

Technical Interaction between Text and Graphic Illustration in Instructional Communication

Israel, T. Ibiwoye

Olubunmi, A. Ajala

Abstract Since inception of man's attempt to communicate by making inscriptions on the wall of caves to hieroglyphics and then to text, it has not been so easy to detach graphic illustration from text especially when effective communication is to be achieved. It is not enough to pass information, the recipient must comprehend the information that is being disseminated before an effective communication can be said to have been established. People often paint a virtual general picture of a scene using text, which may or may not be easily comprehend. Graphic illustration on the other hand, as often used in technical or instructional communication, gives a real picture which combine with the written procedure to deliver concrete ideas in a simple manner, to the end that graphic illustration accentuate context and concept. This paper therefore, seeks to capture the interactive relationship that exists between text and graphic illustration in our contemporary world, that when used in correlation, information stands a better chance of being understood and retained for a longer period.

Keywords: General picture, Graphic illustration, Context and concept, Cognitive psychology, Effective communication

Introduction

One of the few indispensable daily activities of man is the art of communication. Interaction takes place among people that is, people to people, it also occur between people and the media either printed or electronic media. Interaction does not always culminate into communication. There is