

Visual Text Awareness Essentials

Topic 1: Explain the essentials of visual text analysis

Communicating in the 21st century

From the time the first email was sent in 1971 till now, we have come a long way when almost everyone is armed with mobile devices using smart technology.

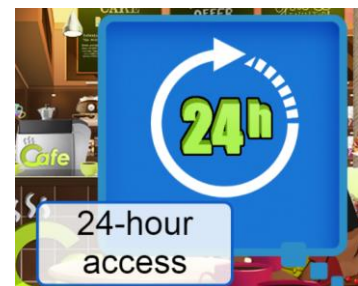
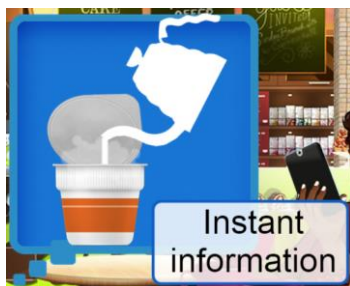
The Internet and social media sites enable us to communicate and share information round the clock.



Since technology is so much a part of our lives, it is crucial to learn how to use the information tools wisely.

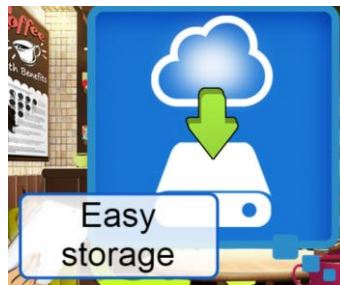
Speed and engagement levels

With enhanced technology delivering great efficiency and speed, people now expect the following when sending and receiving information:





Source . Understand . Research . Evaluate.



Do you have the same expectations?

Perceptions and Reactions

With prevalent easy-to-use devices and extensive network connectivity, information can be created and received quickly.

What are your perceptions and reactions when receiving such messages?

They may fall under one of these three types of perceptions:

Positive: Forms a connection with the creator of the message.

Negative: Rejects the creator's message.

Neutral: Thinks objectively about the creator's message.

Creators and Audience

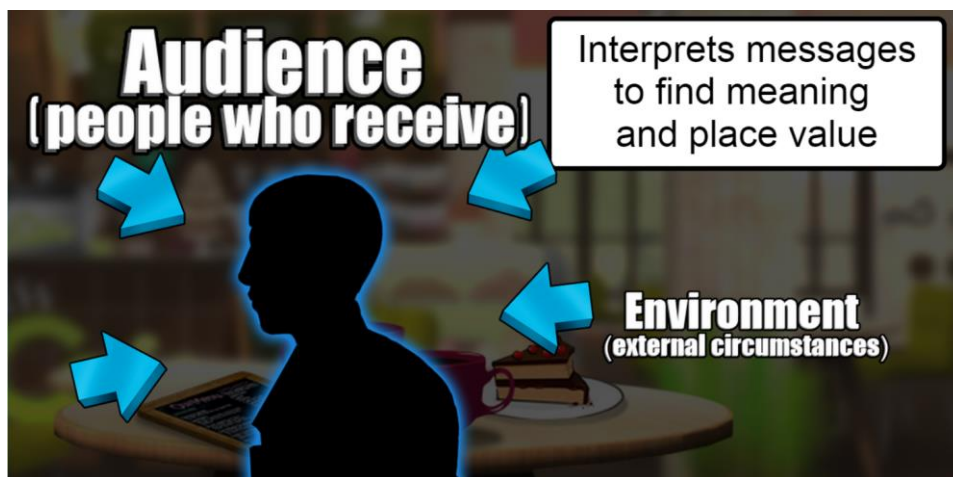
Creators produce outputs which are received or used by audiences.

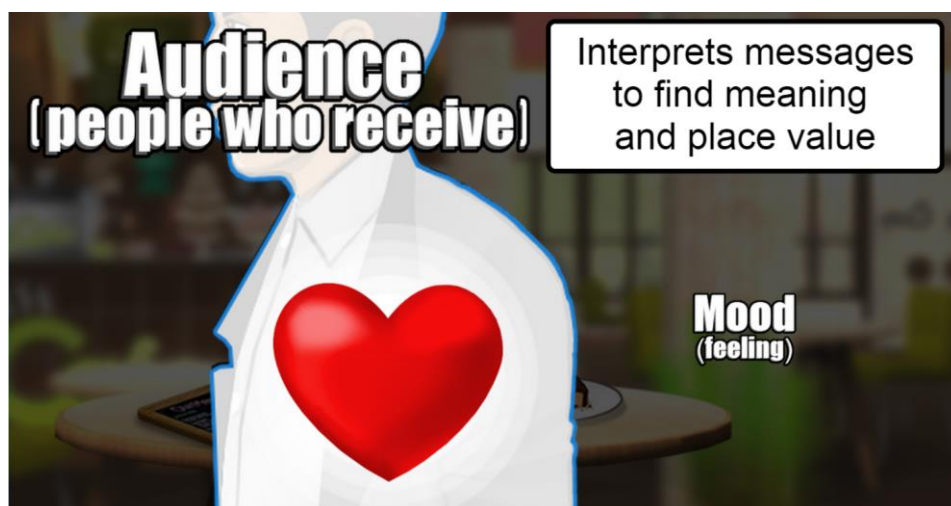
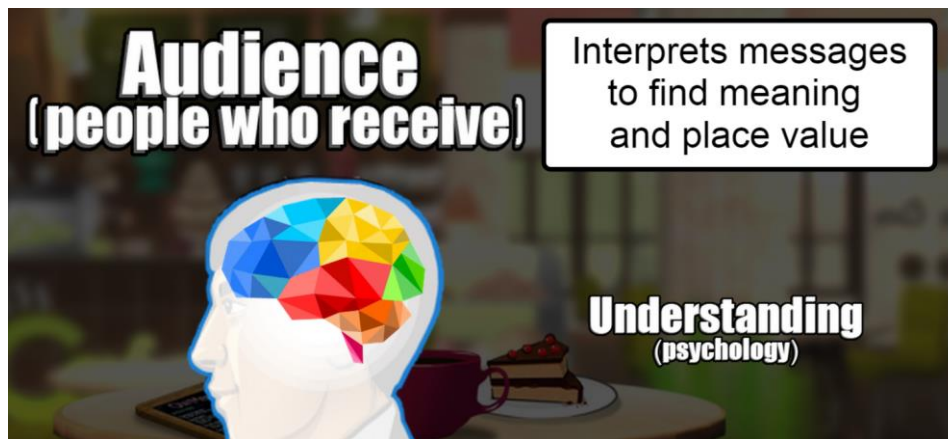
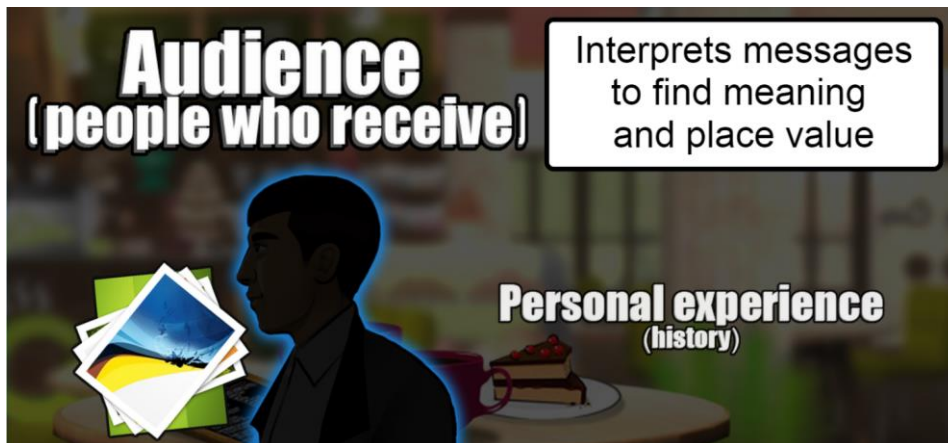


They use the following production techniques to achieve their objectives:



How do audience who receive information interpret them? The following are some ways:





Overt and covert messages

When you receive a message, have you ever wondered if you have understood the message as the sender had intended? In reality, interpretations and meanings assigned by the audience may differ from the creator's real message. While some people may identify with the intended objective, others may misinterpret.



Difficulties arise as a message may be either overt or covert.

Overt message: Open and apparent meaning

Covert message: Meaning is hidden and not openly displayed, and requires some interpretations

Next time, when you receive any message, see if you can uncover both the overt and the covert meaning of the message.