



Fight Cloud Emoji Proposal (𠄎.𠄎)𠄎

Authors: Neil Cohn and Jennifer Daniel

Date: July 9, 2024

I. Identification

Sample Image	Proposed Unicode and CLDR name	Possible CLDR English keywords	Closest Unicode Emoji
	Fight-Cloud	Fighting, brawling, argument, disagreement, debate	

II. Images



License

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

III. Sort location



II. Selection factors — Inclusion

A. Compatibility

n/a

B. Expected use

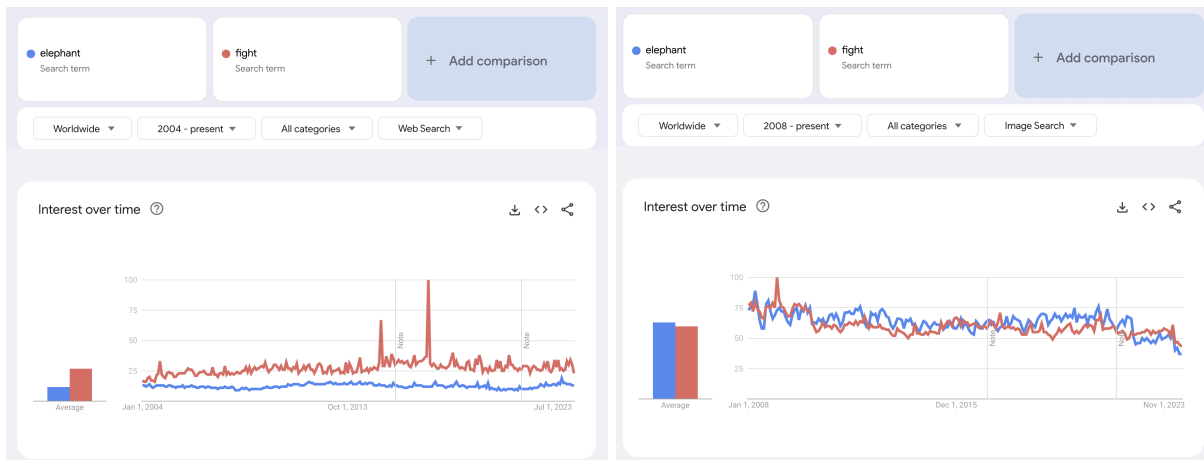
1. Frequency

Usage is expected to be relatively high given that the emotive emoji are the most frequently used type of emoji overall and the following search results — particularly the n-gram charts — indicate this expression could perform well over-median.

Search term	Google Search	Google Video Search	Google Books
Fight-cloud	594m	20.1m	1.94m
fight	1.79b	39.0m	230m
argument	6.27b	481m	217m

	Google	Google Video	Google Books
fight-cloud	About 594,000,000 results (0.29 seconds)	About 20,100,000 results (0.22 seconds)	About 1,940,000 results (0.39 seconds)
argument	About 1,790,000,000 results (0.31 seconds)	About 39,900,000 results (0.30 seconds)	About 230,000,000 results (0.39)
fight	About 6,270,000,000 results (0.30 seconds)	About 481,000,000 results (0.30 seconds)	About 217,000,000 results (

fight for Google Trends Web Search, Google Trends Image Search, and Google NGram Viewer



Google Books Ngram Viewer

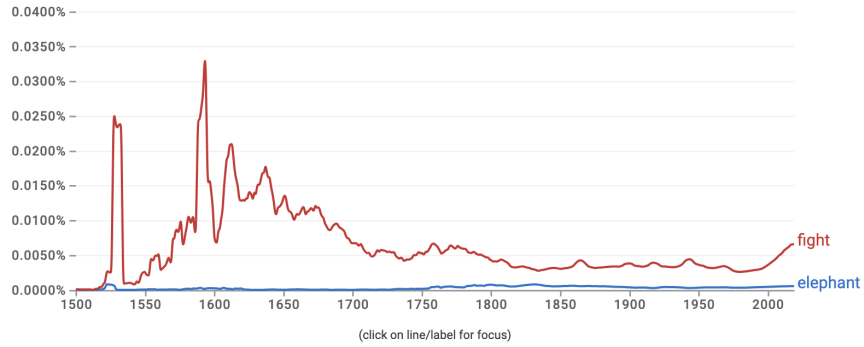
🔍 elephant,fight

1500 - 2019

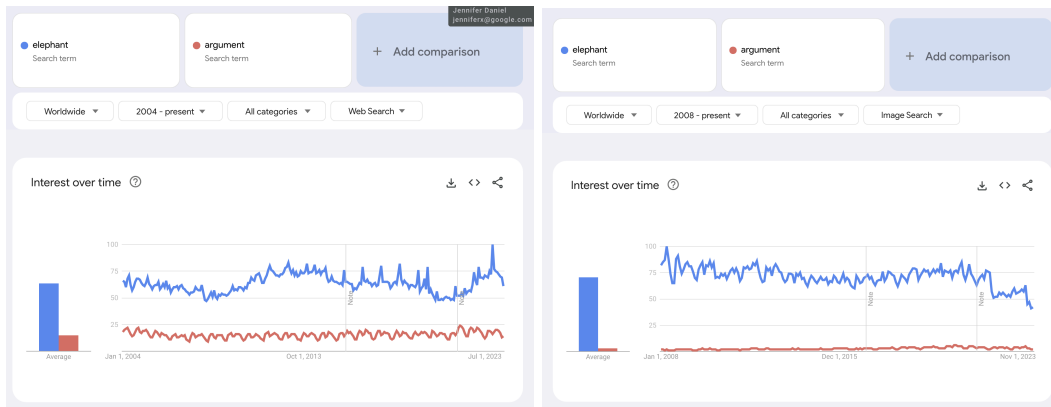
English (2019)

Case-Insensitive

Smoothing



argument for Google Trends Web Search, Google Trends Image Search, and Google Ngram Viewer



Google Books Ngram Viewer

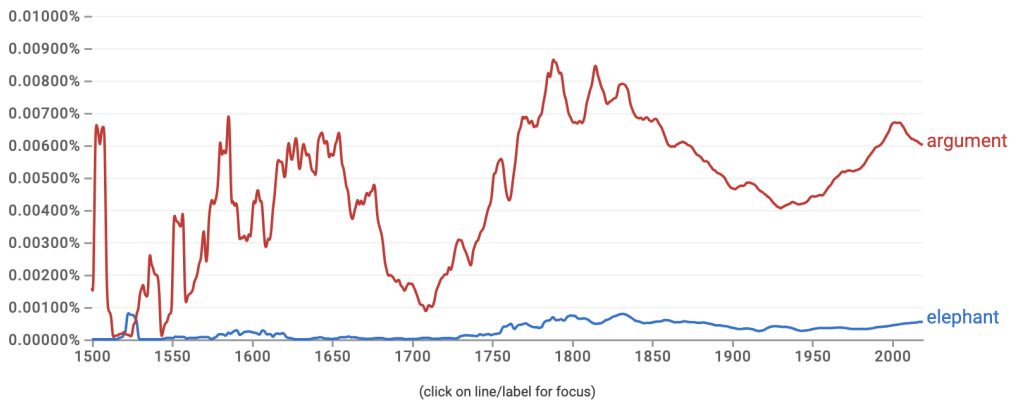
🔍 elephant,argument

1500 - 2019

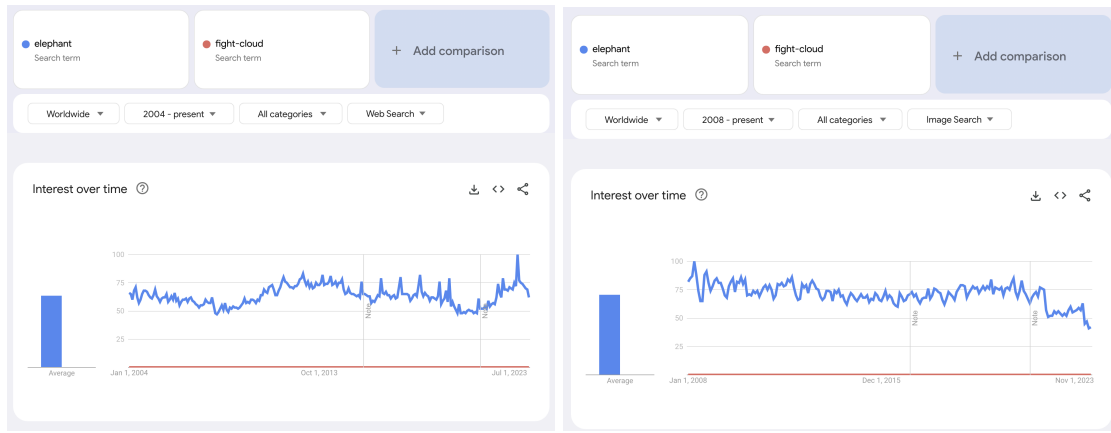
English (2019)

Case-Insensitive

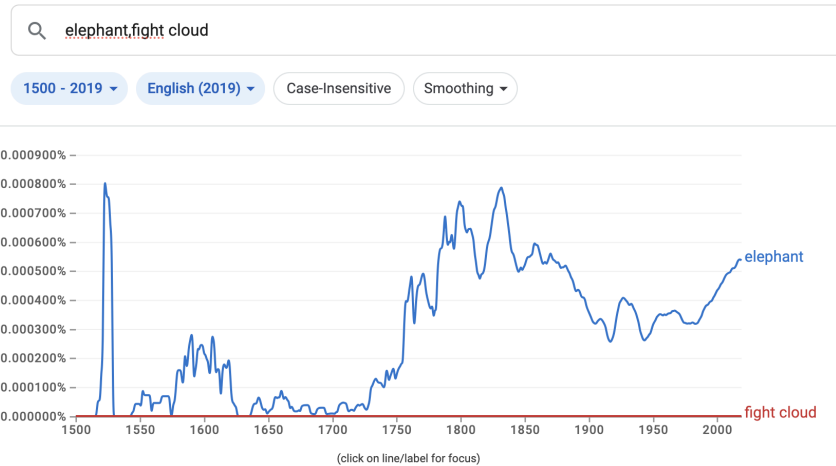
Smoothing



fight-cloud for Google Trends Web Search, Google Trends Image Search, and Google Ngram Viewer



Google Books Ngram Viewer



2. Multiple usages

While primarily used to signal a “fight” there is an abundance of types of conflict to which a fight cloud aids in conveying

- **Allusion to a fight without indicating physical assault**
 - A: How was your time visiting family?
 - B: As usual 🌸
- **Disagreement**
 - They keep going at it in the comments section 🌸
- **Cartoonish Brawl**
 - I heard my neighbors again last night 🌸
- **Internal Struggle, fight with yourself**
 - Whenever I go to the DMV I just feel like 🌸
- **Sound**
 - The shelling continued all night 🌸




3. Use in sequences

Combined with other emoji fight cloud is capable of conveying a range of ideas not currently represented in emoji (see below) and also aids in communicating “high frequent concepts” (love or magic)

- Transformation

-   
- Love
-   
- Fight
-   
- Magic
-  

4. Breaking new ground

Fight cloud is undeniably iconic of a tumble, a clash, a disagreement. It is both visually and conceptually different from similar emoji such as collision , glove , and wrestlers . The fight cloud as a symbol dates back to comic strips from the early 1900s, and unlike other existing emoji, specifically conveys fighting that lasts across a period of time. As described in the book, *The Visual Language of Comics*:

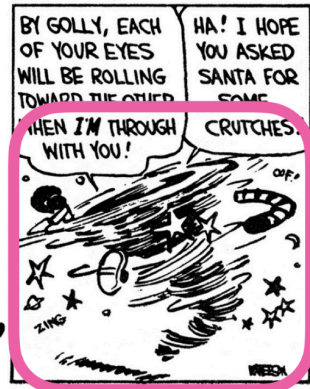
“Despite their similarities, interesting contrasts exist between fight clouds and action stars. The events in a fight cloud must be *durative*: It represents a continuous amount of time in which multiple actions take place. Try to imagine the fight cloud in 3.1b as meaning just *one* punch: It does not work. In contrast, action stars show *punctive* events, which are only a single action in time (like one punch, kick, or explosion). Again, try to imagine the action star in 3.1a covering multiple actions (say, punching *twice* or each boxer punching once), and it will not work. In this way, single morphemes can convey different spans of time and actions, especially if they are conventionalized into whole panels.”

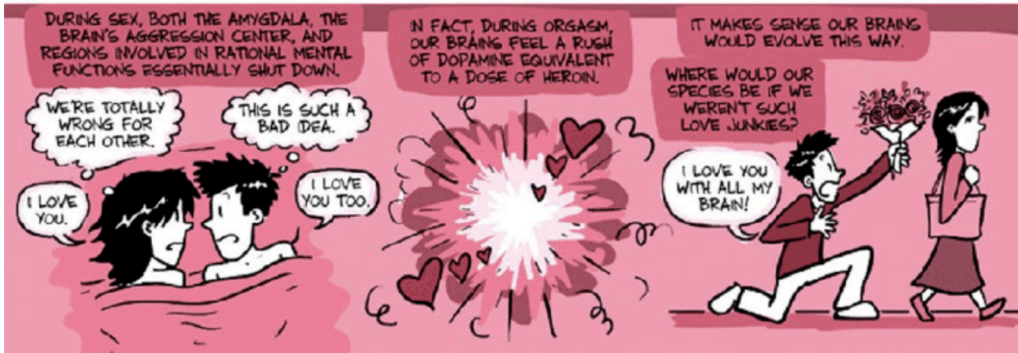
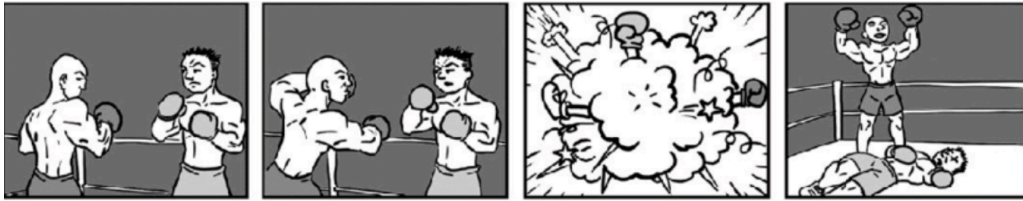
C. Image distinctiveness

Could it be mistaken for “collision” emoji? Color and extra details help differentiate it. As described in the book, *The Visual Language of Comics*:

“...fight clouds are far more specific in their meaning: They show a fight between people. Because of this specificity, if these panels were to substitute for another, they could only replace other panels showing a fight. Like action stars, however, these panels do not explicitly show details of the fight (who is punching, kicking, biting, pinching, etc.). Rather, it just conveys the general concept of fighting”

Lastly, “cartoony” and “superheroic” type comics appear all around the world at this point, where fight clouds certainly appear. Other variants of inference clouds appear to show transformations, love-making, or even cooking, so if the fight cloud emoji is depicted general enough, it could be used for this purpose of “events that span across a duration of time”, beyond just a specific fight.





D. Completeness

Finally an emoji to cover all types of fights from words, to fists, to wrestling with yourself. Fight cloud does it all.

III. Selection factors — Exclusion

F. Overly specific

While there are a few different types of “fight clouds” (romantic, transformative, fighting), this emoji was designed in a manner so it can be used to represent all three — especially when paired with others (see *multiple uses*).

G. Open-ended

Auditing “visual morphology” that appears in manga ([L2/19-390](#)) there is sufficient evidence to indicate that a “fight cloud” is not part of a set of similar items which would result in more emoji proposals.

H. Already representable

While there are emoji that express anger (😞😡😤) none of these indicate a sustained fight. Moreover, the existing “fighting emoji” (👊, 🩸) are explicitly physical and imply assault in a very real way. Fight cloud is clearly cartoonish, silly, and non-threatening, and the fight itself is implied through inference not through a direct representation of fighting.

While the collision emoji is the most conceptually similar emoji, this particular emoji is useful in its extreme nature: It’s explosive, it’s loud, it’s very real. Replace “fight-cloud” emoji examples (*Sections 2 & 3, above*) with “collision” emoji and the messages immediately become more violent, physical and explosive or mean something else entirely:

- What was previously transformation, now appears to be killing
 - 🧑💣🐰
- What was a loving tumble, is now explosive hearts
 - ❤️💣❤️
- What was previously a poof of smoke is now a disaster
 - 🪄💣

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. See n-gram data. We’ve been fighting for millennia ;-)

K. Faulty comparison

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.