

Visual Communication: a study

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Abstract

The present paper attempts to provide a brief study on the concept of visual communication as an effective medium for conveyance of ideas and information in various forms. The concept of visual communication covers a broad spectrum including signs, drawings, designs, various illustrations and also other electronic resources. It covers different kinds of visual aids along with the essential requirements while selecting the appropriate one. It also gives the advantages and disadvantages of visual media aids.

Keywords: *Visual communication, visual aids, visual messages*

Introduction:

Communication means exchange of information from one person to another or between a group of people and it may be orally or in the form of visual signs. Exchange of information between people means communication. The different type of communication includes personal communication, communication among two individuals, group communication, communication to audience etc. The media of communication has also changed over the period of time and with the advent of new technology. Visual communication is among one of the changed forms of communication which is fast and very effective.

Visual communication is a communication which takes place between the sender and the receiver through the help of visual aids such as signs, designs, illustrations, drawings, gestures, animations etc. It is totally dependent on the vision and has a greater impact than textual messages to educate or create awareness among the person or group to which it is communicated. The present period being a digital era the visual communication can be effectively done through world wide web which includes internet surfing and use of electronic media through emails, whatsapp, facebook, twitter etc. covering emoticons and digital images in various forms. Aldous Huxley an English writer who became almost blind in his young years due to illness is considered as one of the most prominent explorers of visual communication and theories related to sight (Siddhiqui, H.).

Literature Review:

In book by Mandav P. (2001) the author has visualised the nature of audiovisuals along with the related techniques in the developmental process. It outlines the emerging role of visual media in communication and explains the need for greater emphasis on the production of audiovisual software. In another book on visual communication and photo journalism by Chandra, P. K. (2007) the author has tried to provide a theoretical background on visual perception moving on to discuss various media like typography, graphic design, information graphics, television and other interactive media along with the role they play in our lives. Gandhi, V.P. (2007) in his book on Electronic Media Communication and Management provides an introductory overview of electronic media and systems involved such as information management systems. It provides the guidelines for using visual aids along with the pros and cons of visual aids. In the Encyclopaedia on Broadcast journalism in the Internet Age the author Siddiqui, H. (2011) has tried to explain the concept of visual communication in details.

Visual Communication

In the concept of visual communication eye is the basic medium and hence the visual presentation to be communicated to the audience has to be in such a manner that it is effectively understood by them. The Eye of Horus is referred to as an effective symbol of visual communication which is in the form of representation of an eclipse as the corona around the pupil is in the similar manner as corona around the sun during a solar eclipse. Thus, the most important factor in visual communication is the

eye. To cite an example when a snake charmer plays his mouth blown instrument the snake moves to its tune and the people enjoy the show but in reality snake cannot hear as it has no ears but it moves in the direction of the instrument. This is one of the best examples of visual communication in which even though there is an instrument it plays no role and is not used in any form for communication. In the olden days the movies without dialogues are the best examples of visual communication and Charlie Chaplin is one the best example of these types of visual communication.

Visual communication is totally dependent on visual aids and few important factors to be considered while selecting the best visual aid are:

- The organisational needs whom the visual message is to be communicated.
- The contents of the subject which are to be conveyed
- The intended audience for whom the message is prepared considering their ability and capability to observe and under the message.
- The availability of expertise skills to prepare the required visual aids also considering the time, cost and labour required.

There are various forms of media used for visual communication and few of them have been explained below:

Power-point presentations: It is the most known and common example of visual communication. The presentation may be in the form of slides along with captions. It is used as an effective medium to explain any subject or topic in any conference, seminar or workshop. The power point presentations are also used during business meeting for discussing the marketing plans and promotion strategies. Various points can also be explained in detail during the presentations. In the recent times these types of presentations are also used during political gatherings for putting forth the agenda of work to be done. The programme of 80th birthday of founder of the Rashtriya Congress Party Hon. Shri. Sharad Pawar was celebrated in Yashwantrao Centre following all the norms of Covid-19. Nearly half of the programme was covered on screen with Hon. Shri. Sharad Pawar, Ajit Pawar, Jayant Patil and other dignitaries on the dais while other noted leaders like Home Minister of State Shri. Anil Deshmukh delivered his speech from Nagpur, Shri. Chagan Bhugbal- Minister of Food and Supplies from Nashik, Social justice Minister Shri. Dhanajay Munde from Beed etc. delivered their speeches virtually.

Traffic control and CCTVs: Many vehicles run on road and to control the traffic even if there are traffic police the role of traffic signals is very important. Even though there are traffic signals at various points these are closely observed through CCTVs by the traffic police in their traffic control rooms to maintain law and order in the society. To create awareness among the people signboards with warning of CCTV monitoring are displayed at various places such as airports, railway stations, malls, markets, gardens etc.

Improvements in technology have paved new ways of communication. When visual communication is accompanied by sound, words and language it becomes more effective. The use of mobile phones and internet has introduced various new forms of communication such as on-line interviews through goolge meet or zoom. The Hon. P. M of India Shri Narednra Modi often interacts to the common man through his Man Ki Baat which is telecast on various channels.

Pros and Cons of Visual Communication

Visual communication is a very useful and developed form of communication which is preferred by all the sections of the society. The advantages of visual communication are as follows (Gandhi, V. P.)

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Fast and easy: Visual communication is a medium which is very fast and easy to understand even by a layman who cannot read and write. It is always said that the eyes catch site of things faster than words and hence first impression of a person is always termed as the last impression. The matter presented through visual communication reaches the eyes of the reader as it can be highlighted in the form of figures or images. .

Memorising power is long lasting: The messages presented in pictorial form may have a long lasting image on the mind of the observer and hence it can be recalled by the mind whenever required.

Easy to compare: The charts or graphs which are presented through visual communication can easy facilitate comparative analysis of many similar things at the same time. It is easier than reading the textual matter to compare the pictorial form.

Participation of audience: The presentations shown by the

presenter provide means for active participation of the viewers which is possible only in visual communication. When the audience is involved in the communication the process of communication becomes very effective.

Time savings: Visual communication is easy to understand and hence meaningful inferences can be drawn by the audience.

Disadvantages: The visual communication is a very effective media and is being widely used all over the world but till it has few disadvantages which have been listed below:

Limited contents: The contents in the message to be conveyed have to be limited as it has to be fitted in the presentation.

Time consuming and costly: The presentations to be prepared require technical expert people and hence it requires a lot of time and may prove costly.

Scope and Limitations of Study:

The present paper is a theoretical paper covering the concept of visual communication in brief and it does not include any field work study. It only tries to provide a brief outline to the beginners who want to conduct the study related to visual communication.

Objectives:

- To study the importance of visual communication as an effective tool in the modern competitive age between the newspapers and television channels.
- To study the impact of visual communication on reading habits of people
- To study the impact of visual communication on newspapers.

Hypothesis

- The visual communication is more effective than newspapers and television channels.
- Visual communication has resulted in decrease in reading habits of people.
- The visual communication media poses a challenge to the newspapers.

Research Methodology

The researcher has used descriptive research method in the present study. The researcher has used interview technique wherein open ended questions were asked to selected language and communication experts from Mumbai, Pune and Panaji.

Analysis and interpretations

The researcher has used the interview technique wherein various experts were consulted personally through an open ended question and answer session. The results can be summarised as below:

The experts have opined that the visual communication media does not pose any form of challenge for other media.

The visual communication proves a very effective medium of communication between the sender and the receiver.

The visual communication is not presented in any specific form such as breaking news. It is communicated in the form of information, education or communication.

The visual communication is preferred by all age group of people from the children to the senior citizens.

Visual communication has not resulted in any adverse effects on the society till date.

The sender has to be very attentive while delivering visual communication as it reaches to all the strata of people in the society.

The repetition of messages in visual communication must be avoided as it may prove monotonous to the people.

There is a need to develop a structured rule of presentation of visual communications.

The display of unnecessary images through visual communication must be avoided.

Conclusion

Visual communication is communication through visual aids which conveys ideas and information through a visual medium. It is solely dependent on the vision of the receiver and includes signs, drawings, designs and also other forms of electronic media. Visual aids used in visual communication are often combined with oral messages which clarify the concept and help to attract the attention of the audience. The effectiveness of visual communication is totally dependent on the understanding capacity of the individuals.

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