

# Observations on images

[Linguistics](#), [English](#)



Observation on Images Media literacy is defined as a set of skills that everybody needs to learn about. While literacy involves the ability to read and write, use of media literacy entitles access, analysis, evaluation and creating media messages of varied kinds (Berlo 23). These are some of the essential skills in the world today. The combinations of text, images and sounds are the important ways by which people get information in today's world. In everyday living, most people are exposed to a number of images that pass through their radar screens. However, not all people have knowledge on reading images (Berlo 29). This assignment looks at visual literacy, media literacy and communication of information which are part of the three images talked about in the lecture notes.

### Visual Literacy

Information come to our brains on different ways for interpretation based on whether the person has vision or not. People with vision have images constantly sent to their brains for interpretation unlike for non-visionary whose images come from certain sounds that are related with objects they see. Visual literacy involves the ability to understand, create and use images.

All these have components of visual thinking, communication and learning. The process of interpreting visual information is seen as part of visual learning.

### Media Literacy

This is also an import part of critical thinking (Berlo, p. 33). This image helps people to be creative in thinking and have the required skills in production of a number of messages by use of image, language and sound. There is need

to interpret and process the messages we receive and this is through media literacy.

#### Communication of Information

Images and sounds are important in communication information.

Communication processes are important images since they help one acquire presentation skills (Berlo, p. 35). Communication process involves the sender, source, channel and the receiver. The communication process helps in presentation and communication skills that are vital in making people understand what one is talking about.

#### Works Cited

Berlo, David. *The Process of Communication: an Introduction to Theory and Practice*. New York: Holt, 1960. Print.