

Business communication using visual aids

[Sociology](#), [Communication](#)



" A flow chart is a step-by-step diagram of a procedure or a graphic depiction of a system or organization" (Lehman, 2007). Flow charts provide a good form of communicating business objectives through provision of various applicable business formats. This especially entails the explanation of business entities that are essentially given in a stepwise format. The aim of using flow charts therefore is to explain the details of the specific steps involved in delivering a particular business package. The flow charts can have diverse forms of applications depending upon the particular type that has been put to use. For instance, " organizational charts are widely used to provide a picture of the authority structure and relationships within an organization" (Lehman, 2007). In addition, line charts basically depict and project visual representations of changes in specific quantities of a stipulated period of time while gantt charts are elementally used to show the progress in the implementation of desired business project goals and objectives. This therefore implies that depending upon the business type, business setting, organizational structure, and business perspectives the use of a flow chart may derive contextual meaning to suit its most preferred purpose. Drawing are essentially used to provide graphical representations of the forms of messages being communicated to the client while taking due consideration of the contextual meaning intended. There are numerous instances in which drawings have been used alongside text both in electronic, online, and other forms of digital media with an aim of reaching out to the desired client. "

Text and graphics are partners in the communication process. If graphics appear in the text before readers have been informed, they will begin to study the graphics and draw their own inferences and conclusions" (Lehman,

2007). The fact that drawings are essentially representative forms of graphics suggests that their application is far much effective with regard to establishing a connection between an enterprise, its proprietor and the end user 'the customer who is essentially the prime target. Drawings represent one of the most effective forms of visual aids. Transparencies are essentially used during live presentations to capture the attention of the business's most desired audience who in this case is the client. They may be produced in different forms of hand written and overhead projections aimed at passing desired information. " For both slides and transparencies made with a graphics software program, selecting a predesigned format is usually wise because colours have been selected to complement one another" (Krizan, 2007). Previous research in business visual aids has established the critical role played by hand written transparencies in accomplishing key business communication objectives. Identifying Illustrations Illustrations are quite easy to identify, however, this is usually the case in straight forward situations. Practice should be made to perfect mannerisms of identifying illustrations from a business document through the use of labels usually provided for each one of them. For instance, these are usually labelled as 'figure. 1. 1' or 'figure 3. 5' or 'table 1. 3' in majority of documents (Edison & Etiang, 2008). Identifying Sources Sources can essentially be identified through the use of source notes usually accompanying visual aids in the form of miniature labels. This is an easy task as it entails in most cases the identification of the author's name, publishing body, institution or organization, and professional bodies (Edison & Etiang, 2008). Types of Software Used in Presentations" The availability of graphics and sophisticated drawing software facilitate

inclusion of these more complex visuals in reports and spoken presentations" (Lehman, 2007). Various forms of software exist to enable the achievement of key presentation objectives. The best example of a presentation software is the 'Microsoft PowerPoint Presentation', which elementally provides an interface for preparing the desired content in the form of overhead slides that are essentially animated (Edison & Etiang, 2008). There is also a form of presentation software meant for producing documentary or product reviews targeting key business domains. The best example is the Acrobat Reader, which gives the user significant chance of assimilating text and graphic components of a normal text document into a more presentable and accessible format (Edison & Etiang, 2008). For advanced users there is an enhanced software application for modifying key pictorial components of a graphic component to generate the desired meaning. An example of such software is the Corel Draw, which gives the user significant freedom of changing non-modifiable components of an image derived in a different format (Edison & Etiang, 2008).