
LOI-1: Signs and symbols.

Signs and **symbols** are graphical presentations but people often use them interchangeably. We use signs and symbols to overcome language barriers as language cannot be used everywhere. Signs and symbols are very common in real life, and it is important to understand the meaning behind them.

Use of Sign and symbols:

- It is used to convey information
- It is used to communicate with people

Name of few places where we find sign and symbols:

1. School
2. Hospital
3. Airport
4. Road
5. Restaurant
6. Zodiac sign
7. National Flags
8. Books.
9. Map
- 10: Religious places

Difference between SIGN AND SYMBOL:

Sl.no	Signs.	Symbols.
1.	A sign is a language on its own and it is used to communicate something to people.	A symbol is subjective in nature and often requires interpretation.
2.	Its meaning is universally shared by people belonging to a specific geographical location.	It can be interpreted differently by people from different backgrounds.
3.	Signs serve same purpose in all the contexts and are mandatory to follow since it is communicating vital information with you.	Meanings of symbols may change with the context/situation/cultural significance.
4.	Example: No parking sign indicates not to park any vehicle in that place.	Example: Victory symbol indicates victory, acceptance or numeral 2.

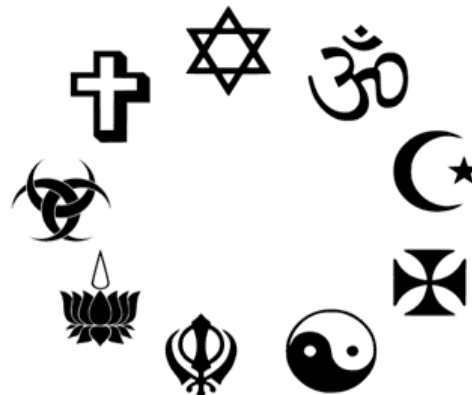
Few examples for signs and symbols:

+, -, x, %, ... (Math signs)

Few signs at work place



Religious symbols



LOI-2: Ways visual language facilitates communication

- An image can also communicate an idea.
- The **visual language** is a system of communication that uses visual elements like [diagram](#), a [map](#), and a [painting](#) .

Skills used for visual language communication:

1. Observe carefully
2. Identify symbols
3. Use of art forms
4. Communicate feelings
5. Use of colour
6. Tell a story

Different types of visual communication:

- 1. Power point presentation-** Used in workplaces to provide information on a particular topic.
- 2. Videos** -These are a popular form of visual communication that can serve as a medium to introduce new concepts.
- 3. Pictures or drawing:** Used to represent a story or emotion.
- 4. Print-**Used by organizations, events, and businesses. Example- Brochures, flyers and posters.
- 5. Maps:** Used to explore a place.
- 6. Black board** -Black or whiteboards are a form of visual communication that is used to explain ideas.

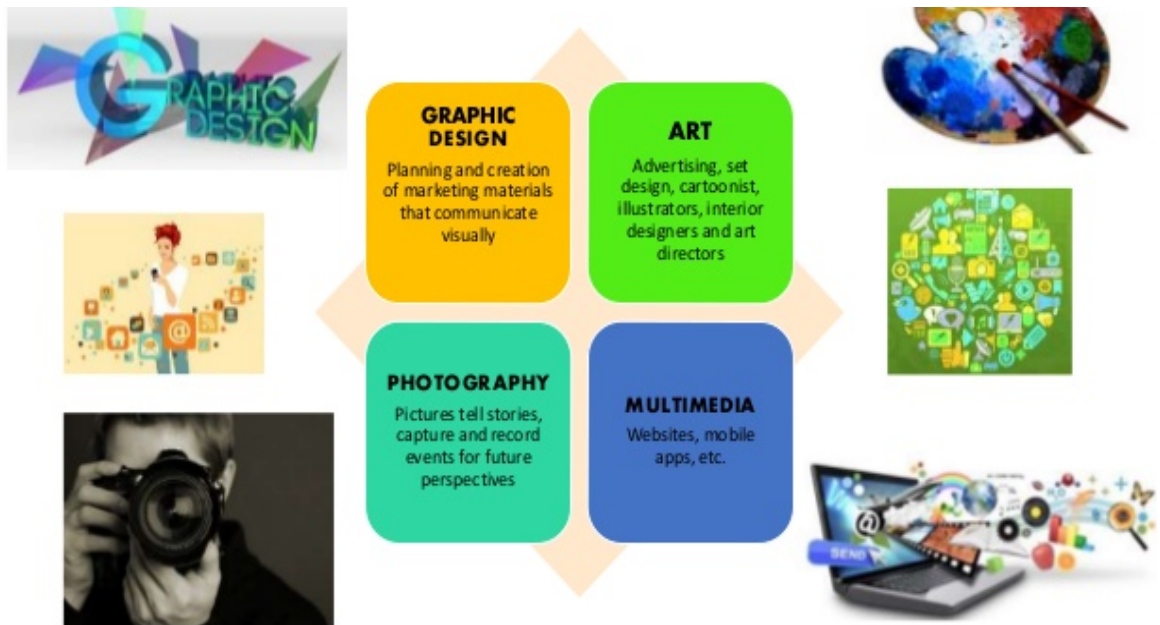
Few forms of visual language

Storyboard



International Morse code

A • -	J • - - -	S • • •
B - • • •	K - • -	T -
C - • - •	L • - • •	U • • -
D - • •	M - -	V • • • -
E •	N - •	W • - -
F • • - •	O - - -	X - • • -
G - - •	P • - - •	Y - • - -
H • • • •	Q - - • -	Z - - • •
I • •	R • - •	



LOI-3: Different systems of communications

Giving or exchanging of information by speaking, writing or using any other medium is called **communication**. Basically there are two different systems of communication.

1. Verbal communication

2. Non -Verbal communication.

Early humans used to communicate using signs and symbols. They used to call out each other by blowing horns made up of hollow bones of animals.

With the invention of paper by the Egyptians and the Chinese, the humans started to write. They used to send messages across with the help of birds, particularly pigeons and eagles.

Gradually technology took over and communication became faster and more reliable. Some of the ways in which humans communicate are:

BY POST

- Letters have to be posted in a letter box. All the letters in the letter box are carried to the post office by a postman, who also delivers them to the desired address, after they are separated.
- Money can also be sent using a money order.
- Letters or parcels that need to be sent urgently, to any part of the country, can be sent through Speed post.

Telephone

- Telephone was invented by Alexander Graham Bell.
- Through telephone, we can speak to our relatives living in our own city, in another or even in another country.
- We can also send instant messages or SMS(Short message service) through mobile phones.
- **FAX** (short for Facsimile) is used to send a written message, a photograph or a letter to someone.

Mass Communication

Mass communication means communicating a message to a large number of people, at the same time. It includes **newspapers** that carry detailed information about events taking place in our country as well as around the world.

Radio and **television** provide latest updates on news and weather. Besides, they are an important source of entertainment, broadcasting (means telecast) programmes that are educational as well as enjoyable.

Internet is a large group of computers that are connected to each other. It is used to send information (videos, pictures, letters and books) quickly to other computers around the world.

Email (electronic mail) is a system of sending messages instantly via computers which are connected to the internet.

With technology at its peak, the markets are flooded with newer **gadgets** each day.

Some people cannot speak, hear or see. For them there are specialized systems of communication.

For people who cannot see:

Braille is a system of touch reading and writing for blind persons in which raised dots represent the letters of the alphabet.

For people who cannot hear/speak:

Sign language is the way of communication for the people who cannot hear or for the people who cannot speak or for the people who wants to communicate with someone who cannot speak/hear.