle representing the mouth.

But let's dip into the story of the smiles. Once there lived a man whose name was Harvey Ball and he decided to earn a lot of money. He thought what he could invent, machines and tanks had already exist, aircraft flew in the sky. But people needed something else. And then happened such a story.

In the 60-s in America two big insurance companies decided to merge. The process was long and boring. The employees didn't know who would be discharged and who wouldn't. Because of this the staff fell into depression and lost the motivation to work. In the December of 1963 the management of already united company, State Mutual Life Assurance, appealed to an advertising agency to make an action to raise the morale of the staff. And Harvey Ball got down the task. He thought a little... and he invented a yellow badge with a smiling face. These badges were given to the staff... and it worked: the mood of the badge was transmitted to the employees and then to the clients. Harvey earned his \$45 and continued to invent some new interesting things.

But only in the 70-s the Smiley leaked out all over the world when two brothers, whose names were Murray and Bernard Spain, invented the Smiley's slogan "Have a Happy Day". This symbol and phrase became so popular that it appeared on the emblems, post cards, T-shirts, in a word, on all the things which could be sold. But the most interesting thing was that nobody registered the Smiley as a trade mark. Only in 1971 a French businessman Frank Loufani did it and initiated his big fortune. Now he controls Smileyworld Ltd., a company whose mission is to make the world a happier place to live.

Some people, Harvey Ball the first, tried to take away the rights going to the law. Another candidate was David Stern of David Stern Inc., a Seattle-based advertising agency also claimed to have invented the Smiley. Stern reportedly developed his version in 1967 as a part of an ad campaign for Washington Mutual, but said he did not think to trademark it. But only the early bird catches the worm.

In the middle of the 80-s, our dear and inimitable Smiley reached the Internet where has been still living. The Smiley's settling in the Net happened thanks to a wit from Carnegie Mellon University, which posted up notice on the public bulletin board of the university net that one of the lifts in the building is very dangerous because of spilled mercury after one physical experiment. The joke was appreciated high but later people considered the way to tell pranks from real notices. Some signs, such as "*", "%", or even "#" (as smiling teeth), were proposed. But the best idea belonged rightfully to Scott Fahlman. He offered two combinations of marks, which became generally accepted all around the world: colon-hyphen-right round bracket, which symbolized "joke" and colon-hyphen-left round bracket, which meant "nothing like as ridiculous". For example, "You're a bit slow, aren't you? :)" is less likely to be interpreted as an insult than without the Smiley. And then it went on like there was no tomorrow. This graphic gismos were called "emoticons" – the symbols which reflect emotions and first they were used in computer communication on 19 September 1982.

And now some words about unusual appearances of the Smileys. A certain species of Hawaiian spider, *Theridion grallator*, a.k.a. the Happyface Spider, has some morphs which display an uncanny smiley-face pattern on its yellow body. The 230km (143 mile) wide Martian crater Galle very strongly resembles a Smiley face. The smallest incarnation of the Smiley was created by Paul Rothmund of the California Institute of Technology. He used strands of DNA in a method he called DNA origami to construct a complex two-dimensional nanostructure in the shape of a Smiley face.

In May 2002, Luke Helder, a midwestern pipe-bomber, tried to replicate a smiley face in his pattern of pipe bombs. His first 16 bombs formed circles, the first in Nebraska and the second on the border between Illinois and Iowa. Those bombs completed the eyes. Two other bombs in Texas and Colorado were apparently the beginnings of the smile. However, he was captured before being able to complete it.

Nowadays the Smiley name and logo are registered and used in over 100 countries for 25 classes of goods and services. More than 1200 Smiley emoticons are registered by the Washington Library of Congress and protected by the Universal Copyrights Convention. For the last 10 years, Smileyworld Ltd. has signed more than 800 licensing contracts worldwide and has been using its rights in most classes of goods and services on the five continents. Smileyworld Ltd works with over 60 law firms to protect its IP.

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