

PEACOCK Emoji Submission



Art created by Yiyong Lu. Freely usable in any context that discusses this emoji.

Proposal for a New Emoji: Peacock

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Abstract

This proposal is to request the addition of the PEACOCK as a new Unicode emoji character. As one of the world's most visually distinct birds — one that is a national bird to three countries — the PEACOCK would contribute significantly to the completeness of the bird emoji set.

Introduction

The PEACOCK is the male peafowl, a bird known for its magnificent, vividly colorful plumage. With their signature eye-spots, the resplendent trains of iridescent green and blue feathers, used to attract mates, have made the peacock a significant bird in the history of visual culture.

The three species of PEACOCK, the Indian peafowl, green peafowl, and Congo peafowl, are the national birds of India, Myanmar, and the Democratic Republic of the Congo, respectively. The Indian peafowl, the most well-known species, was brought to Babylon by Indian traders and spread through the Middle East and eventually to Europe, where they became part of Ancient Greek and Roman culture.

The PEACOCK is a large, regal and majestic bird. A unique bird, the most beautiful and colorful of all birds, the PEACOCK is a living rainbow. It represents vision, glory, spirituality, joy, pride, power and love.

Because of its appearance, the peacock has become a symbol of royalty, grace, and beauty around the world and holds many other meanings to a number of major world religions, including Hinduism, Judaism, Christianity, and Islam, as well as many secular connotations.[1]

With its long history as a highly symbolic animal, the inclusion of the PEACOCK emoji would allow its associated meanings to be more readily expressed through messaging, online, and on social media.

1 Identification

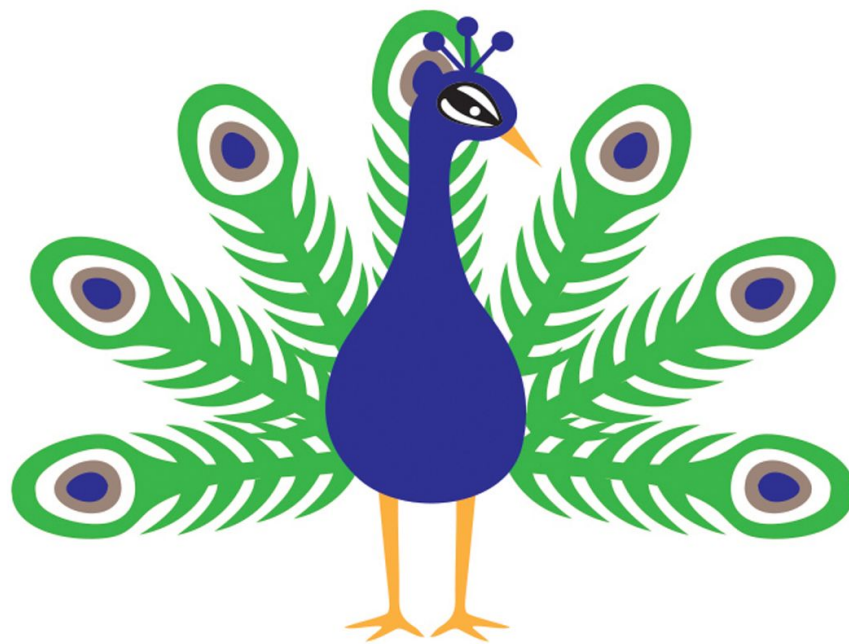
1.1 CLDR Short Name

Recommended name: peacock

1.2 CLDR Keywords

Recommended keywords: peacock

2 Images



YL

Peacock Emoji – art by Yiyang Lu

3 Selection Factors – Inclusion

A Compatibility

This is a new emoji for inclusion in Unicode and then other systems. It will contribute to the various phrases and usages defined below.

B Expected usage level

B.1 Frequency

The PEACOCK emoji would be expected to have a high worldwide usage due to the global recognition of the bird and its notable appearance. We believe frequency would be quite high given the peacock's rich religious and historical connection to Asian traditions.

As an animal with cross-cultural significance it could be used in a broad range of contexts, from the representation of the actual animal, to its symbolic meanings, to a variety of phrases and idioms.

In the charts below, the peacock has been compared to other birds using Google Trends. The results demonstrate that the peacock is at least comparably, but often more frequently searched for than an assortment of other birds, including the flamingo, which is among the top forty requested emoji of 2017.[2]

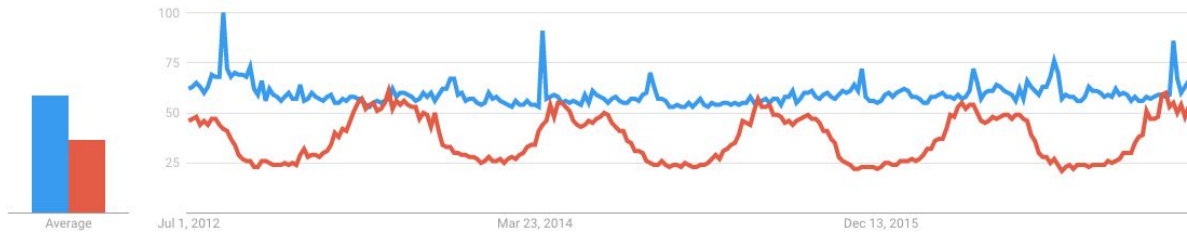
● peacock
Search term

● hummingbird
Search term

+ Add comparison

Worldwide ▼ Past 5 years ▼ All categories ▼ Web Search ▼

Interest over time ?



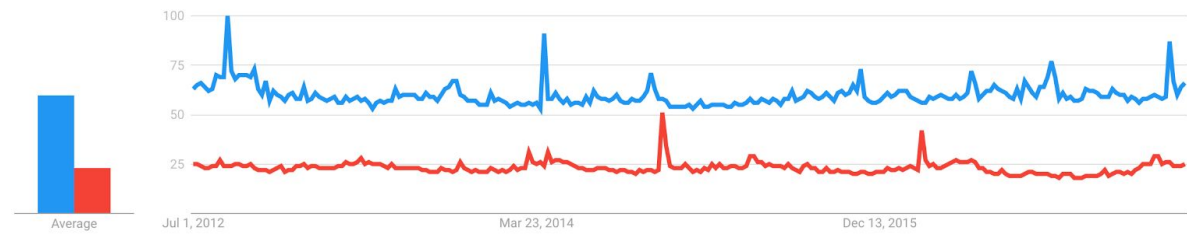
● peacock
Search term

● blackbird
Search term

+ Add comparison

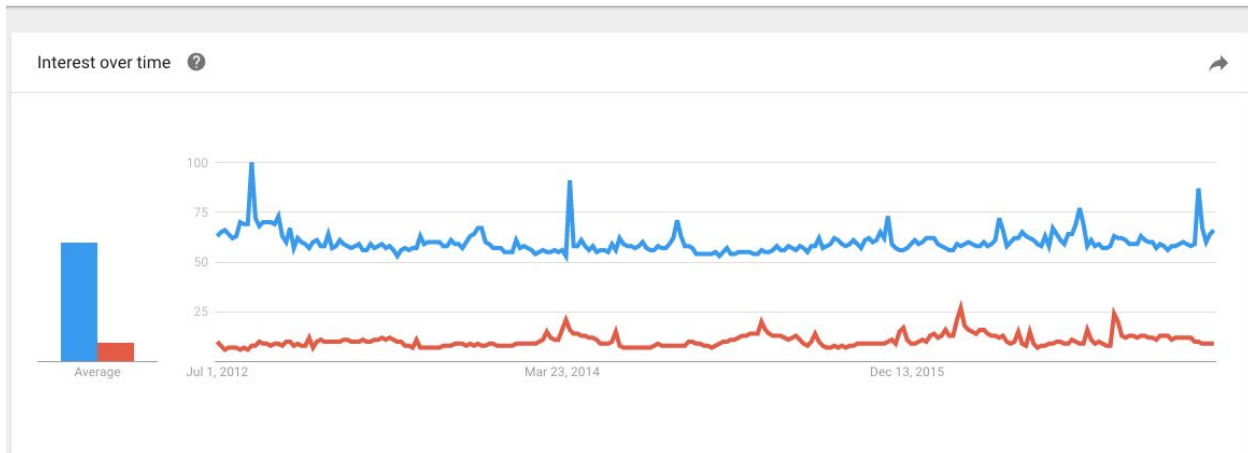
Worldwide ▼ Past 5 years ▼ All categories ▼ Web Search ▼

Interest over time ?



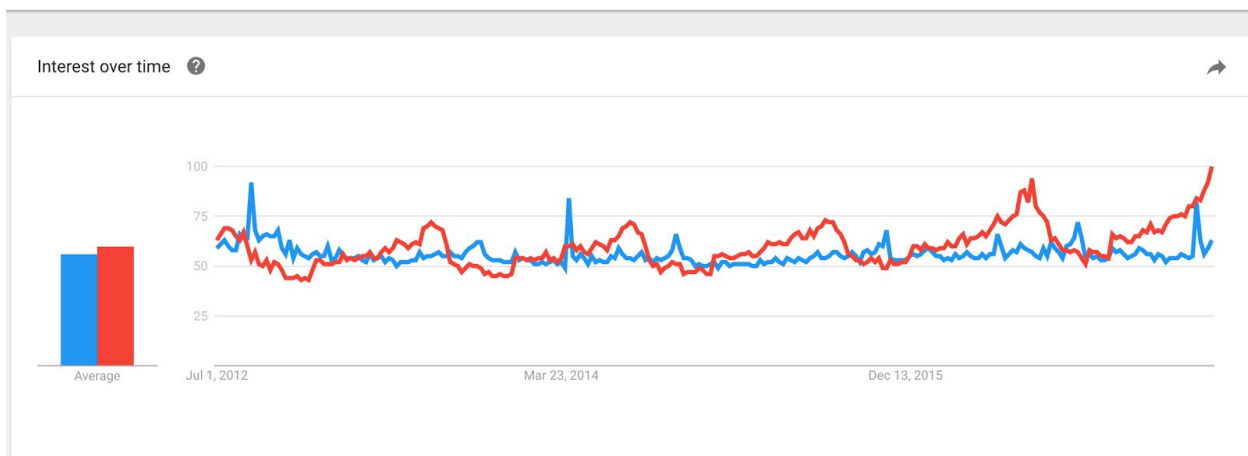
● peacock Search term	● bald eagle Search term	+ Add comparison
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Worldwide ▼ Past 5 years ▼ All categories ▼ Web Search ▼



● peacock Search term	● flamingo Search term	+ Add comparison
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Worldwide ▼ Past 5 years ▼ All categories ▼ Web Search ▼



Date source: Google Trends – June 30, 2017

B.2 Multiple usages

The PEACOCK emoji most simply represents the bird, but along with this representation, it can be used as a symbol for a wide range of meanings derived from specific cultures and developed worldwide. For example;

- Pride and vanity – Hinduism

- Immortality – Ancient Greece, Christianity
- Royalty and power – India, Persia
- Joy and creativity – Ashkenazim
- Beauty
- Wealth
- Love and romance
- Grace
- Power
- Pride
- Glory
- Vision
- Spirituality and awakening

and many more.

The phrase “proud as a peacock” is used to mean a vain or self-centered person and would readily be communicated with the use of a peacock emoji. The PEACOCK emoji could also effectively be used in many phrases and idioms that use the word “bird,” such as the examples below:

- “birds of a feather flock together” – similar people associate together
- “fine feathers make fine birds” – dress elegantly and people will think you are elegant
- “as free as a bird” – completely free to do what you want without worry

and many more.

The American broadcast network NBC, one of the most popular networks in the United States, created a peacock logo in 1956 to highlight their new color programming and uses an abstracted peacock logo today.[3] Although the peacock emoji does not directly represent the NBC logo, the peacock emoji could be used to in messages or posts about the network or its reported news.

The PEACOCK emoji is a highly symbolic image with numerous meanings that can be altered to apply to different contexts. Beyond the symbolism of the peacock, the emoji has utility in various phrases that would further enhance its versatility in common communication.

B.3 Use in Sequences

The PEACOCK emoji stands effectively alone with its own complete representation and relevant meanings.

C Image distinctiveness

Because the peacock is an instantly identifiable animal, the PEACOCK emoji would be unmistakable from any other emoji. It represents diversity. Although there are many colors for hearts and skin tones, there isn't an animal, bird, insect or bug that represents different gradations of color.

A PEACOCK emoji would contribute to the lineup of Asian birds, whose habitats are in Southeast Asia and Central Africa.

D Completeness

The inclusion of the PEACOCK emoji would serve to further build out the emoji animals and would be a particularly significant addition to the current set of bird emoji. The PEACOCK would provide an Eastern counterpart to the Western bird, animal and insect emoji.

E Frequently requested

The peacock is a popular animal and as an emoji has been widely and consistently requested.

On Instagram, there are over 1,676,000 posts tagged with #peacock, attesting to its visual appeal and the frequency of its social indexing.

The following page contains small sample of the large demand for the PEACOCK emoji as displayed on Twitter. The example shows a near daily request for the emoji and demonstrates a few of the many contexts in which it could be used.



4 Counterarguments to Factors for Exclusion

F Overly specific

While a unique bird, the peacock is not overly specific. It can be found on five continents and because of its distinctive plumage has become a commonly recognized animal.

G Open-Ended

The peacock is a definite image that does not promote an open-ended series of related emoji. The PEACOCK emoji covers three species of peafowl.

H Already Representable

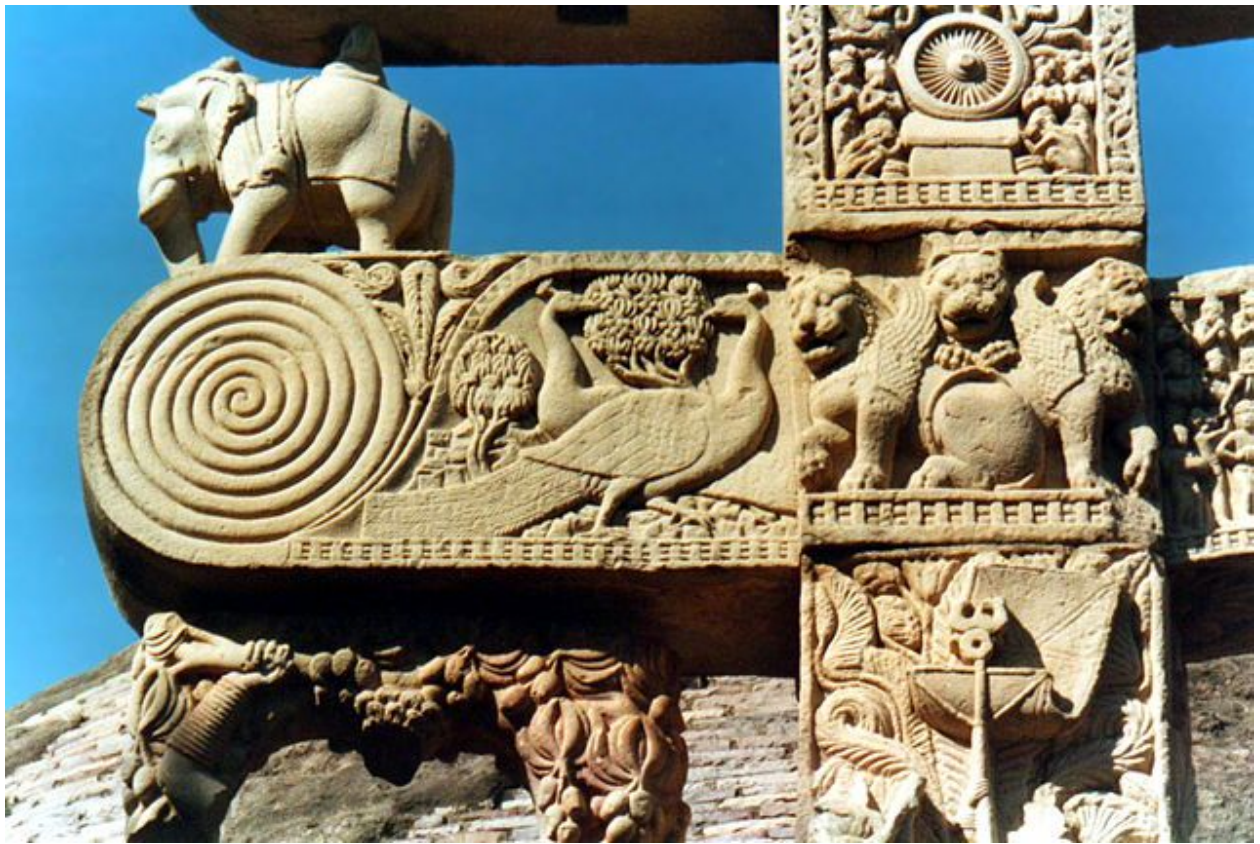
The peacock cannot currently be represented using existing emoji. In the below example from Twitter, a user with the desire to depict the lacking emoji combined the TURKEY emoji with the RAINBOW emoji. However, if the user's intention were not specifically called out, the combination of emoji would not be able to clearly represent a peacock.



I Logos, brands, UI icons, signage, specific people, deities

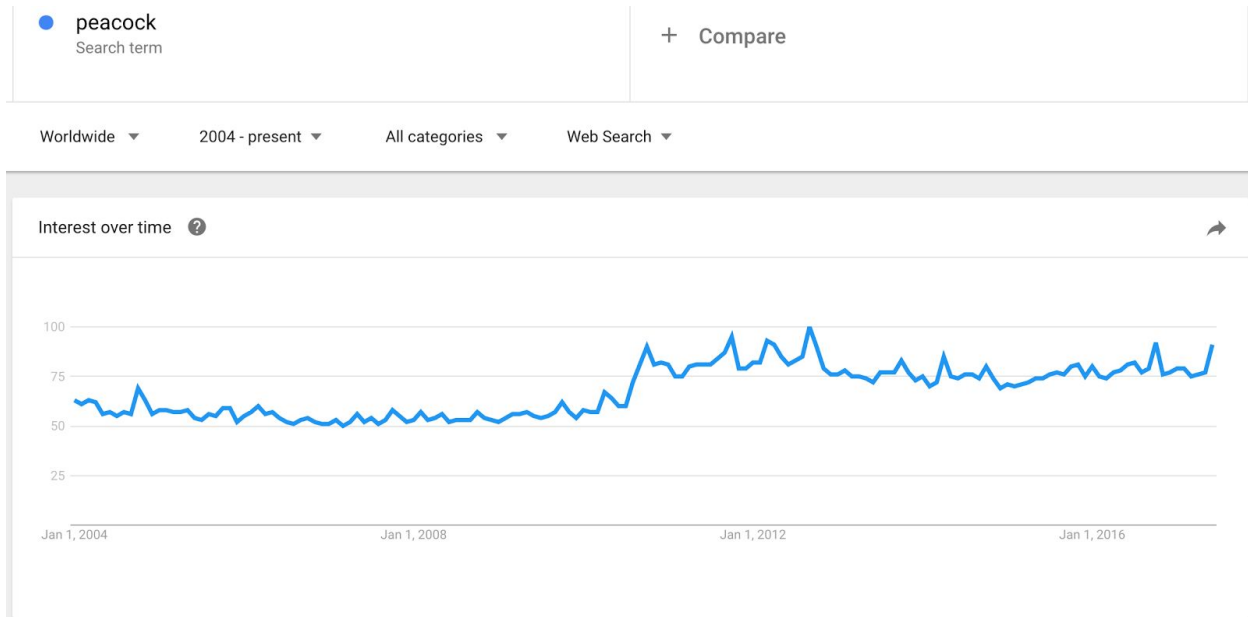
The PEACOCK emoji is not directly associated with any specific logos, brands, UI icons, signage, specific people, or deities. It's a simple and versatile emoji, free from any single stigma or brand identity. It's a commonplace item that is near universally recognizable.

J Transient



A stone carving featuring peacocks at the Sanchi Stupa in India, built in the third century BCE.[4]

The peacock holds significance as the national bird of India, the world's second most populous country, as well as Myanmar and the Democratic Republic of the Congo. It can be found in Asia, Australia, Africa, Europe, Central and North America and is common in imagery across a broad range of cultures due to its visual distinctiveness. Given that the peacock has appeared in the artwork of ancient cultures, the Renaissance, and is still a frequent subject today, it is highly unlikely that the PEACOCK emoji would have transient usage.



Google Trends Data Since 2004 - Accessed: June 30, 2017

Data retrieved from Google Trends shows a consistent interest in peacocks through search frequency since 2004 with a slight positive trend. Given the duration of this term, the peacock will likely continue to be a high interest bird.

K Faulty Comparison

This submission for the PEACOCK emoji is submitted on its own merits with no argument made due to inclusion of existing emoji.

5 Sort Location

5.1 Category

It is proposed that the PEACOCK emoji be categorized within Animal-Bird.

5.2 Order

This proposal makes the recommendation that the PEACOCK emoji be placed after the DUCK emoji.

[1] "Peafowl." <https://en.wikipedia.org/wiki/Peafowl>

[2] "Top Emoji Requests 2017." <http://blog.emojipedia.org/top-emoji-requests-2017/>

[3] "Logo of NBC." https://en.wikipedia.org/wiki/Logo_of_NBC

[4] "Winged Lions and Peacocks." <http://www.art-and-archaeology.com/india/sanchi/sane3.html>