

LECTURE 11 & 12

**“A PICTURE PAINTS A THOUSAND
WORDS”**

The visual aids reflect the needs of the audience and the presenter in terms of suitable visuals for the information to be conveyed and whether this is to take place in an oral or written context.

Visuals enhance the communication of the verbal or written communication by making the issue to be explained clearer, more memorable and offers greater impact on the audience than written information.

A greater deal of visual in business communication are derived from numerical data and these data are interpreted in the form of visuals for easier understanding.

Visuals can certainly be:

- Clearer
- More impact; and
- More memorable

than blocks of figures or text, because they are simplified, patterned and concrete.

They only communicate precisely and effectively if they are shared by the viewer and the communicator:

- Visuals may be given a common meaning by consensus
- Visuals may be given a meaning by a communicator.
- Visuals may be given a wide range of meanings through association or resonance.

The type of charts that are commonly used to present a data are:

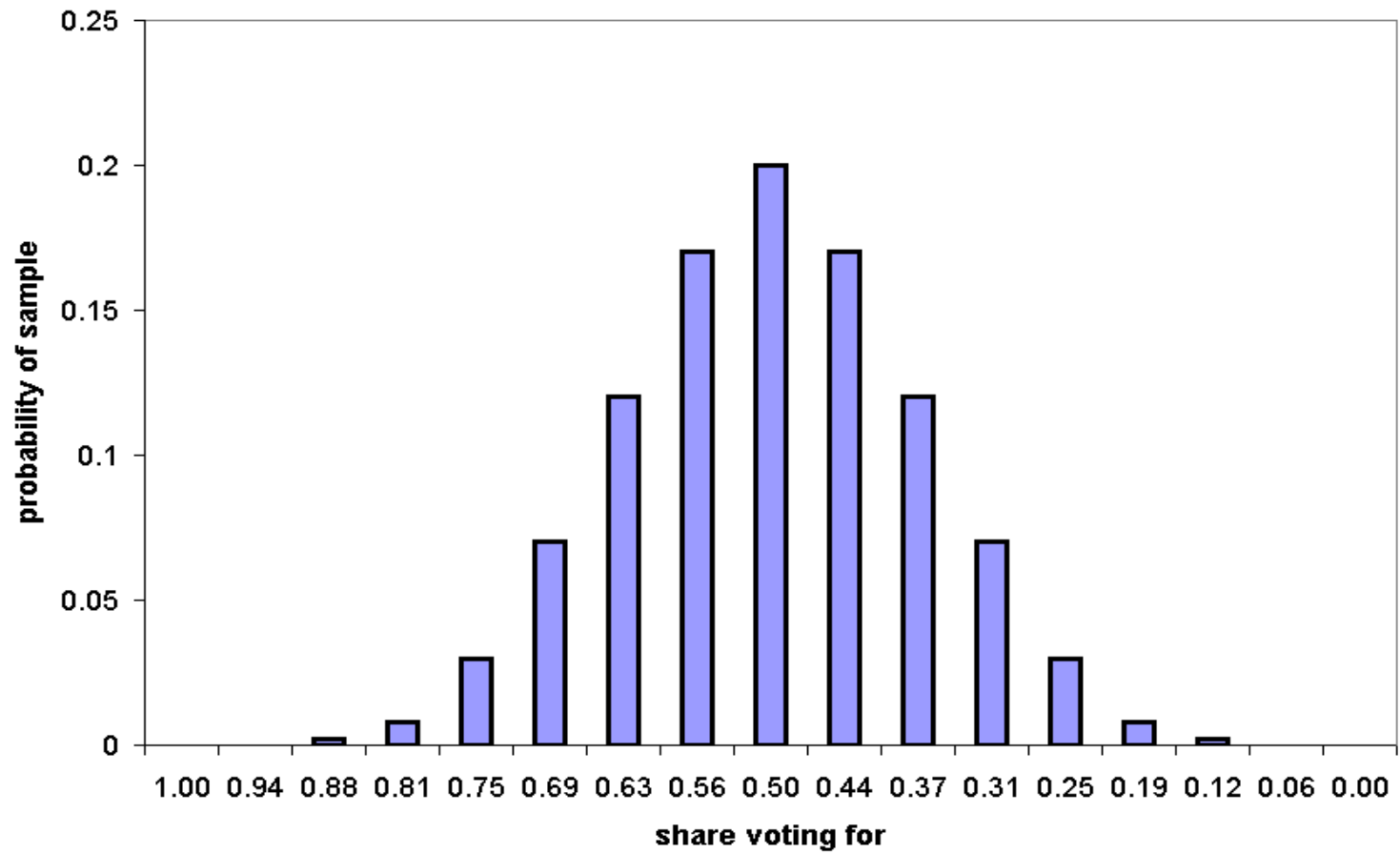
- Line graphs
- Bar charts
- Pie charts
- Pictograms
- Histograms

Bar chart

A simple bar chart is a visually appealing way of:

- Showing the actual magnitude of an item
- Comparing magnitudes, according to relative lengths of the bars on the chart
- A component bar chart divides each bar into component parts to show further breakdown of the information. It can be divided according to the data.

sample size: n=16

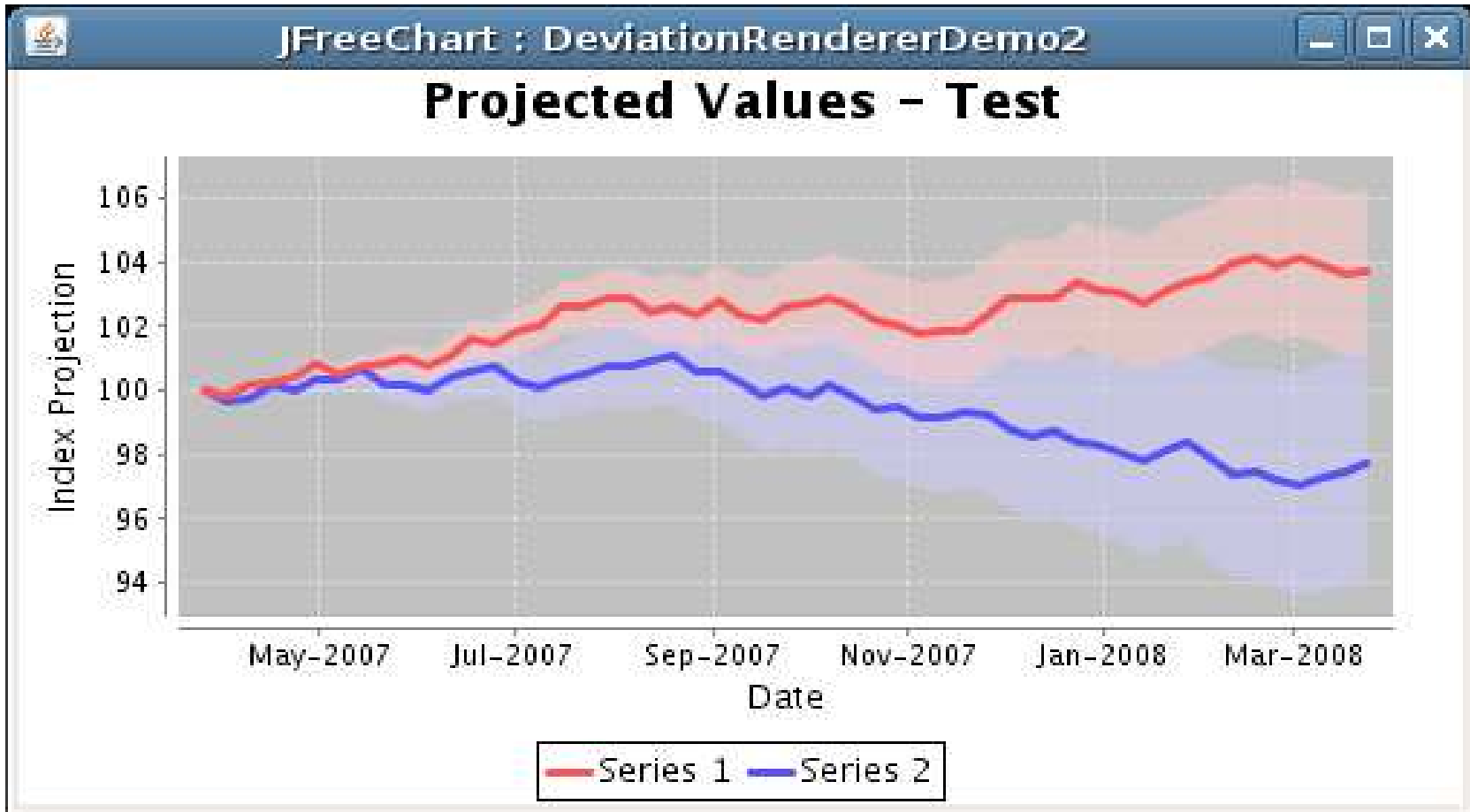


Line Graphs

The line graph shows **the relationships** between two variables. It can either be drawn with a straight line or a curve. It shows how the value of one variable, the **dependent variable**, changes according to changes in the value of the other variable, the **independent variable**.

The 'X' axis represents the independent variable.

The 'Y' axis represents the dependent variable.



Pie Chart

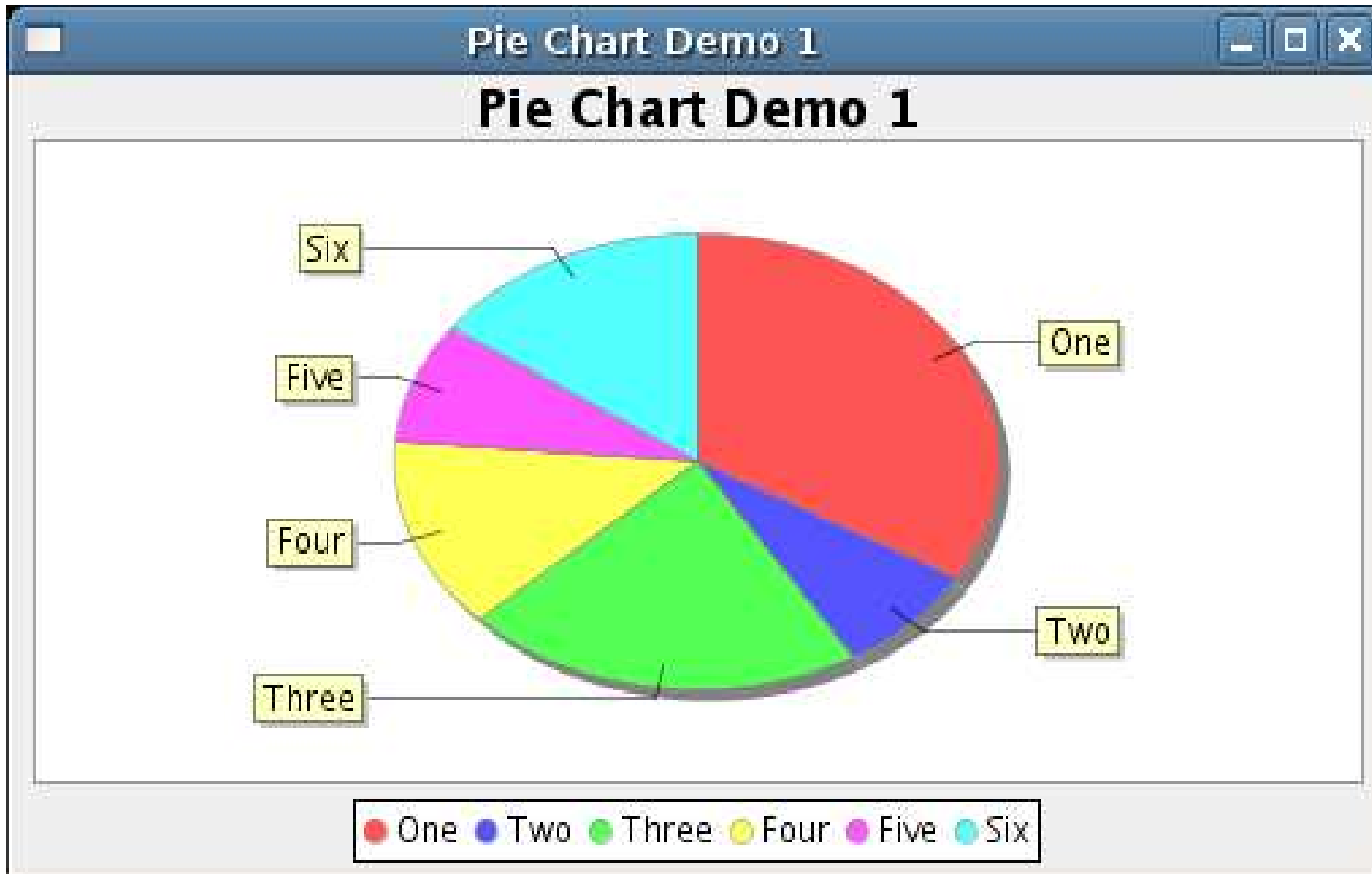
It is used to show pictorially the relative sizes of component elements of a total value or amount.

It is called a pie as it is circular in shape. It is then cut into slices which represent a component part of the total.

It is attractive to look.

The pie chart is more effective when:

- When the number of components are small (5 segments) enough to keep the chart simple.
- The difference in size of the components is great enough for the eye to judge without too much supporting information.



Histogram

A histogram is a graphical representation of a frequency distribution.

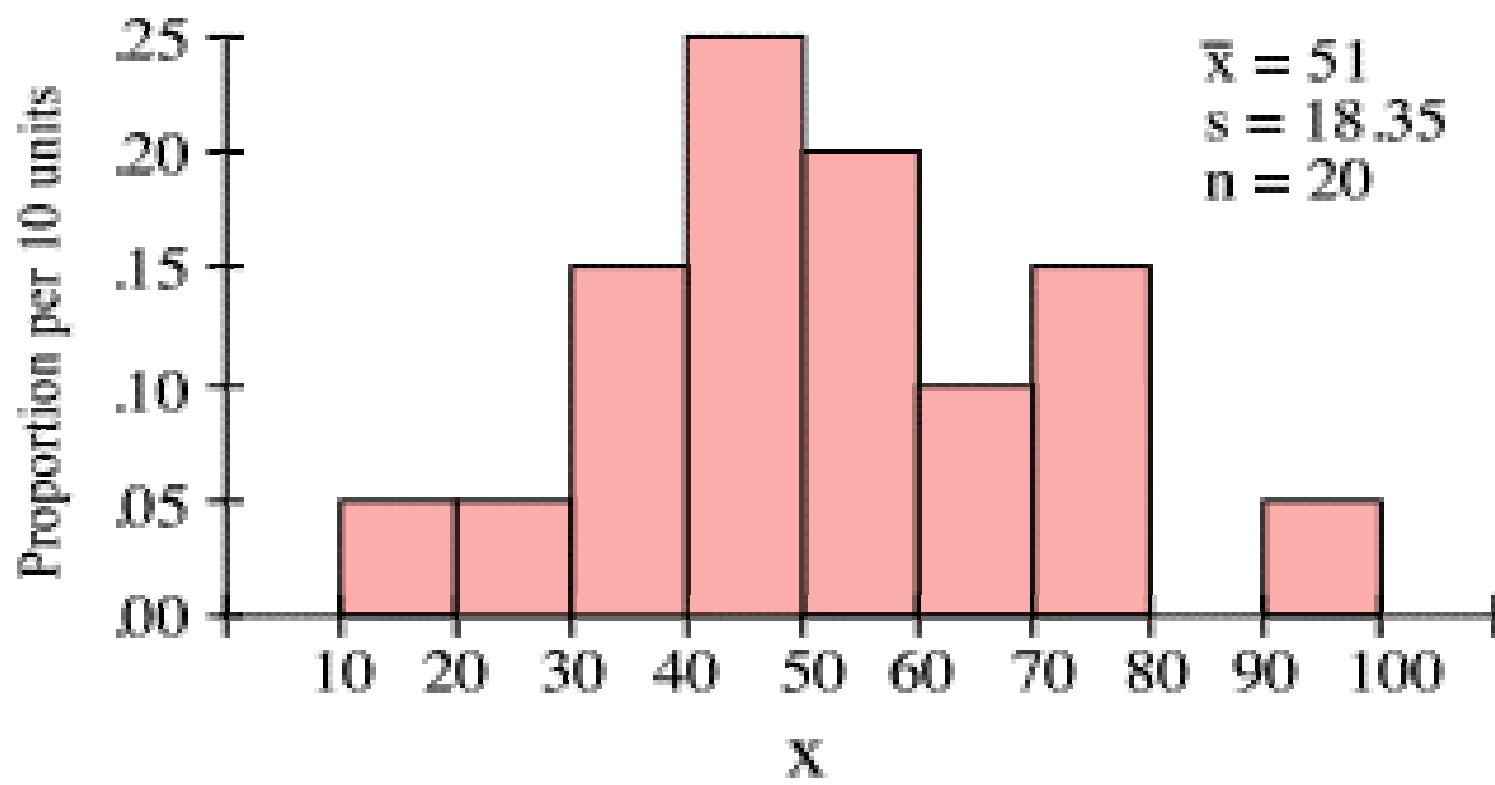
The horizontal 'X' axis shows the intervals of the classes were and the vertical 'Y' axis shows frequency.

Bars like those on a bar chart, are drawn on the 'X' axis.

The **width** of their base **represents the range of the class.**

The area (not the height) of the bars is proportional to the class frequency.

The height of the bar therefore represents **frequency density** or the **frequency per standard interval.**





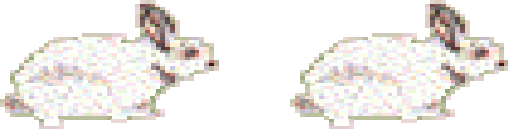

Pictograms

A pictogram is also known as a picturegram, where the picture is used for quantifying.

Guidelines for a pictogram:

- The symbol must be clear and simple.
- The quantity of items that each symbol represents ought to be clearly shown in a key.
- Bigger quantities are shown by more symbols, and not BIGGER symbols.

- Each animal represents 10,000 of its kind.

Pets	
Dogs	
Cats	
Rabbits	
Other	

The drawbacks of visual communication are:

- It may distract the viewer from the intended message by being more interesting or stimulating than the verbal accompaniment.
- It may distort the intended message, by raising associations for the individual viewer that may not have been anticipated by the communicator.
- It may confuse the audience, if the significance of the images or symbols is not shared, or is ambiguous.
- It may overload the audience, by attempting to convey too many meanings in a single impression.