

# Barriers to Effective Visual Communication

**Abstract**

The training of a visual artist is not only acquiring skills of design, aesthetics, typography and illustration. Better job of reaching out to the consumers and buyers is done if the visual communication artist is in sync with Consumer Psychology. Effective visual communication will often use consumer psychology to make consumers more willing to buy certain products or services. The results of consumer psychology research, for instance, can help these businesses present their products or services in a more appealing light, which may make consumers more likely to part with their hard earned money. This can include little details, like packaging, shelf placement, and advertising.

**Keywords:** Barriers to Effective Visual Communication; Consumer Psychology; Packaging, Shelf Placement, and Advertising; Role of A Consumer Communication Psychology (CCP) in Society; Human Behavior; Barriers to Effective Human Communication; Physical Barriers; Attitudinal Barriers; Communication Disturbance



**Sumita Kathuria**  
Assistant Professor,  
Deptt.of Applied Art,  
College of Art,  
New Delhi

## Introduction

Consumer psychology is a specialized branch of social psychology, and it is the study of consumers and their behavior. This includes their wants and needs, as well as what influences their purchasing habits. There are a number of things that might influence what a consumer purchases, such as how a product is packaged, how much it costs, or how easily accessible it is. Even a consumer's mood might have an influence on some of the products that they purchase.

Most people make an impulse buy. Probably something looked like a good deal at the time. Maybe it was on sale. Possibility of an eye-catching, visually appealing package, or was within easy reach. Or maybe buyer simply felt like it at the time. Whatever the reason, chances are, many of product purchases are influenced in some way by consumer psychology. Therefore it is important for a visual artist to break free of communication barriers and understand the psyche of the buyer to facilitate effective business.

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"It's all in the mind"-George Harrison

In its primary form, psychology studies people—who and what they are. It looks into why they act and think the way they do and how someone can improve himself or herself. Therefore, everything a person does is connected to the subject. This holds importance to the purchase decisions and preferences. Thus visual artists require sensitization to Psychology which allows people to understand more about how the body and mind work together. This knowledge can help with decision-making and avoiding stressful situations. It can help with time management, setting and achieving goals, and living effectively.

The roots of consumer psychology began back in the 1940's, with a psychologist named **John Watson** <sup>1</sup> It was Watson that first used consumers' emotions to help sell products. Following his advice, Johnson and Johnson's created baby powder ads that played on a mother's attachment to about her baby.

## How does understanding Consumer Psychologist bridge gaps in visual communication

An applied artist needs to understand consumer psychology and

his key responsibility is to get inside the mind of the consumer.

This specialize field of psychology mainly involves studying and researching consumer behavior, and what influences their purchases. Research may be conducted a few different ways, such as through focus groups and surveys. Some consumer psychologists might even observe consumers while they are in a store. The results of the research done by consumer psychologists are then often compiled into reports.

Many consumer psychology careers also involve finding ways to get consumers to spend or buy more.

#### **Kurt Lewin<sup>2</sup>**

Helped influence consumers to eat more organ meats, like liver and kidneys, that were plentiful during World War II.

#### **Communication and Consumer Psychology is Applicable to Everyday Life**

Everyone uses psychology on a daily basis, whether they are talking with friends, arguing with a partner, or disciplining their children. Most people just don't realize the science behind their decisions. Understand how your mind works helps in everyday life by allowing you to build strong relationships and make the best decisions. Here are five ways how:

#### **The Building of Relationships with Products**

Consumer Psychology makes it easier to purchase products by understanding them more and using them.

#### **Improving Communication**

A greater understanding of how consumers think and behave will help people communicate better. They will be more effective in understanding about a product.

#### **Building Self-Confidence**

By understanding more about product and your personality, you can gain more self-confidence. You will learn more about weaknesses and can build on them.

#### **Enriching Life**

You will be able to understand your products more and stand a better chance of building product preference. It helps to deal with their actions to enrich your life.

*The pendulum of the mind oscillates between sense and nonsense, not between right and wrong.*

C. G. Jung<sup>3</sup>

#### **Gaining Insight into People's Behavior Reduces Communication Barriers**

What drives people? And how can you influence consumer behavior? These two questions are central to the practice.

#### **Role of a Consumer Communication Psychology (CCP) in Society**

CCPsychologists contribute to the well-being of society by helping people understand their emotions and behaviors and managing them to lead a better life. The contribution of a CCpsychologist is present at every stage of human life, from babyhood to old age. From enabling children to perform better at school to empowering adults to cope with

relationships and life events, a psychologist's role in society is invaluable.

#### **Human Behavior**

CC Psychologists study human traits, behaviors and emotions, and then analyze these factors. They also observe the influence of cultural beliefs, environments and situations on human actions, including relationships and social interactions. Psychologists employ several techniques, such as hypnosis, clinical observations and subject interviews, for their studies. These studies help them understand the different personalities and behavioral aspects of people, and this understanding can help improve interactions between different people, cultures and countries to promote better relations. CC Psychologists also study behaviors and mental developments of human beings at all stages of life, from infancy to old age.

#### **Barriers to Effective Human Communication**

Hurdle to effective communication can delay or distort the message and intention of the message being conveyed which may result in lack of success of the communication process or an effect that is undesirable. These include filtering, selective interpretation, information excess, emotions, language, silence, communication anxiety, gender differences and political correctness. Children are unable to put in use this kind of communication. This is more apparent in early years of life and during learning years.

This also comprises lack of expressing "knowledge-appropriate" communication, which occurs when a person uses unclear or complex legal words, medical jargon, or descriptions of a situation or environment that is not understood by the recipient.

#### **Physical Barriers**

Physical barriers are often due to the features of the surroundings. An example to this is the natural obstacle, which exists if children are made to sit in inappropriate class room, inability to see black board due to poor eye sight, position in the classroom or distracting fellow. Likewise, poor or obsolete equipment, failure of management to introduce new technology, may also cause trouble. Staff shortages are another factor, which regularly causes communication difficulties for an organization. While disturbance like background noise, poor lighting or an environment, which is too cold or too hot, can all affect children's confidence and discipline, which in turn interfere with effective communication.

Inability of the teacher to control and gather students' interests refers to problems with the systems in place in an organization. Examples like in an organization, which is unclear and makes it confusing to know whom to communicate with. Other examples are unsuitable or improper information systems, lack of training and lack of role clarity and responsibilities which can lead to staff being unsure about what is expected of them.

#### **Attitudinal Barriers**

Attitudinal barriers are the outcome of problems with students in an organization. These may be due to such factors as poor management, insufficient consultation with students, personality

differences which leads to children delaying or refusing to communicate, the personal outlook of individual students which may be due to lack of motivation or dissatisfaction due to insufficient training to enable them to take on particular tasks, or mere resistance to change due to established attitudes and ideas. Interactive communication is when children are inspired for attention and to participate in the story. Participatory communication is more child-friendly which provides children and adolescents the opportunity to be engaged cognitively<sup>4</sup>, emotionally and physically, especially compared to didactic<sup>5</sup> forms of communication.

#### **Individual Linguistic Ability**

Recipients fail to understand the message due to use of jargon, difficult or inappropriate words in communication by the communicator. Inadequately explained or misunderstood messages also result in uncertainty and confusion. Research in communication has shown that chaos lends legitimacy to research when persuasion fails.

#### **Physiological Barriers**

**Physiological barriers** result from children's personal unease caused due to various reasons like ill health, poor eyesight or difficulties in hearing.

Hence communication is normally described along a few major dimensions: Message (what type of things are communicated), source / emisor / sender / encoder (by whom), form (in which form), channel (through which medium), destination / receiver / target / decoder (to whom), and Receiver. For designer communications indicated that we must examine both desired and undesired impact that a message has on the target of the message. Communication includes acts that extend to knowledge and experiences, impart guidance and commands, and ask questions. Communication content and form prepares messages, which are sent towards a destination. The target is not a child always and it could be the guide, parent or a teacher.

#### **Communication is process of information transmission, which is regulated by three levels of semiotic rules**

##### **Pragmatic**

Which is concerned with the relations between signs or expressions and their users.

##### **Semantic**

Which is study of relations between signs and symbols and whatever they represent and

##### **Syntactic**

That is formal properties of signs and symbols.

Communication with consumer is social interaction where at least two interacting agents share a common set of signs and a common set of semiotic rules. This commonly held rule in some sense ignores auto communication including children who can be encouraged to establish intrapersonal communication via diaries or self-talk, both secondary phenomena that followed the primary acquisition of communicative competences within social interactions.

In a slightly more complex form a sender and a receiver are linked reciprocally. This second attitude of communication, referred to as the constitutive

model or constructionist view, focuses on how an individual communicates, as the determining factor of the way the message will be interpreted. Communication is viewed as a conduit; a passage in which information travels from one individual to another and this information becomes separate from the communication itself. A particular instance of communication is called a speech act. The sender's personal filters and the receiver's personal filters may vary depending upon different regional traditions, cultures, or gender; which may alter the intended meaning of message contents. In the presence of "communication noise" on the transmission channel (air, in this case), reception and decoding of content may be faulty, and thus the speech act may not achieve the desired effect. One problem with this encode-transmit-receive-decode model is that the processes of encoding and decoding imply that the sender and receiver each possess something that functions as a codebook, and that these two code books are, at the very least, similar if not identical. Although something like codebooks is implied by the model, they are nowhere represented in the model, which creates many conceptual difficulties. The other is stone and „Time Binding“, through the construction of temples and the pyramids can sustain their authority generation to generation, through this media they can change and shape communication in their society (Wark, McKenzie).<sup>6</sup>

#### **Communication Disturbance**

In any communication model, noise is interference with the decoding of messages sent over a channel by an encoder. There are many examples of noise:

##### **Environmental Noise**

Noise that physically disrupts communication, such as standing next to loud speakers at a party, or the noise from a construction site next to a classroom making it difficult to hear the professor.

##### **Organizational Disturbance**

Communication, which is poorly structured, prevents the receiver from factual interpretation. Like badly stated and unclear directions can make the receiver even more lost. These disturbances are verbal, written, oral, or incorrect structuring.

##### **Cultural Disturbance**

Stereotypical assumptions may result in misunderstandings, like unintentionally a non-Christian person gets offended when wished a "Merry Christmas", or a non hindu appreciating a hindu widow in a white sarree, "white colour looks good on you."

##### **Psychological Disturbance**

Communication is made difficult by certain attitudes. For examples, anger or sadness can result in someone losing focus on the present moment. Disorders like Autism can also severely hinder effective communication. In spite of attempts to unify various theories of child development, the field remains dynamic, changing as the fields of physiology and psychology.

**Understanding Human Psychology and Avoiding Stereotype Communication**

It is of utmost importance to look at all the characters in a story to avoid stereotyped roles. Every word and action must be reviewed to ensure that: naughty or wicked people are not always shown as unpleasant or unappealing; old people not always shown as incapable or idle; poor children are not always unhappy; educated people do not always have all the replies; people with disabilities are not always alone; or that people from a particular cultural or ethnic group are not always inferior in tastes, mannerisms or interests. In children communication, we must present males, boys and men in nurturing roles such as teachers of young children and as conveying sentiments. Present females, girls and women as leaders, playing non-traditional sports, driving cars etc. or running businesses. Portray both men and women helping each other in the household chores and taking part in child care. Show children and adults with disabilities as able to express themselves as providers rather than solely as recipients of charity or support, should equally include people from local ethnic or minority groups to the dominant group.

As frequently as possible, try presenting varied and multi-dimensional characters. Like, show a grandmother playing soccer with her granddaughter instead of presenting older people with crackling voices and limited movement, and a grandfather cuddling, singing and dancing with his grandchild. Portray survival skills that the most disadvantaged can teach to everyone else instead of presenting the most disadvantaged people being helped by more well-off children or adults. Or model a less well-off child helping or standing up for a better-off child. Finally, in order to avoid stereotypes, it is important to provide varied and multiple representations of children and adults from a given group.

Simple could be best, less is often more, and often low-literacy productions predominantly print ensures that communication reaches all including the most disadvantaged. Although our work is directed towards children and youth with a vast range of literacy skills pertaining to print communication generally has visual and verbal clutter, making it difficult to understand. We can show what we want children to model without words, which improves the chances of reaching children with low-literacy levels. Those from different linguistic groups. Use of everyday words is more likely to be understood by all. Show efforts that everyone, from small children to older adults, can make in their own homes and communities instead of communication with lots of words about emergency preparedness. Encouraging stories and inspirational ideas which come from children themselves, presenting real-life cheerful situations, and the actual participation of children in productions are all examples of helping to ensure both interpretation and authenticity.

**Aim of the Study**

To study barriers to Effective visual communication, how effective visual communication helps consumer in decision making, Importance of

understanding consumer psychology by applied artist and his key responsibility to get inside the mind of the consumer. To study type of barriers to effective human communication.

**Conclusion**

CCPsychologists contribute to the well-being of society by helping people understand their emotions and behaviors and managing them to lead a better life. The contribution of a CCpsychologist is present at every stage of human life, from babyhood to old age. From enabling children to perform better at school to empowering adults to cope with relationships and life events, a psychologist's role in society is invaluable. Visual communication for children, It's of utmost importance to look at all the characters in a story to avoid stereotyped roles. Every word and action must be reviewed to ensure that: naughty or wicked people are not always shown as unpleasant or unappealing; old people not always shown as incapable or idle; poor children are not always unhappy; educated people do not always have all the replies; people with disabilities are not always alone; or that people from a particular cultural or ethnic group are not always inferior in tastes, mannerisms or interests. Keeping stereotypes roles and understanding consumer psychology helps visual communicators in creating creative material which is appropriate in fact is socially, culturally, demographically appropriate. This kind of communication is helpful to the advertiser and society.

**References**

1. *John Broadus Watson (January 9, 1878 – September 25, 1958) was an American psychologist who established the psychological school of behaviorism. Watson promoted a change in psychology through his address Psychology as the Behaviorist Views it, which was given at Columbia University in 1913. Through his behaviorist approach, Watson conducted research on animal behavior, child rearing, and advertising. Watson as the 17th most cited psychologist of the 20th century.*
2. *Kurt Lewin (September 9, 1890 – February 12, 1947) was a German-American psychologist, known as one of the modern pioneers of social, organizational, and applied psychology in the United States.<sup>2</sup> Kurt Lewin, exiled from the land of his birth, made a new life for himself. In this new life, Lewin defined himself and his contributions within three lenses of analysis; applied research, action research, and group communication were his major offerings to the field of communication. Lewin (/ləˈviːn/ lə-VEEN) is often recognized as the "founder of social psychology" and was one of the first to study group dynamics and organizational development.*
3. *Carl Gustav Jung was a Swiss psychiatrist and psychoanalyst who founded analytical psychology. His work has been influential not only in psychiatry but also in anthropology, archaeology, literature, philosophy and religious studies.*

4. *Related to the process of knowing, understanding, and learning something*
5. *Intended to teach, particularly in having moral instruction as an ulterior motive.*
6. *Wark is known for his writings on media theory, critical theory, new media, and the Situationist International. His best known works are A Hacker Manifesto and Gamer Theory.*