

Are you ready to learn a new language?

# THE DARKSIDE OF EMOJIS



🤫 Shushing Face / 🗨️ Zipper-Mouth: These can be used in bullying as well, essentially telling someone to “shut up” or keep something secret. For example, if a student shares something and someone replies with a 🤫, it might imply “keep quiet” in a threatening way.



Shigetaka Kurita is considered to be the founding father of today's emojis.

In 1999, NTT DOCOMO, a Japanese cell phone company, released a set of 176 emojis for mobile phones and pagers. Emoji is the blend of two Japanese words: picture and letter.

And almost immediately, the double meanings started...

# A lesson in Emoji Speak



**Do you know the hidden meaning?**

Here are some of the first emojis with double meanings used in ‘secret’ conversations online and on popular smartphone/gaming apps.

# A lesson in Emoji Speak



Suck



Penis



Boobs



Ugly



Bum



Send Nudes



You are hot



Getting Hot

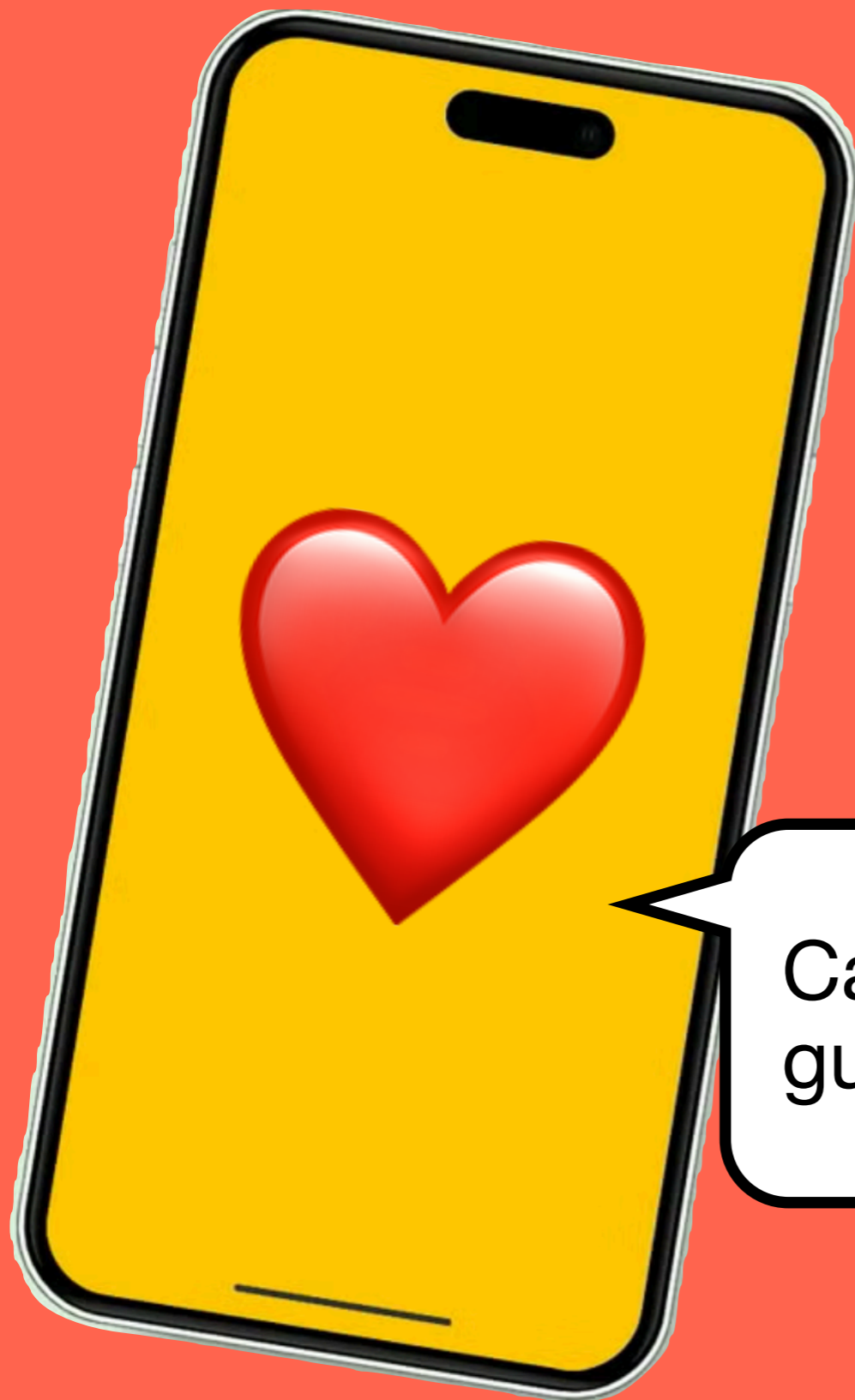
It's important to remember that many emojis are harmless.

We've been using pictographic symbols for centuries, and many of us today are guilty of emoji overuse.

Either way, emojis are now the world's fastest-growing language and young people's medium of choice for online communication.

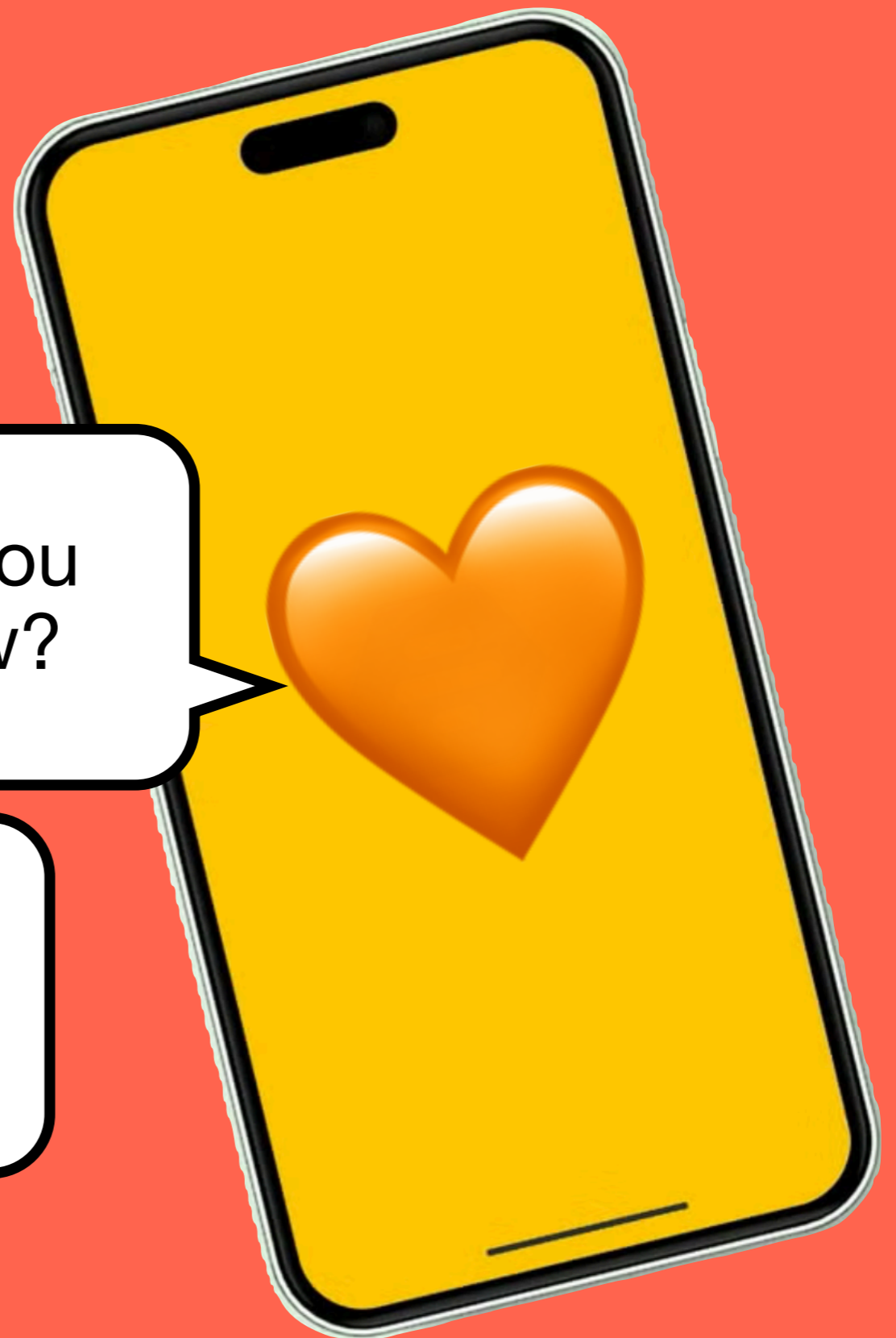
So perhaps it's time to catch up with the kids.





Can you  
guess?

Do you  
know?

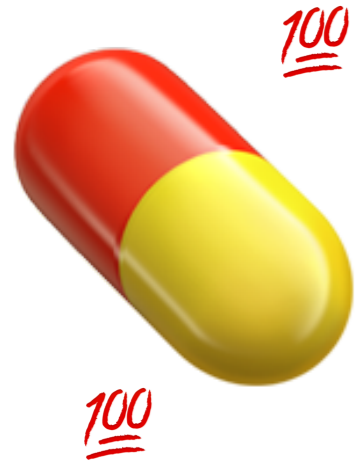




"Red means love, purple - horny, yellow - 'I'm interested, are you interested', pink - 'I'm interested but not in sex', orange - 'You're going to be fine'. It all has a meaning. Everything has a meaning."



# What is the Red Pill Trend?



The Red Pill movement is an online trend linked to communities that promote misogynistic (anti-women) and extreme anti-feminist views.

The name comes from the 1999 film *The Matrix*, where taking the “red pill” means waking up to the “truth” about the world. However, in online spaces, the term has been adopted by groups that push harmful ideas, especially about gender roles, relationships, and society.

Children and young people, particularly boys and teenagers, may come across this content through YouTube, TikTok, Instagram, and gaming communities. It can start with self-improvement videos but quickly lead to harmful beliefs that devalue women, promote toxic masculinity, and encourage aggressive or controlling behaviour.



# Frequent use of specific phrases or slang

Alpha 🦁

Beta 🐑

Simp 🤡

Incel 🚪

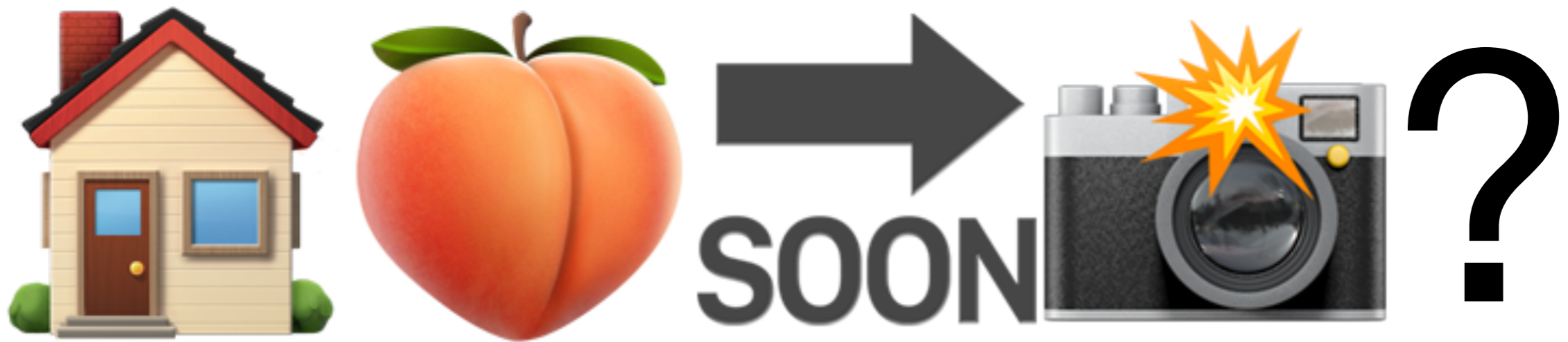
High-value man 👑

Low-value woman ❌





# Can you translate?



Could mean “send nudes when you get home”, since 🍑 is butt and 📷 means pics). Many sexual emoji codes are used in flirtation or sexting, especially on Snapchat (for its disappearing messages)

# Bullying & Insult Emojis

Emojis are also weaponised in online bullying or mean-spirited jokes among teens and tweens.

Instead of saying hurtful words outright, kids might drop an insulting emoji to label someone.

These symbols show up in group chats, Instagram comments, TikTok replies, or gaming chats as a form of harassment that can fly under adults' radar.

Some commonly misused emojis in this way:



**Clown:** Calling someone a clown means you think they're a joke, foolish or fake.



**Snake:** The snake emoji labels someone a "snake," meaning a backstabber or traitor



**Frog:** At first glance, a frog seems harmless, but in teen slang means "ugly"



**Pile of Poo:** The poop emoji is universally an insult, basically calling someone or something "*trash*" or "*crap.*"

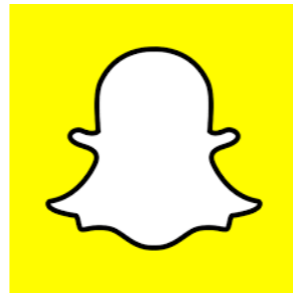


# Do you know?

The language of emojis



The popular apps



The online terms

**Doxxing**

**Ghosting**

**Sextortion**



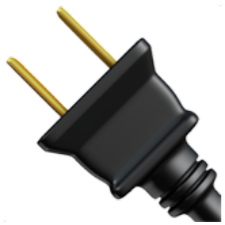


# Do you know?

## The language of emojis



Porn



Drug Dealer



Grass or backstabber

## The popular apps



Snapchat



TikTok



Roblox

## The online terms

### Doxxing

The publishing of an individual's home address or bank details etc.

### Ghosting

To 'ghost' means to avoid someone until they get the picture and stop contacting you.

### Sextortion

Blackmail after sharing explicit images.

# Scores?

