

## First "smiley" shows its face

Last modified: September 13, 2002, 5:36 AM PDT

By Matt Loney (ZDNet UK's Matt Loney reported from London).

Special to CNET News.com

A Microsoft researcher has apparently rediscovered the first known computerized instance of a "smiley," the combination of characters used to signify a smile in e-mail and on bulletin boards.

The smiley has spawned a whole range of emoticons, as they are now known, since its appearance on a bulletin board discussion at Carnegie Mellon University in 1982. Emoticons have become an important part of the worldwide online social culture because they make it easy to communicate emotions quickly--something that many people find difficult to express using words.

Mike Jones, who works in the systems and networking research group at Microsoft's headquarters in Redmond, Wash., kicked off the effort to find the first smiley in February.

On a Web site, Jones says that many people were involved in the effort to find the first instance of the smiley. "I kicked off the effort...by looking through some old bulletin board program sources," Jones said on the site. He remembers seeing a Carnegie Mellon bulletin board posting in which the characters were first proposed to signify a joke, back in the early '80s.

With help from former Carnegie Mellon School of Computer Science facilities director Howard Wactlar and current director Bob Cosgrove, Jones found backup tapes covering the period from 1981 to 1983. Restoring them required a nine-track tape drive and enlisting the help of a number of people to scan through the postings until the smiley posting was found.

The first use of the characters :-)) to signify a smile was, believes Jones, in a posting made on Sept. 19, 1982, by Scott E. Fahlman.

"I propose that the following character sequence for joke markers: :-))," wrote Fahlman at the time. "Read it sideways. Actually, it is probably more economical to mark things that are NOT jokes, given current trends. For this, use :-)." ."

The date of Sept. 19, 1982, could join other significant dates in the information revolution. The Internet is generally considered to have been created 13 years previously, almost to the day. E-mail has its origins in 1971.

E-mail, like the Internet itself, does not have an exact date of birth. Ray Tomlinson, a U.S. engineer considered the "father of e-mail," can't quite recall when the first message was sent, what it said or even who the recipient was.

Tomlinson got around difficulties with existing methods of exchanging data by creating remote personal mailboxes that could send and receive messages via a computer network. He also conceived of the now-famous "@" symbol to ensure a message was sent to a designated recipient.

[http://news.com.com/2100-1023-957817.html?tag=fd\\_top](http://news.com.com/2100-1023-957817.html?tag=fd_top) (consultado a 28/06/2004)



## Online 'smiley face' :-)) turns 20 years old this week

WASHINGTON (Reuters) — It was 20 years ago Thursday that Scott Fahlman taught the Net how to smile.

The IBM researcher has devoted his professional life to artificial intelligence, the practice of teaching computers how to think like humans.

Fahlman is known for his work with neural networks — a computer technique designed to mimic the human brain — and helping develop Common Lisp, a computer language that uses symbols instead of numbers, but the bearded scientist is perhaps best known for a flash of inspiration that helped to define Internet culture, in all of its ungrammatical glory.

On Sept. 19, 1982, Fahlman typed :-)) in an online message.

The "smiley face" has since become a staple of online communication, allowing 12-year-old girls and corporate lawyers alike to punctuate their messages with a quick symbol that says, "hey, I'm only joking."

Fahlman's innovation has since inspired countless other "emoticons" like ;-)) to signify a wink or :-)) to show surprise.

"I've certainly spent 10 times as much time talking with people about it as I did coming up with it in the first place," Fahlman said from his Pittsburgh home. "Hopefully my actual research career will add up to more in the long run."

In the early 1980s, computer networks were rarely found outside university science departments and secretive government facilities.

But even then, discussions on primitive online "bulletin boards" could quickly turn nasty when touchy users misinterpreted remarks meant to be taken lightly.

After a particularly tangled joke about mercury contamination in an elevator, users of a Carnegie Mellon University bulletin board proposed a variety of markers for humorous comments, including \*, %, &, (#) and \\_/.

Fahlman suggested :-), along with the admonition to "read it sideways." Before long, other bulletin board users were placing the smiley face in their messages. The practice spread as Internet users found the symbol useful as a rough approximation of a twinkle in the eye.

### A few frowns

Predictably, the smiley face encountered a few frowns as the online population exploded.

"Humans have managed to communicate with the written word for thousands of years without strewing crudely fashioned ideograms across their parchments. It is as if the written word were a cutting-edge technology without useful precedents," grouched Neal Stephenson in the New Republic in 1993.

Fahlman stands by his creation. "If Shakespeare were tossing off a quick note complaining about the lack of employee parking spaces near the Globe Theater, he might have produced the same kind of sloppy prose that the rest of us do," Fahlman writes on his Web site.

Yahoo, Microsoft and America Online all incorporate emoticons into their instant-messaging systems, while telecom firms, jewelry makers and online retailers have filed trademark applications for products and slogans that incorporate Fahlman's smiley face.

But Fahlman has never seen a dime from his creation.

"If it cost people a nickel to use it, nobody would have used it. This is my little gift to the world, for better or worse," he said.

[http://www.usatoday.com/tech/webguide/internetlife/2002-09-19-smiley-face\\_x.htm](http://www.usatoday.com/tech/webguide/internetlife/2002-09-19-smiley-face_x.htm) (consultado a 28/06/2004)



## E-archaeologists find 'first ever smiley' :-)

Updated 14 September 2002, 11.46

Computer archaeologists at Microsoft think they have found the first ever smiley :-) !

Press Packer talks to Microsoft boss Bill gates

The smiley dates back to a message board posting from 19 September 1982 and took six months to find.

Researcher Mike Jones searched through loads of old postings on the first ever message boards from the Carnegie Mellon University in the early 1980s.

The message he found says: "I propose the following character sequence for markers :-)."

Smileys are also known as "emoticons" and were thought up by computer users to show their feelings or emotions through typing.

There are thousands of variations now, which include abbreviations like LOL (laughing out loud).

People use them in e-mails, chat rooms and txt messages. There are even different kinds of emoticons for Japanese surfers.

If it is the first ever smiley, it means emoticons celebrate their 20th birthday next week! :))

### Fact File Some emots

8-P Yuck!  
:-6 Exhausted  
:-e Disappointed  
:-k Puzzlement  
:p Sticking tongue out  
:-@ Screaming  
!-{ Good grief!  
:-( Really mad  
-=#:-) Wizard

[http://news.bbc.co.uk/cbbcnews/hi/sci\\_tech/newsid\\_2257000/2257532.stm](http://news.bbc.co.uk/cbbcnews/hi/sci_tech/newsid_2257000/2257532.stm) (consultado a 28/06/2004)

## 'Smiley' Emoticon Turns 20

By Rossella Lorenzi, Discovery News

Sep. 19 [2002] — The "smiley," the combination of punctuation marks used to indicate a smile on bulletin boards and emails, is 20 years old today, according to a Microsoft researcher.

Michael Jones, of Microsoft's Systems and Networking Research Group, and staff at Carnegie Mellon University have discovered the original smiley, or emoticon, after six months of "computing archaeology."

The first use of the characters :-) was recovered in a posting made on Sep. 19, 1982, by Scott E. Fahlman.

"I propose that the following character sequence for joke markers: :-)," wrote Fahlman on a bulletin board discussion at Carnegie Mellon University. "Read it sideways. Actually, it is probably more economical to mark things that are NOT jokes, given current trends. For this, use :-("

Unaware of the incredible success of his invention, Fahlman didn't keep a copy of the original posting, which was believed to have been lost.

"It's great to have the original message back in time for the 20th anniversary," Fahlman told Discovery News. "Mike Jones was a graduate student at the time when I posted the original :-) message. He remembered that message and thought it would be nice to retrieve this interesting piece of Internet history."

Jones found backup tapes covering the period from 1981 to 1983. A nine-track tape drive was used to restore them, while a considerable number of people worked on scanning the postings.

Fahlman's invention sprang up after a discussion on what could have been the best character to signify a joke. Among the rejected proposals were \*, %, \\_/, and &, which looked funny "like a jolly fat man in convulsions of laughter," according to the creator of that emoticon.

"I'm kind of surprised that the smiley lasted this long. It is very much an artifact of the limited ASCII character set that we used to use in all E-mail and newsgroups, plus our inability to see the person we are talking with. Once the keyboard goes away and most of our informal communication is by little snippets of video, it's hard to see what role the smiley would play," Fahlman said.

He is now a staff member of IBM Research.

According to Naomi Baron, professor of linguistics at American University in Washington, D.C., and author of "Alphabet to Email: How Written English Evolved and Where It's Heading," smileys have lasted for these 20 years mainly for two reasons.

"First, they have been passed along, from seasoned email user to novice, as part of the email lore that new users assume they are supposed to imbibe. Second, they fill the same sort of role that greeting cards do: express a sentiment in a prepackaged format that doesn't require you to think out careful wording on your own but that is, at the same time, socially acceptable," she told Discovery News.

Whether the smiley lasts for the next 20 years or more, Fahlman suggests to using it the right way — forget the :) variation.

"It looks too frog-like," he said.

<http://dsc.discovery.com/news/briefs/20020916/emoticon.html> (consultado a 28/06/2004)



OutFront

### The Universal Sign for "Annoying"

Lea Goldman, 10.14.02

It's the smiley face's 20th birthday. Yay. :-)

The smiley, the winky and the frowny. They're as rampant in your e-mail inbox as spam, and almost as irksome. But did you know those things are as old as Britney Spears? True. Travel with us back to 1982, during a semi-serious debate on a Carnegie Mellon University online bulletin board about what happens to a drop of mercury in a plummeting elevator. One killjoy-there's always one-thought the message was for real, and warned that mercury spills are

no joking matter. A researcher named Scott Fahlman innocently suggested tagging :-) to signify mirth. Within a month variations began sprouting throughout academe.

Fahlman, now a 54-year-old IBM researcher, never got famous or rich off that first doohickey, but he finally got some props last month, thanks to Microsoft researcher Michael Jones. Jones was logged on to that bulletin board when Fahlman typed his smiley, and last February he bet other Microsofties that he could dig up the posting. "When I told the guys at the lunch table, they thought that would be very cool," he says. Only in Redmond, perhaps.

The hunt was on. All those ancient messages were stored on half-inch magnetic tapes, lingering in some severely dusty boxes in a storeroom near the school. Much of the data was badly damaged after years of magnetic bleeding. In an attempt to read the tapes, a few Carnegie Mellon graduate students had to retrofit a Digital Equipment VAX processor with the 1980s-era operating system and software capable of translating the tapes. Seven months later they found the ur-smiley.

Fahlman fears his 25 years of research in artificial intelligence will go overlooked in the face of ... the face. And he's quick to point out that overuse can make the smiley "extremely annoying." And no, he had nothing to do with FAQ.

<http://forbes.com/forbes/2002/1014/048a.html> (consultado a 28/06/2004)

mardi 8 mars 2005

Article publié le 15 Février 2005

Par Alain Faujas

Source : LE MONDE ECONOMIE

Taille de l'article : 559 mots

## **Smiley®, une icône française**

Extraite de cet article du Monde, cette révélation selon laquelle le Smiley international, avant d'être le symbole de l'acid music, provient de... France Soir. En 1971. Et vient confirmer que la "positive attitude" de Raffarin n'est qu'un éternel recommencement. Et que les pigistes peuvent faire fortune (parfois) (rarement).

Chaban-Delmas bataillait à Matignon pour faire accepter son projet de « Nouvelle société » par le président Pompidou qui n'y croyait pas du tout. [...] Comme à leur habitude, les journaux étaient pleins d'annonces de manifestations et de catastrophes en tous genres, et, surtout les ventes du France Soir de Pierre Lazareff piquaient du nez.

Donc Lazareff se mit en tête d'aider son copain Chaban, tout en dopant un peu la diffusion de son propre journal d'une manière inédite. [...] C'est un pigiste entré en 1963 à France Soir qui trouva la solution : « Il n'y a tout de même pas que des mauvaises nouvelles dans la vie !, raconte Franklin Loufrani. On peut gagner à la loterie ou applaudir au succès des Beatles. Pour illustrer ce genre de bonnes nouvelles, j'ai inventé un petit rond avec deux yeux et une bouche souriante et nous l'avons collé dans les articles racontant d'heureux événements. Ça a fait un malheur ! Notre campagne «sourire» a été suivie par tous les médias mondiaux. Comme j'avais pris la peine de déposer la marque à l'Institut national de la propriété industrielle, le pigiste fauché que j'étais s'est retrouvé à la tête d'une petite fortune. » Tee-shirts, autocollants, etc., apparaissent au stade no 1 du merchandising.

M. Loufrani part chez Hachette diriger l'agence des droits de reproduction, baptise son fameux sourire « Smiley » parce que l'anglais est plus répandu que le français, et crée Smiley World en Grande-Bretagne pour défendre bec et ongles son logotype hilare contre tous les copieurs de la planète.

... l'histoire ne pas s'il touche aussi des droits d'auteurs sur les pillules d'extasy.

Ça lui appartient aussi : Smileyworld.com.

<http://www.ppplog.com/> (consultado a 11/06/2005).

The Standard Times, USA, 21/01/1999

By Leslie Miller, Associated Press writer

## **Smiley face creator takes the gloves off**

BOSTON -- No more Mr. Nice Guy.

The creator of the smiley face has declared commercial warfare on those who have profited from the friendly yellow icon he squiggled for a Worcester insurance company 35 years ago.

Harvey Ball, the graphic artist who earned \$45 for designing the joyful face, has formed the World Smile Corp., which will give the profits from his own smiley products to charity. His "signature smiley" products will include his signature inside the smiley drawing.

Last spring, Ball learned Franklin Loufrani, a 55-year-old French entrepreneur, had registered the smiley trademark in more than 75 countries -- and was threatening to sue U.S. companies that sell smiley products overseas.

"Gee, Harv, are you gonna sue?" Ball said his friends asked him.

The 77-year-old Ball decided he just couldn't sue over a smile.

Suing Loufrani would also tie him up for years, perhaps decades, in litigation without a certain outcome, said Ball's son Charlie, a lawyer.

"Smiley's been pretty successful in the commercial arena. If we're going to take it to Loufrani, let's do it in the marketplace," said Charlie Ball.

As an opening salvo, Ball declared Oct. 1 "World Smile Day."

"I can't think of anything the world could use more than Worldwide Smile Day, with all the Saddam Husseins and all the problems that are out there all over the place," said Ball, who still lives in Worcester.

The World Smile Corp. is developing greeting cards, buttons and patches in conjunction with the Oct. 1 festivities. But Ball hasn't quite figured out what those festivities will encompass.

Nicholas Loufrani, Franklin Loufrani's son and vice president of marketing for London-based Smiley Licensing Corp., wishes Ball the best.

"He has the right to use the smiley character in the U.S.," he said. "If he's able to sell smiley products and give the money to charity, that's great."

The Loufranis, who are opening offices in Beirut and Hong Kong, plan to contribute to charity some of the profits from their next big smiley campaign, "Have a nice 2000 millennium." Loufrani expects to sell hundreds of millions of dollars worth of millennium-smiley accessories, toys and school supplies in the United States.

Ball, however, is hoping to trump the Loufranis this year when the U.S. Postal Service issues its smiley stamp as part of its 1970s nostalgia series.

Sandra Melkonian, a Worcester art-and-frame gallery owner, had decided to take up his cause.

She and Ball traveled around New England, collecting 3,125 signatures that they sent to the post office along with a request they hire him to design the new stamp.

The post office replied they already had a smiley-stamp designer, but would do something to recognize Ball -- perhaps with a stamp cancellation in Worcester.

"He's not motivated by money," said Melkonian. "He's just into the fact that the smiley is an icon representing peace, happiness and joy."

<http://www.s-t.com/daily/01-99/01-21-99/a03sr020.htm> (consultado a 11/06/2005).

July 7, 1998

Copyright 1998 The Associated Press.

Web posted at: 1:50 p.m. EDT (1750 GMT)

## **U.S. creator frowns at Frenchman's trademark**

WORCESTER, Massachusetts (AP) -- Harvey Ball did not have a nice day recently when he learned a Frenchman had registered a trademark for the smiley face.

As just about everyone in Ball's central Massachusetts hometown knows, it was Ball who designed the ubiquitous symbol of good cheer in 1963 as part of an in-house happiness program for an insurance company.

Franklin Loufrani, a 55-year-old entrepreneur from France, first registered the symbol in 1971 and now holds the trademark in much of the world.

The trademark, noted with a small, circled letter "R" ( ® ), is on the Web page of London-based Smiley Licensing Corp. Loufrani is the president.

## Threat to sue

Ball, 76, didn't find any of this out until a couple of months ago.

Then he got really steamed more recently when he learned that Loufrani has threatened to sue U.S. companies that manufacture or sell products with the smiley symbol in the 80 countries where Loufrani holds the trademark.

"So much for smiley and happiness," Ball huffs.

The joyful smiley-face icon has made its way over the years onto boxer shorts, London drug houses, Wal-Mart products and countless e-mail messages.

## Born in '63 or '68?

Loufrani said he made up smiley while working at a French newspaper to illustrate positive stories after the student riots in 1968. Since registering the trademark, he has made millions.

The people of Worcester -- which bills itself "The Birthplace of the Smiley Face" -- side with Ball, however.

He said he first drew the perky yellow face in 1963 as part of a "friendship" campaign to ease tensions between employees after State Mutual Life Insurance Co. took over a small Ohio insurer.

Ball, a free-lance artist, was paid \$45 to come up with a graphic. State Mutual printed 100 smiley buttons. A 1964 State Mutual publication shows company Vice President John Adams wearing one.

Soon requests for tens of thousands of buttons began pouring in. Finally, Ball said, the company stopped printing them in the late 1960s.

## Recognition, not money

Ball never sought a trademark or copyright. He said he doesn't miss the millions he could have made on his creation. And he isn't planning legal action against Loufrani, who has a U.S. trademark, but only for a combination happy face and the word "smiley."

Ball just wants recognition as smiley's creator.

"Never in the history of mankind or art has any single piece of art gotten such widespread favor, pleasure, enjoyment, and nothing has ever been so simply done and so easily understood in art," he said.

Loufrani, reached in London, had no comment.

<http://www.cnn.com/US/9807/07/fringe.smiley.face.off/> (consultado a 11/06/2005).

January 20, 1999

Web posted at: 11:53 p.m. EST (0453 GMT)

## Smiley face strides into the marketplace

BOSTON (CNN) -- The world's original smiley face is getting some teeth.

The creator of the smiley face has declared he is ready to take on all comers from those who have profited from the friendly yellow icon he squiggled for an insurance company 35 years ago.

Graphic artist Harvey Ball, who earned \$45 for designing the joyful face, has formed the World Smile Corp. His "signature smiley" products will include his signature inside the smiley drawing. Profits from greeting cards, buttons and other products will go to charity.

But the smile may go no further than the United States despite its billing as a world smile.

Last spring, Ball learned that French entrepreneur Franklin Loufrani had registered the smiley trademark in more than 75 countries and was threatening to sue U.S. companies that sold smiley products overseas.

The 77-year-old Ball thought about a lawsuit but decided to grin and bear it.

He just couldn't sue over a smile.

"It's repugnant. Yucky," he said Wednesday.

Suing Loufrani would also tie him up for years, perhaps decades, in litigation without a certain outcome, said Ball's son, Charlie, a lawyer.

"Smiley's been pretty successful in the commercial arena," Charlie Ball said. "If we're going to take it to Loufrani, let's do it in the marketplace."

Nicholas Loufrani, Franklin Loufrani's son and vice president of marketing for London-based Smiley Licensing Corp., wishes Ball the best.

"He has the right to use the smiley character in the U.S.," he said. "If he's able to sell smiley products and give the money to charity, that's great."

<http://www.cnn.com/US/9901/21/smiley.face/> (consultado a 11/06/2005).

Steve Miller, Editor of the Goodbye - Journal of Contemporary Obituaries

## **Smiley Ball**

The blissful grin of the yellow smiley face assails us with the ferocity of a death rictus. In its moronic way, it manages to be polysemic. On a sunny summer day it says, "Duh." As a button on a teenage slacker's backpack, or worse on his tee shirt, it says "Well, Duh." Encountered in an advertisement it screams, "This is a dopey product." But behind all this mindless cheer lies a more powerful message: you will die.

The smiley face no more indicates happiness than a white dress does virginity. Instead it is an empty tautology: happiness is good. The owner or deployer of the symbol supports happiness. It is as empty as mythographer Joseph Campbell's ultimate piece of advice: "follow your bliss." And if my bliss happens to be killing children? Smiley keeps on smiling. Smiley is the killer clown, the poison in the gift, the fine print, the rain on the parade, in short, your worst nightmare.

### **Hey Smiley – your old man just died! Still smiling?**

Isn't it curmudgeonly to oppose happiness? But the smiley face kind of happiness is happiness without reason, happiness without unhappiness. We know that this world is a place of desire and confusion and pain. Is happiness the opposite of these? There is one place that is without contradictions and conflict: the grave. His Holiness II Papa tells us we may ascend to Heaven and be reunited with our creator, how jolly. But in death only.

So it comes as a disappointment that the man who invented the smiley face was not some sort of hideous monster, but an ordinary if somewhat dotty graphic artist named Harvey Ball. But there is satisfaction in learning that the symbol was developed as a corporate management propaganda ploy.

In the early 60s State Mutual Life Assurance of Worcester, MA initiated a merger that had bad effects on company morale. In 1964, State Mutual cooked up a "friendship campaign" to get employees to smile whenever they answered the phone, paid a claim, or typed a report. The company turned to Ball for graphic support. Ball reported that he spent about 10 minutes designing the smiley face, and he was paid \$45 for it. This was the only profit that Ball ever made from his most famous creation.

The smiley buttons State Mutual distributed proved so popular with customers and agents that the company was soon ordering them in lots of 10,000. Smiley didn't become a worldwide icon until the 70s, when a pair of Spanish brothers thought of putting the image on a button with the slogan, "Have a Happy Day." It was a smash hit, one of the most popular pieces of mindless crap ever. Soon the image appeared on posters, greeting cards, shirts, and anything else that would sit still long enough to be silk screened and sold. Naturally, nobody paid any royalties on any of this stuff. The US Post Office even issued a stamp based on the design.

Enter the perfidious French. In 1971 a French entrepreneur named Franklin Loufrani registered the smiley face as a trade mark in over 80 countries. Loufrani claimed that he had invented the symbol during the 1968 Paris student riots as a way of illustrating positive news stories. In the years since he has apparently made a tidy fortune worldwide through his Smiley Licensing Corp., except in the United States. There were others who claimed to have invented the smiley too. A few years ago Ball registered a version of the smiley that included his initials.

Ball never tried to sue Loufrani, although he did resent Loufrani's claims to have invented the smiley. But Ball did like to make grandiose claims for his invention: "Never in the

history of mankind or art has any single piece of art gotten such widespread favor, pleasure, enjoyment, and nothing has ever been so simply done and so easily understood in art."

He came to see himself as some sort of international ambassador of happiness, and initiated "World Smile Day," October 1. It was to be a day, he wrote, "dedicated to good cheer and good works. The catch phrase for the day is "Do an act of kindness. Help one person smile." He had learned his lesson, though. The World Smile Day trademark, he specified, could not be used without obtaining permission. Unsurprisingly, it has not caught on.

Ball was apparently a fairly happy fellow, and his children affirmed that he was never bitter at missing out on the millions generated by his icon. He died at age 79, after a long marriage that produced children and grandchildren and great-grandchildren. Doubtless, now he is happy.

<http://www.goodbyemag.com/apr01/ball.html> (consultado a 11/06/2005).

## **Creator of Smiley Face icon dies at 79**

By Associated Press, 04/13/01

WORCESTER -- Harvey R. Ball, whose simple drawing of a smiling face on a yellow background became a cultural icon, died Thursday after a short illness. He was 79.

Ball, who co-owned an advertising and public relations firm in Worcester, designed the Smiley Face in 1963 to boost the morale of workers in two recently merged insurance companies.

Ball was paid \$45 for his artwork by State Mutual Life Assurance Cos. of America -- now Allamerica -- in 1963.

He never applied for a trademark or copyright, something his son, Charles Ball, said his father never regretted.

"He was not a money-driven guy," Charles Ball told the Telegram and Gazette of Worcester. "He used to say, 'Hey, I can only eat one steak at a time, drive one car at a time.'"

"He'd get letters from all over the world thanking him for Smiley. How do you put a price on that? He died with no apologies and no regrets."

At its peak of popularity in 1971, more than 50 million Smiley Face buttons were sold. It has been used in countless advertising campaigns, most recently by Wal-Mart.

He created posters for World Smile Day, begun by Mr. Ball two years ago. The third celebration will be Oct. 5.

The Smiley Face enjoyed a resurgence in the late 1980s. In 1999, the U.S. Postal Service issued a Smiley Face stamp.

"It was truly an international icon," said William B. Wallace, director of the Worcester Historical Museum.

Mr. Wallace said the cable History Channel is planning a segment on Ball and the Smiley Face for its series on the 1960s.

At the time of his death, Ball still had an art studio on Main Street.

A World War II Army veteran, Ball was awarded the Bronze Star for heroism during the Battle of Okinawa.

According to the award citation, Mr. Ball continued to set up a vital communications line while under sniper fire. He eventually completed the hookup and took out the sniper.

He is survived by his wife, Winifred, three sons and a daughter.

<http://www.boston.com/news/daily/13/smiley.htm> (consultado a 11/06/2005).

## **Original Smilies**

2003-2005 eLouai.com

Harvey R. Ball

Richard Ball, co-owner of an advertising and public relations firm in Worcester, designed the Smiley Face in 1963 to help ease the acrimonious aftermath following the merger of two insurance companies.

A vice president ordered a "friendship campaign" to ease tensions between the bickering workers and hired Richard Ball to come up with a suitable graphic for a button.

"I made a circle with a smile for a mouth on yellow paper, because it was sunshiny and bright," he recalled in a 1996 interview with The Associated Press. Turning the drawing upside down, the smile became a frown. Deciding that wouldn't do, Ball added two eyes and the Smiley Face was born.

"There are two ways to go about it," he said. "You can take a compass and draw a perfect circle and make two perfect eyes as neat as can be. "Or you can do it freehand and have some fun with it. Like I did," Ball said. "Give it character."

Harvey Ball died in April 2001, survived by his wife and 3 kids.

Harvey Ball: "Never in the history of mankind or art has any single piece of art gotten such widespread favor, pleasure, enjoyment, and nothing has ever been so simply done and so easily understood in art."

<http://elouai.com/smiley-history.php> (consultado a 11/06/2005).



## **Abreviaturas e smileys para colorir as mensagens SMS. Lista pronta a usar.**

2001-7-11

O «toque», expediente pelo qual as camadas adolescentes, predominantemente, comunicam sem na realidade proferir palavra ou, para exaspero dos operadores, gastar tostão é das instituições mais formidáveis e criativas das redes GSM. O poder da síntese e sentido prático que o procedimento implica constitui, num meio de comunicação em que apesar de tudo os custos são elevados, um espírito extensível a outros domínios. E não só pelo factor preço, também pelo elemento comodidade - em especial no caso das mensagens curtas de texto (SMS) e da generalização do uso das abreviaturas que a sua diminuta dimensão tende a impor.

Assim, os smileys (pequenos signos que visam simular a expressão da face humana com recursos nomeadamente a sinais de pontuação, por ex., para sorriso :) generalizaram-se, desde, para quem se lembra, a publicidade do homem do Regisconta, nos idos da década de oitenta aos canais de IRC (internet relayed chat), mais próximo de nós.

Assim, quando o SMS se institucionalizou a transposição dos smileys precedeu rapidamente qualquer esforço dos fabricantes em possibilitar a inclusão de imagens nas mensagens - coisa que só muito mais recentemente se tornou possível. E não terá sido por acaso, antes por arrastamento.

Com 160 caracteres de extensão as mensagens SMS pouco mais são do que telegramas, mesmo nos modelos de telefone que permitem escrever textos de maior dimensão e automaticamente as repartem (aumentando os custos).

Utilizar símbolos e abreviaturas, em SMS, é pois simultaneamente uma questão de dupla economia (espaço e custo) e, paralelamente, uma forma de enriquecer, «humanizar» ou «personalizar» o conteúdo das mensagens.

Boa porção das abreviaturas empregues no português são emprestadas da língua inglesa. Por capricho estético de uma geração que se identifica com os valores da cultura saxónica e também por via da importação ancestral do seu emprego do IRC - com cujo universo de redes de discussão estrangeiras (onde o inglês também abunda uniformemente e é assumido como língua veicular) as camadas de utilizadores mais cedo se familiarizaram.

Assim sendo, consciente da inexistência nesta matéria de uma codificação totalmente consensual o Telemoveis.com decidiu, no entanto, neste artigo, ensaiar uma listagem dos símbolos de significado mais evidente, sobretudo por serem os mais usados no SMS.

Entendemos a impossibilidade cobrir a totalidade dos idelectos. Cada indivíduo, no seu círculo de amigos, emprega necessariamente signos específicos com conotações especiais. Não podemos, nem queremos, abarcar a totalidade, apenas dar um contributo, sobretudo para que os utilizadores neófitos, menos familiarizados com o meio, se situem. E

para que os demais enriqueçam o respectivo domínio do «SMSês» – versão sincrética particular do português quotidiano.

<http://www.telemoveis.com> (consultado a 29/06/2005)