

Emojis are at the center(re) / core / heart of the struggle / debate for / battle for representation

By STEPHEN LAM / REUTERS

By mid-January, it had become the most discussed topic in France on Twitter: the Breton flag emoji. Since 2018, Brittany / the Brittany region and the group / association .bzh (which works with / manages the titular / eponymous extension / the extension of the same name) have been appealing to / asking the Unicode organis(z)ation to create this emoji. "But the file is pending, like many other flags (concerned)," explained Loïz Fily, .bzh emoji project manager, to Le Monde. "The organis(z)ation wanted us to explain / state / prove the efficacy / usefulness / relevance of the emoji to show / prove that there is a demand. They asked us to test it on a platform."

It has now been successful / It is now a done deal. On Monday, January 13th, the .bzh group / association and Brittany / the Brittany region asked Twitter, for a fee, that a "Gwenn ha Du" (the name of the Breton flag) emoji be displayed every time the hashtags #emojibzh or #gwennhadu were written / typed / used until February 9th. The association had planned to submit a new file / dossier at the end of March supported / bolstered by this experiment / test. We/they will know the answer / outcome in 2021.

(With) Tacos and pizza, (it's) the same debate / issue. The Unicode group / association is regularly accused of representing culinary staples / delicacies in their marketed / industrial form, (often) disrespectful of (cultural) culinary traditions. Because of this / Thus / In response, as early as 2017 a petition demanded that the Unicode group / association stop representing (pizza) the Italian national dish in its American version (covered with a thick layer of yellowish cheese / layered with thick, yellowish cheese, with four slices of pepperoni (on top)) in favo(u)r of its traditional version (tomato sauce, mozzarella, and basil). The request, for the moment, has not been successful / has not succeeded / has not been accepted.