

**News stories on TV and in newspapers are very often accompanied by pictures.**

**Some people say that these pictures are more effective than words.**

**What is your opinion about this?**

It is irrefutable that people, today, are largely bombarded by colorful advertisements and sensational images broadcast by media to ~~be~~ attract ~~themed~~. This can be ~~the~~ testament to the proven fact of pictures influence ~~on~~ human mind.

A Human perceives the world he is living in through his five senses. Among them visual ability is the most significant contributor to our conception of everything around. ~~However although~~, we can also gain knowledge through our other senses, they are not as effective as the sight faculty/ability. For example, we might guess someone's age by hearing his-their voice or recognize the type of a chair by touching ~~that-it~~ but we do not reach an absolute recognition until we see ~~them-it~~. Only when we sight objects, can we opine about their physical features precisely.

Furthermore, as vision is our most powerful senseor, it is also the most influential receiver meaning that it can have a the remarkable impact on our mentality or attitude toward an issue. This is the secret exploited by media increasingly these days. This fact thoroughly explains the efficiency of TV commercials over those aural advertisements broadcasted on the radio. Besides, it has been evidenced by many researches that individuals can remember the information obtained via visual sources better than that (the other forms of data) which shows the in-depth impact of observation on their memorizing ability.

In conclusion, I believe nobody can deny the multiplied effects of visual images on peoples' understanding and feeling of matters. So authorities should strictly control the Media to use ~~it-them~~ in a proper way which is not leading to any illusion for their audiences.