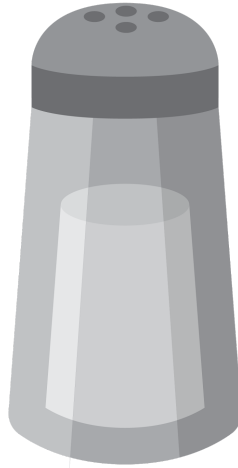


SALT SHAKER Emoji Submission

To: Unicode Consortium

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Abstract

Currently, there is no emoji symbolizing any commonly used spice, seasoning, or savory condiment. If accepted the SALT SHAKER which represents salt (one of the most commonly used and universal seasonings), would be the first of its category to enter the emoji world. Salt also has a plethora of metaphorical, cultural, and historical meanings. There have been repeated SALT SHAKER emoji proposals, showing the high demand. Therefore, digital users would benefit greatly from the addition of a SALT SHAKER to the emoji lexicon.

Introduction

Salt, also known as sodium chloride, has been used throughout time to give food taste and make it last longer.¹ Originating from the sea, salt has been traded by humans for millennia. Salt was once so valuable that people used it to purchase slaves, and beginning in the 6th century, it was worth the equivalent of gold. Salt has continued to play a critical part in human history since then.

¹New Oxford American Dictionary

<http://www.nytimes.com/2002/03/30/books/shelf-life-salt-history-s-mover-and-shaker.html>

<http://time.com/3957460/a-brief-history-of-salt/>

Beyond its notable economic, gastronomic, and subsistence roles, salt has amassed a long list of cultural meanings. For instance, salt phrases have saturated American culture. One can say “take that with a grain of salt” when something should be questioned, whereas “salt of the earth” refers to a person’s moral, elemental goodness. And throughout time, salt has come to represent class², ill fortune³, struggle, and even fertility⁴.

For these reasons, salt necessitates its own emoji, and there is no better image to digitally represent salt than the salt shaker. Salt shakers first came onto the scene in the last century⁵, but can be found now on almost any restaurant or home kitchen table carrying and dispensing this ubiquitous condiment.

Names

CLDR Short Name: Salt Shaker

Other Keywords: salt, sodium chloride, NaCl, table salt

Factors for Inclusion

I. Compatibility

Currently, no other official salt shaker emojis exist across all digital platforms except the Heroes of the Storm videogame⁶.

II. Expected Usage

Evidence of Frequency

Salt has been searched on Google with significantly greater frequency than the popular food item hamburger over the past decade. We chose to compare “hamburger” with the search term “salt” instead of “salt shaker” because the salt shaker emoji represents salt.

²New Oxford American Dictionary

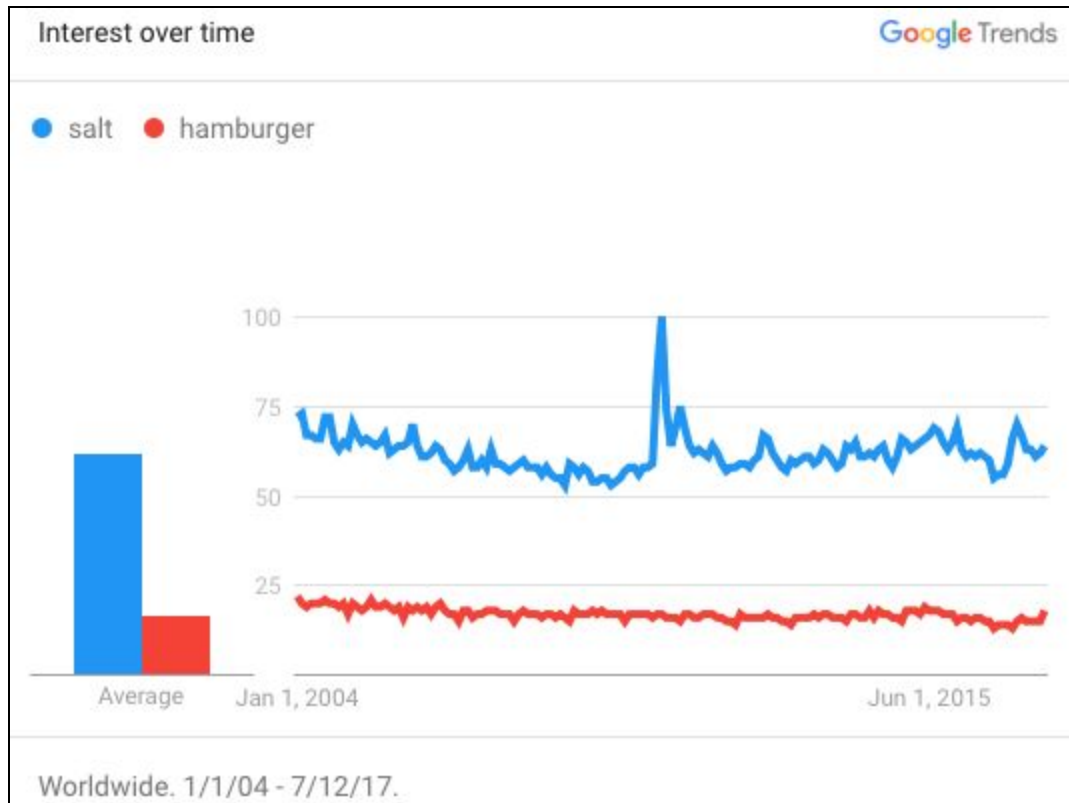
<http://time.com/3957460/a-brief-history-of-salt/>

³<http://time.com/3957460/a-brief-history-of-salt/>

⁴<http://www.nytimes.com/2002/03/30/books/shelf-life-salt-history-s-mover-and-shaker.html>

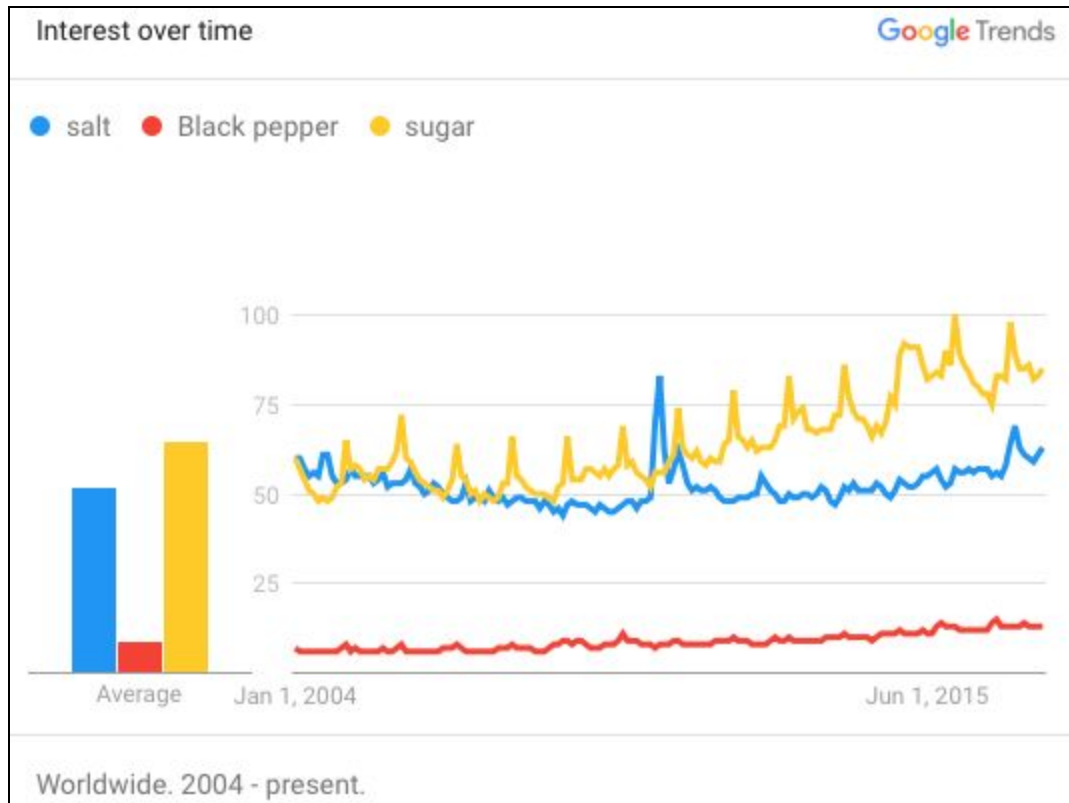
⁵<http://www.cbsnews.com/news/the-history-of-salt-in-a-pinch/>

⁶ https://www.reddit.com/r/heroesofthestorm/comments/67m9xr/the_salt_emoji_is_my_favorite_emoji/



When compared with other seasonings on Google Trends, one can see that salt significantly beats black pepper in terms of usage frequency. And although in recent years sugar has surpassed salt in interest over time, salt and sugar ranked similarly in the early 2000s.

⁷ <https://trends.google.com/trends/explore?date=all&q=salt,hamburger>



8

On Instagram, salt also has been hashtagged nearly as many times as hamburger with #salt at 2,006,826 tags⁹ and #hamburger at 2346,191¹⁰.

Multiple Uses

Salt has garnered a diversity of meanings. No longer does salt simply refer to the white granular seasoning found in a salt shaker or sprinkled onto a meal. The word salt has a variety of metaphorical applications since it is part of many commonly used phrases. Salt has also come to take on alternate colloquial meanings of its own.

Popular phrases that contain the word salt include:

- “Rub salt into someone’s wound” which means to deepen or exacerbate a person’s emotional wound.
- “The salt of the earth” is a phrase that stems from Matthew 5:13 in the Bible where it refers to those who follow the way of Christ and thus are an example for

⁸ <https://trends.google.com/trends/explore?date=all&q=salt,%2Fm%2F0139zp,sugar>

⁹ <https://www.instagram.com/explore/tags/salt/?hl=en>

¹⁰ <https://www.instagram.com/explore/tags/hamburger/?hl=en>

their fellow human. Since then, this phrase has come to mean anyone who is trustworthy and good¹¹.

- “Take something with a grain of salt” is used to imply that something should not be taken at face value and instead merits further examination and questioning.
- “Worth one’s salt” refers to whether or not a person is a capable professional

Salt in various permutations has also entered the slang lexicon. For instance, the frequently used term “salty” is an adjective used to describe someone who is “upset, angry, or bitter.”¹² In the 1930s, African American culture popularized this modern meaning of the term, and since then the word has gained traction in gaming communities and received the honor of “Most Likely to Succeed” at the American Dialect Society’s Word of the Year conference in 2015.¹³ Another term “salt life” has come to reference anyone whose life revolves around the ocean and the beach¹⁴.

Uses in Sequences

The SALT SHAKER and chili emoji could possibly mean PEPPER SHAKER. In addition, the salt shaker emoji could feasibly be used in a sequence with the “fork and knife with plate” or “fork and knife” emojis to denote the common dinner table place setting. People may also use the salt shaker emoji as part of any sequence involving the prepared food emojis such as “french fries” or “pot of food.”

III. Image Distinctiveness

There is no other existing emoji that a user would confuse with the salt shaker emoji. This image is immediately identifiable as a salt shaker due to the small holes embedded in the container lid. And one can distinguish this shaker as a *salt* shaker specifically (as opposed to a black pepper or spice dispenser) due to the white color of the salt on the inside.

IV. Completeness

The salt shaker fills a critical void in the emoji lexicon. Currently, there are no emojis to represent spices or seasonings commonly used in cooking. The salt shaker would be

¹¹New Oxford Dictionary
The Bible Matthew 5:13

<http://time.com/3957460/a-brief-history-of-salt/>

¹² <http://www.urbandictionary.com/define.php?term=salty>

¹³ <https://www.wsj.com/articles/a-salty-word-with-a-promising-future-1421427784>

¹⁴ <http://www.urbandictionary.com/define.php?term=Salt+Life>

the first of its kind within the “seasoning” category of emoji and would allow users to convey messages about enhancing the taste of a meal or improving the quality, depth, or richness of something. Thus, the addition of a salt shaker emoji would significantly expand the utility of the emoji language.

V. Frequently Requested

Posts on social media outlets like Twitter indicate a high demand for a salt shaker emoji.

Twitter:

“I need a salt emoji :(”¹⁵

“Where’s the emoji for salty?”¹⁶

“REQUEST ASAP: SALT SHAKER EMOJI @SAMSUNG GET TO IT PLEASE AND THANKS” to which another user replied “I’M SUPER SALTY THERE’S NO SALT SHAKER EMOJI!!!! FOREALS”¹⁷

Ed Harvey from the U.K. has even petitioned Apple for a salt emoji. He writes, “When you’re on a group chat and your friend gets salty about something, don’t you just want to send a salt emoji in there to emphasize things? Of course you do.”¹⁸

Factors for Exclusion

I. Overly Specific

The salt shaker emoji is not overly specific because it can be used to represent a variety of condiments and seasonings (such as pepper, sugar, or paprika).

II. Open-ended

The salt-shaker emoji is not open-ended because it would be the first seasoning emoji to exist in the Unicode language. It also has very specific applications as a symbol of salt, seasonings, and as a visual representation of the slang word salty among other uses.

¹⁵ <https://twitter.com/ttnnbrbr/status/717855721086255104>

¹⁶ <https://twitter.com/bballbreakdown/status/752295790240935938>

¹⁷ <https://twitter.com/sataniccumslut/status/721877011308761088>

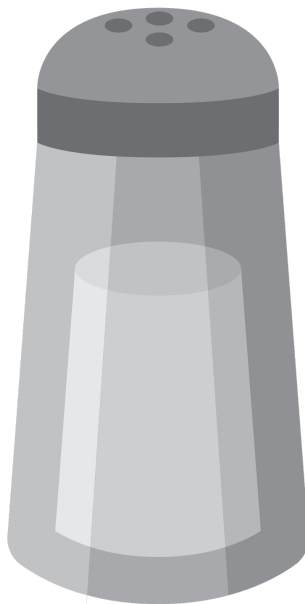
¹⁸ <https://www.change.org/p/apple-i-want-to-bring-a-salt-emoji-to-the-emoji-keyboard-on-apple-devices>

III. Already Representable

There is no other emoji that can currently represent salt or a salt shaker besides the “french fries” emoji since french fries are known to have a high sodium level.

IV. Logos, brands, UI icons, signage, specific people, deities

Since 2015, chain restaurants in New York City have displayed a salt shaker image on their menus to indicate dishes that contain disproportionately high levels of sodium.¹⁹



20

V. Transient

Salt is a staple of any pantry, meal, or recipe. As long as people continue to cook and eat delicious food they will continue to use and discuss salt.

VI. Faulty Comparison

There are currently no other existing emoji that the salt shaker emoji can be compared to since this emoji is the first of its kind.

¹⁹<http://www.npr.org/sections/thesalt/2015/12/01/458031755/in-new-york-city-that-salty-combo-meal-now-comes-with-a-warning>

²⁰<http://www.nydailynews.com/new-york/high-salt-warning-labels-coming-nyc-restaurant-menus-article-1.2651349>

Other Character Properties

The other character properties are suggested to be defined as follows.

General Category: So

Canonical Combining Class: 0

Bidirectional Class: ON

Decomposition Type: Decomposition Mapping:

Numeric Type:

Numeric Value:

Bidirectional Mirrored: N Unicode 1 Name:

ISO Comment:

Simple Uppercase Mapping: Simple Lowercase Mapping: Simple Titlecase Mapping: