COMMUNICATING USING SYMBOLS INSTEAD OF WORDS

Communicating can be accomplished in different ways other than spoken words. In fact, language barriers and speech disabilities can cause some people to communicate using symbols.

In fact, without symbols, our ancestors would not have been able to communicate with each other and to share their stories. Written words were developed to give a form of symbol to thoughts quickly rather than having to sketch out our ideas on the cave walls.

We’ve adapted certain symbols around the world today to bypass language barriers. You know when you visit a foreign country where you don’t speak their native language, you can look for certain universal signs or symbols to indicate where something can be found, such as the public restrooms.

Another interesting use of symbols versus words is the recent rise of certain symbols that require a new word used in place of it. How many times have you seen someone write “I Heart You” when referring to the symbolic “I ♥ You.” We needn’t mention the use of the word hashtag in today’s conversations, should we?

With our global economy giving rise to various cultures interacting together without a common language, coupled with persons who for whatever reasons can’t read written words, alternative forms of communication are sometimes necessary.

A resurgence of using symbols instead of words to communicate ideas is the recent use of infographics in content, especially on the internet. Today’s internet savvy person is inundated with around 34 gigabytes of information a day, or around 100,500 words. That’s a lot to take in.

Infographics are stories or information conveyed in pictures, charts, graphs, or other such visual representations geared towards gaining more of a person’s interest and attention than mere words do. With the profusion of written content on websites, infographics stand out from the rest.

Here are eleven reasons why you should use infographics in your presentations, content, articles, and blogs.

1. **Short Attention Spans.** Since most of our attention spans have become shorter and shorter, looking at a compelling picture is more engaging to us than reading a block of words.
2. **Absorb Visual Information Faster.** Visual information is easier and faster to absorb than reading a paragraph of words. You can scan a picture much quicker than you can read words.
3. **Pictures Speak Louder Than Words.** Let’s face it. Pictures are, frankly, more fun to look at than plain text.
4. **Pictures Stick With Us Longer.** We don’t always remember everything we read, but we generally do remember a picture that caught our attention.
5. **Complex Information Becomes Easy.** By depicting highly technical information in pictorial form, readers can more easily grasp complex ideas and information.
6. **Showcase Your Knowledge.** A visually pleasing infographic can easily showcase the extent of your knowledge on a topic.
7. **Compare Like or Similar Information.** When comparing two objects that are somewhat similar, an infographic draws out that similarity more visually, while at the same time keeping the differences distinct.
8. **Infographics are Better on Mobile Devices.** Since the majority of people nowadays get their information from their mobile devices, a picture shows up easier to see on a smartphone screen than does a block of text.
9. **Boost Your Profile and Generate Traffic.** Infographics, done right, can boost your online profile, making you more visible to more people, which, in turn, generates traffic to your site.
10. **Good Infographics Go Viral.** A good infographic is easy to share on the internet and will cause many bloggers and other authors to link to your content. This gets your name and URL out to exponentially more people.
11. **Infographics are More Global.** In our current global economy, without a shared language, an infographic can cross cultural divides and bring valuable information to someone across the world that you might not have been able to reach with just plain words.

Since we are constantly bombarded with information overload from our computers, phones, tablets, televisions, and other sources of information, it makes it increasingly hard for your information to be noticed by your targets. Using infographics can be the boost you need to break away from the pack and get noticed.