



**ORIGINAL RESEARCH PAPER**

**Arts**

**VISUAL PERCEPTION IN VISUAL COMMUNICATION: A STUDY ON AWARENESS ADVERTISEMENT THROUGH PRINT MEDIA DURING COVID-19 PANDEMIC SITUATION IN INDIA**

**KEY WORDS:**

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**ABSTRACT**

Communication is a process or an act of transforming information from one person, one group one place to another. In the process of communication there must be a common understanding develop due to the exchange of information. In the communication process usually information, experience, knowledge and emotion are shared/ exchange among each other. Visual communication is considered as the most effective way of exchanging information or ideas using symbols, images, signs, graphic designs, films, typography, Photography. Due to the visual representation it immediate captures the attention of the viewers. The objective of this paper is to find the role of the visual in the process of communication. The paper also studies the importance of visual perception in the process of visual communication to convince, motivate or stimulate the viewer's action.

**INTRODUCTION**

Visual communication is one of the major types of communication along with verbal and nonverbal communications. Visual communication is a domain of design which provides a communication solution with the attributes of aesthetical association by transforming and representing an information or idea using image, sign, symbol, photography, illustration, typography, animation and the application of colour to make it more effective and user friendly. In visual communication the emphasis is given on meeting the unmet communication needs for the community or industry for which the resources are not readily available.

The significance of visual communication is deeply rooted in our culture, tradition, economics, politics and education. From prehistoric times to till date, symbols have been used to represent the identities. In earlier days various kingdoms had their own flags and now every country has its own, not only that each political party, organization and brand has its own symbol which visually depicts the values, beliefs, mission, vision, culture, tradition and many more things. For example our National flag, where saffron represent courage and sacrifice, white depicts truth and purity, green represents faith, fertility and the wheel (Ashoka Chakra) symbolizes the eternal wheel of law. Symbols also depict the currencies of different countries. The auspicious symbol "swastika" is deeply rooted to Hindu religion which depicts "good will". The idea behind the symbol of State Bank of India is to represent token and the blue colour signifies strength and protecting wealth.

The use of visual communication is massively growing among because of the use of images, graphics, animations, and signs among others to pass information. Visual communication has more impact in passing information to people.

Advertisement is a form of communication. As usually advertisement play the role of promoting a brand, product or service at the same time there are public awareness advertisement whose aim is to increase knowledge, lead to change in thinking and in changing behaviour towards a specific social problem.

**Visual Perception in Visual Communication**

Visual perception is the conclusion that is made by combining all the information gathered by our sensual organs. Visual perception is the ability to see, organize and extract information or meaning after observing an image, one's surrounding or environment.

This paper studies the Cognitive approach in perceptual theory which is concerned mainly with the meaning that humans associate with the image they see. According to the cognitive approach a viewers doesn't simply witness a light-

structured object as the gestalt theory, but actively arrives at a conclusion about the perception through mental operations. There are several mental activities that can affect visual perception: memory, projection, expectation, selectivity, habituation, salience, dissonance, culture and words.

**Memory:** It is our link with all the image that one has ever seen hence most important mental activity involved in accurate visual perception.

**Projection:** Individuals can see or recognizable forms in the cloud or bubbles in the milk bowl during the morning breakfast Here a person's mental state is projected on inanimate objects.

**Expectation:** Walk into a classroom and one expect to see desks, blackboard, students and teacher but it may be un-noticed if there is a pillow or tyre. Having strong preconceived expectations often leads to false or missed visual perception.

**Selectivity:** Much of what one see is not part of the conscious processing. Most of the visual perception is unconscious, automatic act by which large number of image enter and leave the mind without being processed. The mind focuses only on significant details within a scene.

**Habituation:** It occurs when we stop paying attention to something. One may has seen it so much that he/she no longer notice it. The mind ignores visual stimuli that are part of everyday habitual activity. If someone walk the same way every day may miss the details. To protect itself from overstimulation and unnecessary pictures as with the selectivity, the mind tends to ignore visual stimuli that are a person's everyday habitual activity.

**Salience:** A stimulus with meaning to an individual will be noticed more. Something that is relevant to any particular things will stand out.

**Dissonance:** Research says the mind really can concentrate on only one activity or the other at a time. Too much information on an advertisement can also distract the viewer's attention.

**Culture:** Viewers are affected by the cultural artefacts, rituals and behaviours around us. Viewers are influenced by the norms of the culture. The way one act, dress, eat behave, practice religion impacts visual perception. It includes ethnicity, economic status, work, gender, age, sexual orientation, geographic location and many more. Culture also determines the importance of the signs that affect people who live in that culture.

**Words:** Although most of the things in our surroundings we

sense visually but most important that conscious thoughts are framed by words. Hence one of the effective impactful ways of communication is to combine both words with images that usually can be observed in most of the advertisement.

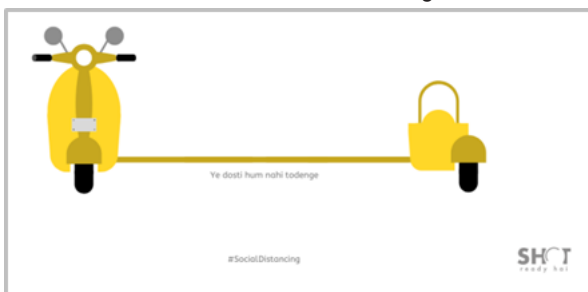
**Impact of visuals in awareness advertisement through print media in India**

Advertising is a form of persuasive communication. Though the major objective of the advertisement is to gain the attention of the viewers for popularising a brand increase the product awareness in the consumer's mind, but at the same time advertisement also plays an important role to make the people aware about the social issues. Print advertisement for public interest are released for many social issues like blood donation, fight for the educational right of the children, environmental issues, sustainable practice, domestic violence, save driving and many more. Print advertisement is design with an objective to make people aware about the consequences of the issues, changing behaviour, attitude or habit towards particular social issues.

In the process of print advertising communication visual play an important role as a design component to connect, convince, aware and motivate the viewers in an effective manner. During the Covid -19 pandemic situation government and non-governmental organization are released many print advertisement campaign on regular basis to convince, aware and adopt few important steps to protect each individuals from this deadly disease.

Study shows that, to create an impact through print advertisement in the viewers mined and for the better retention of the message designer creates visual arguments, visual narratives or visual metaphor to depict the facts, information instruction in a more creative/ convincing manner.

**Case Study :** Print advertisement “Dosti aur zimmedari, dono nibhain” published on 19 Mar 2020, Agency - Shot Ready Hai, Concept, copy & graphics - Hans Saxena. The ad is conceptualize based on the very popular lyrics of film Sholay “yeh dosti hum nahi todenge” pictured with Amitabh Bachchan and dharmendra as Jai-Veeru riding around on a motorcycle with a sidecar. To trigger the preconceived expectations of the viewer's designer exceptionally increase the distance between the motorcycle and the sidecar. Engage the viewers to revile their curiosity and get the message in a more effective manner by reading the headline “Dosti aur zimmedari, dono nibhain” #SocialDistancing.



**Case Study:** Covering one's mouth and nose become one of the most precautionary measure to slowdown or stop spreading corona virus had become appeared by the end of March 2020.

“THE TIMES OF INDIA” took an initiative and launch a campaign. “#Mask India”. Objective of the campaign is to convince/ motivate every Indian for covering his or her face with readily available cloths even if the N95 or surgical mask is not available to them.

To create the attention of the viewer's, designer projected or replaced the “O” letter with a face wearing mask in the “THE

TIMES OF INDIA” mast head. Once the viewer perceive such simple but cogent visual change the message create a deep impact. It stimulates and motives the individual to act accordingly. In a very short period of time more than 10500 readers join this movement to protect their fellow citizen.



**CONCLUSION:** Reader once perceives or extracts the inherent message conveyed through visual argument or visual narrative that creates a deep impact. Therefore Visual communication become more impactful but depends on the degree of attention it may draw, in the process of its delivering communication message with a conceptual and aesthetical appeal.

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