

**Swan Emoji Submission
To: Unicode Consortium
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Credit: Emojipedia

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Abstract

This proposal requests the addition of the SWAN emoji to the Unicode emoji library. The swan is a distinct bird that will contribute to the growing bird-related emojis list. It is also well-represented in pop culture and literature.

Introduction

Swans are large aquatic bird that are closely related to geese and ducks¹. They are one of few large birds that can fly², and they are known for its fierce temperament³. Due to their large size, they have few predators⁴. Humans are their main predators who them for their skin and meat⁵. Swans can be found in the Northern and Southern hemispheres⁶. The northern swan is generally white, but the southern swan is both black and white⁷. They mainly eat underwater vegetation⁸.

¹

² <http://www.bbc.com/earth/story/20141204-the-truth-about-swans>

³ <https://a-z-animals.com/animals/swan/>

⁴ <https://a-z-animals.com/animals/swan/>

⁵ <https://a-z-animals.com/animals/swan/>

⁶ <https://a-z-animals.com/animals/swan/>

⁷ <https://a-z-animals.com/animals/swan/>

⁸ <https://a-z-animals.com/animals/swan/>

Swans are known for forming monogamous relationships⁹. They are often associated with love or devotion, as when their necks entwine they form the shape of a heart¹⁰.

Swans are referenced in literature and pop culture. One of the most well-known fables is the “Ugly Duckling” that tells the story of a duckling who is bullied for its look but then transforms into a beautiful swan¹¹.

In Greek mythology, Zeus transforms himself into a swan to mate with Leda, Queen of Sparta; she would conceive Helen of Troy¹². The swan is recognized as a sacred bird of Apollo¹³.

Tchaikovsky’s Swan Lake, a popular ballet, is about a princess that is turned into a swan by an evil sorcerer’s curse¹⁴. The ballet inspired Darren Aronofsky’s 2010 film Black Swan featuring Natalie Portman¹⁵.

Names (Suggested short name and keywords, as in the [Emoji List](#)).

- CLDR short name: Swan
- CLDR keywords: Swan, goose, bird

Selection Factors Inclusion

Compatibility

The swan emoji has yet to exist across popular messaging platforms.

Expected Usage Level

Frequency

- According to Google Trends, the expected usage of swan emoji is high and consistent. The word “swan” is most frequently searched than the words “Swan Lake” or “Black Swan.” It is viewed as frequently as the word “Goose.” There are over 1 million #swan posts on Instagram¹⁶.

⁹ <http://www.bbc.com/earth/story/20141204-the-truth-about-swans>

¹⁰ <http://www.bbc.com/earth/story/20141204-the-truth-about-swans>

¹¹ https://en.wikipedia.org/wiki/The_Ugly_Duckling

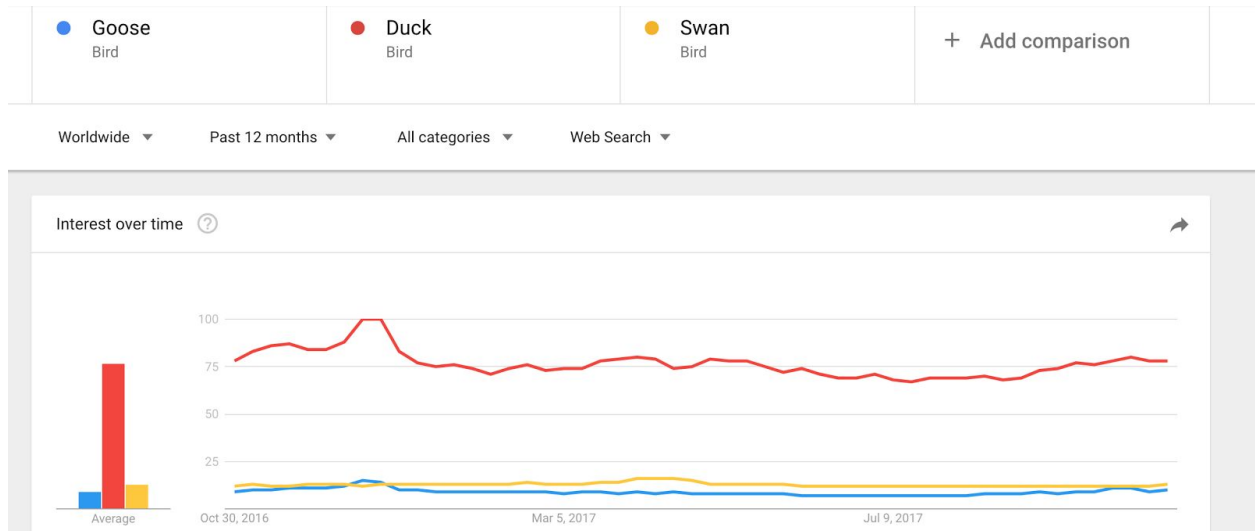
¹² <http://www.greeklegendsandmyths.com/leda.html>

¹³ <http://greekmythology.wikia.com/wiki/Swan>

¹⁴ https://en.wikipedia.org/wiki/Swan_Lake

¹⁵ <http://www.imdb.com/title/tt0947798/>

¹⁶ <https://www.instagram.com/explore/tags/swan/>



Multiple Usages

- The swan emoji has multiple purposes. It can not only be used for its animal representation but also various common pop culture references such as the ballet Swan Lake or even to represent grace and beauty¹⁷. It can also be used to represent swan floaties, which are a popular summer accessory, as reported by Forbes¹⁸.

Image Distinctiveness

- Swans are distinct from other birds due to the combination of white coat, large bodies, long elegant neck, and large wing span. While it could be considered visually similar to a stork or flamingo, neither of those are emoji either.

Completeness

The swan is a well-recognized, distinct bird that has popular cultural references as well as various symbolic meanings.

Frequently Requested

- The swan emoji has been frequently requested. A petition on Change.org has requested for a swan emoji¹⁹. An inflatable swan emoji was mentioned in a StyleCaster post titled "Pop Culture and Fashion Emojis That SHOULD Exist"²⁰.

¹⁷

https://www.washingtonpost.com/lifestyle/kidspost/beautiful-swans-stir-controversy/2011/11/11/gIQAM7w35N_story.html

¹⁸

<https://www.forbes.com/forbes/welcome/?toURL=https://www.forbes.com/sites/koim/2015/07/25/the-story-behind-the-swan-float-summers-most-important-accessory/&refURL=https://www.google.com/&referrer=https://www.google.com/>

¹⁹

<https://www.change.org/p/unicode-consortium-unicode-consortium-p-o-box-391476-mountain-view-ca-94039-1476-u-s-a-whatsapp-hinzuf%C3%BCgen-des-schwan-emojis-including-the-swan-emoji>

²⁰ <http://stylecaster.com/emojis-that-should-exist/>

- Numerous people on Twitter have brought up concerns about the lack of a swan emoji.



- On World Emoji Day, the Royal Ballet Opera tweeted out stories of famous ballet through emojis²¹.

Selection Factors Exclusion

Overly Specific

- While there are many birds in the emoji set, ranging from dove to chicken to owl, the swan emoji is not overly specific, as it is a widely recognized and visually distinct class of bird that is absent.

Open Ended

- The swan emoji is an addition to the robust existing class of bird emoji, so it is not opening doors into a category that is otherwise unopened.

²¹ <http://www.roh.org.uk/news/guess-the-operas-and-ballets-from-the-emoji>

Already Representable

- There is no representation in the current emoji set for the swan emoji. The DUCK is a similar aquatic bird in concept, but its look and connotations are very different. The DOVE is white, but looks quite different as it lacks a long neck.

Transient

- The swan has existed in a recognizable form since the Miocene period, over 5 million years ago, spreading all over the Northern Hemisphere until the Pliocene era. Culturally, it has been well represented in history, as evident by mythical stories and literature references, so it is not transient.

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

- While the swan is used in numerous company logos, such as Swarovski, the general swan is not trademarked in anyway. It is not difficult from logos, brands, deities of celebrities.

Faulty Comparison

- The swan emoji has no faulty comparison as our argument is not based on precedent.

Sort location (Proposed sort location for the emoji in [Emoji Ordering](#))

- Category: animal-bird
- The swan emoji should appear after DUCK.

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:

