




Breath-Face Proposal for Unicode 14.0

Emoji Submitter: Neil Cohn (cognitive scientist and comics theorist) and Jennifer Daniel

To: The Unicode Technical Committee

Date: November 15, 2019

I. Identification and II. Images

Sample Image	Sample Image	Proposed Unicode and CLDR name	Possible CLDR English keywords	Closest Unicode Emoji
		breath-face	Exhale, sigh, groan, gasp, moan, whisper, whistle, relief, tired	

License

We certify that the images have appropriate licenses for use by the UTC.

III. Sort location

[face-neutral-skeptical](#)



II. Selection factors — Inclusion

A. Compatibility

The design of the anguished face emoji included a breath mushroom on Samsung devices from TouchWiz Nature UX 2 to TouchWiz 7.1 but was later redesigned to conform for cross platform consistency.



Above: Samsung, Apple, Google, Microsoft, Twitter Facebook before redesign

Below: Samsung, Apple, Google, Microsoft, Twitter Facebook after redesign



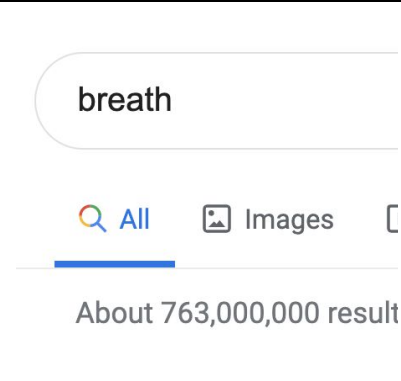
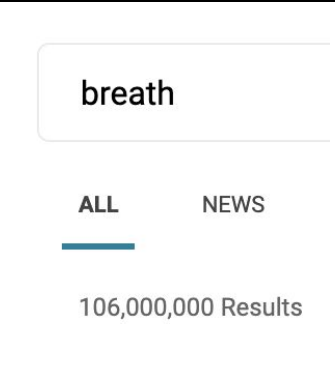
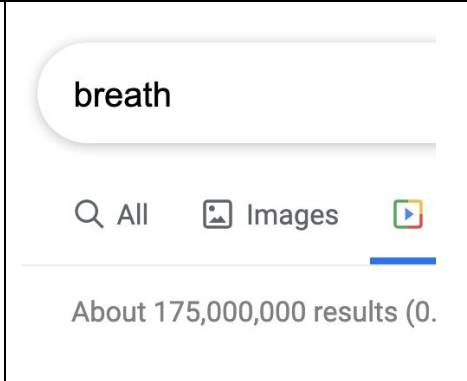
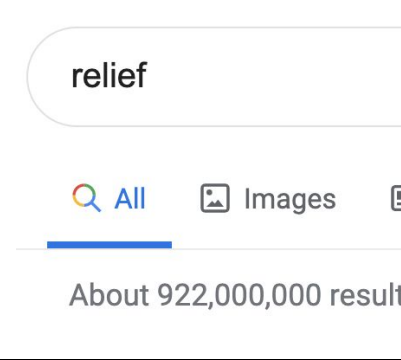
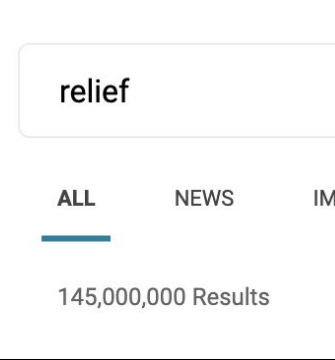
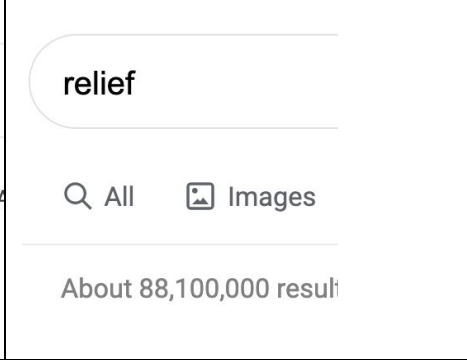
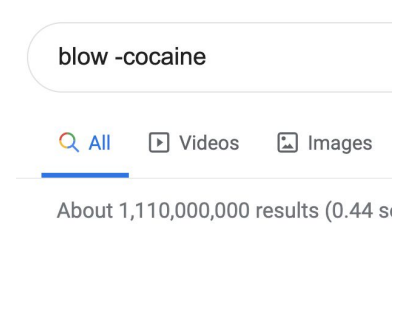
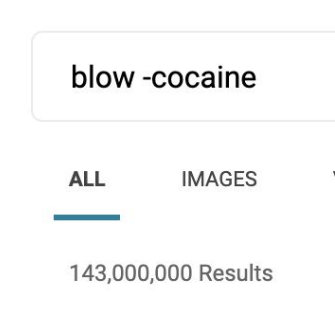
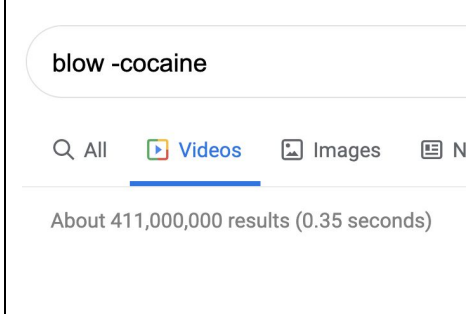
It's also an emoji available on Wechat 🤔

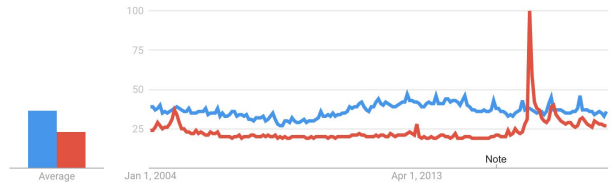
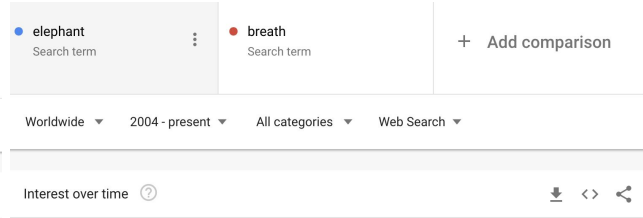
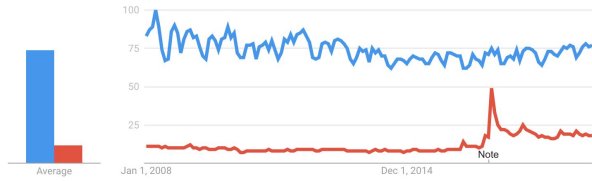
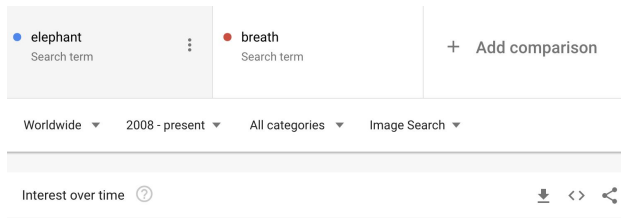
B. Expected use

1. Frequency

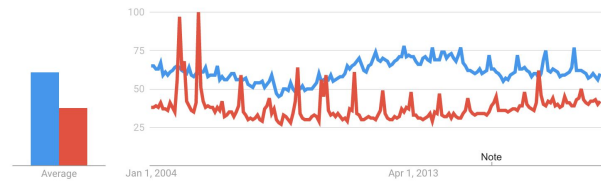
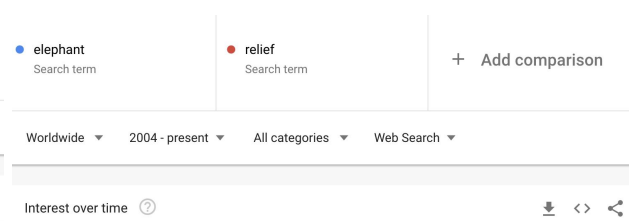
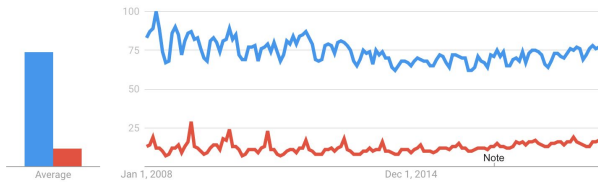
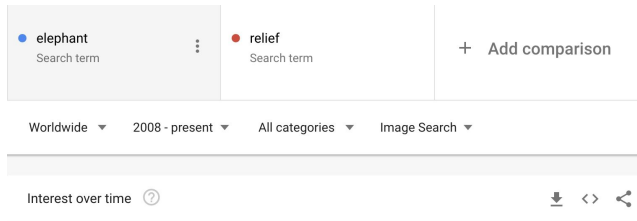
Usage is expected to be high given and the following search results indicate this expression could perform well over-median.

Search term	Google Search	Bing Search	Google Video Search	Google Trends: Web	Google Trends: Image
breath	763,000,000	106,000,000	175,000,000	See below	See below
relief	922,000,000	145,000,000	88,100,000	See below	See below
blow -cocaine	1,110,000,000	143,000,000	411,000,000	See below	See below

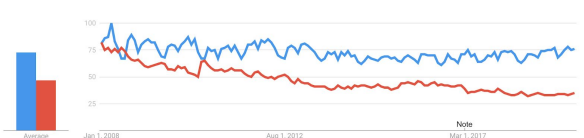
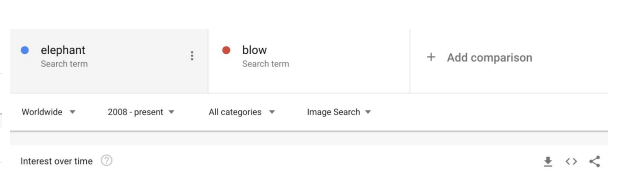
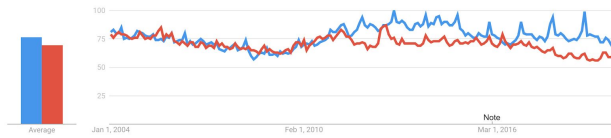
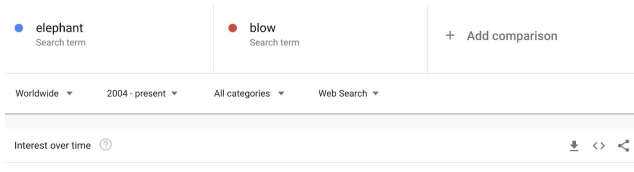
	Google search	Bing Search	Google VideoSearch
breath			
relief			
blow			



(Above) Breath results for Google Trends Web Search and Google Trends Image Search



(Above) Relief results for Google Trends Web Search and Google Trends Image Search



(Above) Blow results for Google Trends Web Search and Google Trends Image Search

2. Multiple usages

A sigh is not just a sigh - it's a fundamental life-sustaining reflex.¹ It helps regulate your breathing when you're stressed. It's a subconscious action used to express to others that you're anxious or upset. It's also a mental reset button.

- Reset
 - Give me strength 🙄
- Breathing
 - Sigh 🙄
 - Exhale 🙄
 - Meditation, relax, calm down 🙄
- Displeased
 - I'm soooooo bored 🙄
- Cold
 - It's so cold 🥶🙄❄️
- Anxious
 - I'm so nervous 🙄
- Upset
 - I'm so annoyed with you 🙄
- Dismissive
 - whatever 🙄

3. Use in sequences

This emoji can be used in combination with other facial expressions. Tiredness, sadness, and relief all feel very different, and yet an exhale somehow seems to complement each emotional state.

- Breathing
 - Relax and calm down
 - Breathe in, Breathe Out 😮🙄😮🙄😮🙄😮🙄
 - Long sigh 🙄🙄🙄🙄🙄🙄
 - Meditation
 - 🧘🙄
- Displeased
 - He said what? 🙄 smh 🙄

Can also be used with non-face emoji.

- Compliment
 - Not to blow wind in your sails ... 🙄 🚤
- Out of Breath
 - I haven't run for the bus in years 🏃🏃🏃🙄🏃🏃🏃🙄🏃
- To play music
 - I heard Neil plays mean trumpet 🙄 🎺

¹<https://www.theguardian.com/science/2016/feb/08/a-sighs-not-just-a-sigh-its-a-fundamental-life-sustaining-reflex>

- Huff and Puff and Blow the House down



4. Breaking new ground

This emoji fills an important gap in existing face options. It allows people to express calming down but also defeat, boredom, frustration, and longing.² Because it is a representation of a common physical action, is more likely to convey meaning to the broadest possible range of emoji users.

C. Image distinctiveness



The breath mushroom emoji is a visible sigh and distinctive compared to the existing anguished face emoji 😞. The addition of the breath mushroom completely changes the meaning and use of this emoji from pure anguish to an expression of coping with your surroundings. While people sigh to handle negative situations, ultimately sighing is a positive expression compared to existing emojis meant to denote frustration.

D. Completeness

n/a

III. Selection factors — Exclusion

F. Overly specific

No. This design is iconic of how you feel when you sigh. It is commonly depicted in pop culture, manga and in media as described in document L2/XXX.

G. Open-ended

No, this is not part of a set of similar items.

H. Already representable

No.

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

Not applicable. There are no logos, brands, signage or otherwise among the proposed characters.

J. Transient

Not applicable.

K. Faulty comparison

² <https://www.psychologytoday.com/us/blog/brain-babble/201304/why-do-we-sigh>

Justification for encoding the proposed emoji does not depend on analogy with other emoji that were encoded only for compatibility reasons.

L. Exact Images

An exact image is not required.