

Communication In Today's Society

Communication in today's society is very diverse due to modern technology; on a fundamental level, we are slowly losing our ability to socialize in favor of long distance communications. Which is resulting in a forced evolution and adoption in the way we communicate with one another. New words and phrases are being created every day due to the abundance of valuable knowledge and material.

We have become more accustomed to a visual language though, as it requires less thought to process than verbal language. This can be seen in propaganda; where highly contrasting colors and non-colors are used mainly Red, Black and white all, which universally elicit primal reactions grabbing the viewer's attention. Red is one of the few colors that's meaning will always stay firmly rooted and its roots are imbedded in the soil of danger. Just look at any natural poisonous creature the palette they possess serves as a warning. The two non-colors black and white are to serve as a direction and focus one's thoughts on the danger that is highlighted in a color.

One of the problems with communicating with visual language is the multiple meaning that can be derived from a symbol. No matter what you show there will always be at least 3 possible interpretations, the Iconic, the symbolic and the indexical. But the way an image is interpreted is entirely based on the region and intelligence of the person further complicating the matter. But there is also the way the subconscious will perceive an image, the main things that will decide this are the shape, the color and the distance/size. These are the 3 basic forms a predator will use to track its prey or the prey to try to evade its predator via sight. Verbal communications can also be instinctive such as a baby's cry or a child's scream of terror.

But the complexity of verbal communications is limited to the audible pitch, while visual communication is limited to the visible light spectrum. Both are fairly limited in a sense, but with modern technology we can expand on what we can see and hear, be it inferred or ultrasound.

One last example of how brilliant visual and verbal communication are, we can look at disabilities and how people with the really on there remaining 3 senses more than others. It has been proven that people who are deaf have better sight and people who are blind have hearing. This is because their other senses are cut off it causes their brain to adapt to the situation and expand in those

regains.

Using just one sense to perceive life might be a way forward in future advertisement.