

Read the passage and answer the questions below.

History of the Emoji

People like to use emojis. Emojis are smileys used in electronic messages. Did you ever wonder where they came from?

Emojis came from Japan during the late 1990s. At the time, Japan's cell phone users were sending a lot of pictures to each other. The phone companies noticed this habit. They decided to give their customers more of what they wanted.

A man named Shigetaka Kurita is the person who created emojis. At the time, he was working for a company named NTT DoCoMo. He was part of a team that wanted people to send more text messages.

The team decided that text messaging needed to be more personal. They observed that it was difficult to show how you feel in messages. Shigetaka Kurita's solution was the creation of the emoji. Emoji means "picture" (e) and "character" (moji).

According to Shigetaka Kurita, "Everything was shown using words. Even the weather was described as 'fine'. When I saw it, I found it hard to understand. The Japanese have always shown pictures to describe the weather. A picture of the sun meant 'sunny'. I'd rather see a picture of the sun, instead of a text saying 'fine'."

Shigetaka Kurita contacted many companies to draw his smiley idea. No one wanted to design it. So, he decided to design it himself with his team. They came up with 176 characters to show objects and describe how people feel. They created many feelings like happy and sad faces. They also created many objects like hot dogs, cars, and fruit.

These emojis came with the new cell phones. So, if you wanted to use emojis, you had to buy their latest phone. Users could choose which emojis to insert into their text messages. These emojis became very popular in Japan, and soon spread around the world.

1. Why do you think the author included the illustration below the title?

- A. to tell a joke
- B. to show what emojis are
- C. to show off her art skills
- D. to show why she wrote the article

2. What caused Japan to become interested in emojis?

- A. They knew people liked sending pictures.
- B. They knew people liked writing letters.
- C. They knew people liked drawing pictures.
- D. They knew people liked writing stories.

3. What made Shigetaka Kurita famous?

- A. He worked for NTT DoCoMo.
- B. He was a weatherman.
- C. He invented the cell phone.
- D. He invented emojis.

4. What does the highlighted word "habit" mean in this passage?

- A. picture
- B. drawing
- C. behavior
- D. problem

5. What does the highlighted word "observed" mean in the passage above?

- A. to complain
- B. to notice
- C. to decide
- D. to explain

6. How did the other companies feel about creating smileys for Shigetaka Kurita?

- A. They were excited.
- B. They were not interested.
- C. They were unsure.
- D. They were angry.

7. How did the creation of emojis sell more phones?

- A. You must buy the phone to get the emojis.
- B. The emojis made the price lower.
- C. You need to buy emojis to get points for the phone.
- D. The emojis helped the phone take pictures.

8. What is the author's purpose of this passage?

- A. to get people to buy more phones
- B. to inform people about how emojis got started
- C. to tell a story about a funny emoji
- D. to explain why people send phone pictures