

[ABSTRACT]

The present invention relates to an emoticon generating device that provides user-customized emoticons, and the emoticon generating device includes a user image receiving unit configured to receive a user image from a user terminal, an
5 image analyzing unit configured to analyze the received user image, a background determining unit configured to determine a background image based on the result of analyzing the user image, and an emoticon generating unit configured to generate a synthetic emoticon by synthesizing at least one of a user and an object extracted from the user image with the background image, and the background determining unit may
10 determine a background image selected through the user terminal from among at least one of the background images recommended based on the result of analyzing the user image as a background image to be synthesized into the synthetic emoticon.

[Figure 3]

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