

# Paper 22-INFOGRAPHICS A BACKBONE FOR EFFECTIVE COMMUNICATION

**PAPER ID:**IJIM/V.2(IX)/118-121/22

**AUTHOR:**Dr. G. Kiran Kumar

**TITLE :**INFOGRAPHICS A BACKBONE FOR EFFECTIVE COMMUNICATION

**ABSTRACT:** The writing about the historical roles of visual and verbal methods of communication, Lester (1995) notes that ?words and pictures have been locked in a struggle for dominance, with words being the clear-cut leader?. Indeed few would contest the written or spoken word's communicative power, flexibility, or historical relevance. Despite this however, there are certain types of information for which exclusively textual communication is not the most optimal solution. Certain information needs call for a combined presentation of visual and verbal communication. This article covers the strengths and weaknesses of both textual and graphical communication, as well as the manner in which the two can be combined to produce more effective artifacts. Infographics have been around for many years and recently the increase of a number of easy-to-use, free tools have made the creation of infographics available to a large segment of the population. Infographics are widely used in the age of short attention span.

**KEYWORDS:** Infographics, Effective Communication, Information Graphics, Visual Representation

[Click here to download fulltext](#)

[Click here to download certificate](#)