

# The use of visual aides in communication



Assignment final draft The use of visual aids, along with good public speaking skills, are essential to creating effective presentations. There is much emphasis given to visual aids which are an important part of all successful presentations. Visual aids help you reach your objectives by providing emphasis to your oral communications. Clear pictures increase the audiences level of understanding of the material presented, and they should be used to reinforce your message, clarify points, and create excitement.

There are many benefits to having access to so many visuals today.

Visuals allow you to get your message across faster than words. What is the old saying, " a picture is worth a thousand words". With access to the Internet we now have access to thousands of visuals.

You can actually do a search for images on the web. my son uses this type of search for school all the time. Having access to so many visuals allows us the benefit of being able to use them to help tell our story, do our school project, or market our product. Visual aids add impact and interest and allow you to appeal to more than one sense at a time. This helps to increase the audiences understanding and retention level. Pictures enable you to express the concepts or ideas you present with more than just words. Visual aids help to get your audience involved. The use of visual aids, then, are mutually beneficial to all the parties involved.

One challenge to having access to so many visuals is that it makes it harder to decide what to use. Too many choices often leads to indecision. You have to decide what visuals to use and where you are going to get them from.

These issues can actually lead to ethical or legal issues as well, but we will

discuss that later. Programs like PowerPoint, Glogster, or Pinterest can make a presentation more effective and powerful if they are used correctly. If they are not used correctly, however, they can detract from an otherwise good presentation.

Using images from the web can also have legal or ethical implications. A lot of the visuals that you find on the Internet are the intellectual property of someone. I have noticed that some images have the owners named imprinted into the image to prevent others from duplicating or copying the image. This is not the case most of the time. Usually you will not see the copyright logo or the name of the image or content owner.

you must remember however that just because it isnt there it does not mean that it is not someone elses property. The Best Practices statements follow recent trends in court decisions in collapsing the Fair Use Statutes four factors into two questions: Is the use you want to make of anothers work transformative which means, does it add value to and repurpose the work for a new audience, and is the amount of material you want to use appropriate to achieve your transformative purpose Transformative uses that repurpose no more of a work than is needed to make the point, or achieve the purpose, are generally fair use. Transformative describes something, such as a lesson or experience, that inspires change or causes a shift in viewpoint. That means that there is certain material that you can use for educational purposes without permission that you cannot use for personal or business unless you get permission.

In cases like these it is our responsibility to look at whether the copyright owner makes licenses to use her work available on the open market to allow use to use the property as we would like. If not, the lack of the kind of license we need to use the materials supports our relying on fair use due to the markets failure to meet our needs. Fair use is a copyright principle based on the belief that the public is entitled to freely use portions of copyrighted materials for purposes of commentary, criticism, news reporting, teaching or research. It is a common misconception that everything on the Web is in the public domain.

The creator automatically owns the copyright to any work created as soon as it is fixed in a tangible medium.