

*In the modern world, the image (photograph or film) is becoming a more powerful way of communicating than the written word.*

*To what extent do you agree or disagree?*

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

Although many a precious book has existed in humans' history, related to different aspects of humans' life, recently we have witnessed the substitution of visual data-transferring methods, such as photo and film, for written words **one** in many areas. I personally believe, despite the importance of written words, unfortunately, this statement is almost true. In this essay, I will elaborate some of the most important reasons for this phenomenon.

On the one hand, in many cases, due to recent technology, a concept can be conveyed much easier by visual facilities. To make my point crystal clear, **in-from** a business point of view, when a well-known company wants to place an enticing advertisement, which one do you consider more stimulating, a funny TV commercial or a written cliché in newspaper? Also, when you have been asked to describe something, using **the** writing method, you need to write many words to illustrate the details perfectly, which can be superseded by a photo or a short film, easily demonstrating more than **the** required information.

On the other hand, being able to use more **human's-humans'** abilities in contents **message** perception, the target audiences are more comfortable with images. As a case in point, watching an educational movie, a student can learn through his visual and sound memory simultaneously, which engraves important data on his mind more efficiently. Furthermore, in **today's-today's** rapid-pace life in which people always look for a faster way to do their affairs, watching

a 2-hour movie can be any individual's preference rather than a 500-page novel time-consuming reading process which obviously needs more concentration.

To put in a nutshell, being more effective ways to communicate, visual methods have roughly surpassed the written one. However, the significance of written words is still broadly appreciated in many subjects, one of which is official interactions.