عنوان مقاله:

Examining and explaining visual communication as the main tool forincreasing social media interaction

محل انتشار:

هفتمین کنفرانس بین المللی پژوهش در علوم و مهندسی و چهارمین کنگره بین المللی عمران، معماری و شهرسازی آسیا (سال: 1401)

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خلاصه مقاله:

With the diffusion of technology innovations in digital photography and online publishing, growth inaesthetic demands has triggered an unprecedented movement in visual communication usingvarious media over the past two decades .In the present age of social media, visual communicationsare considered as a key ingredient in commercial and public communication. Social media with itsinteractive features has attracted millions to join Social Networking Sites (SNS) to connect withothers. The social media users heavily rely on visual contents to communicate. This can be done bytelling stories, entertaining their friends or by sharing their emotions with others .Visualcommunication can be considered as one of the major tools used to enhance social mediaengagement, readership and even sales. Phrases like visual content is king or the visual web arepowerful key-words in professional blogs, articles and white papers and are promoting visual contentas a necessity, not an option The famous statement, a picture is worth a thousand words holds truewhen messages that are sent through visual communication on Social Media are appreciatedoverwhelmingly .But in all seriousness, visuals do carry a lot of power, especially for brands on socialmedia as the elements of visuals allow marketers to create deeper connections with the customersSince the larger amount of information is available on social media, the users prefer to skip manycontents until they find them more attractive and are convinced that it is useful to them. The highquality visual assures visibility in SNS as it is eye-catching and conveys the idea quickly

کلمات کلیدی:

technology in photography, visual communication, graphics

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