

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?

Ever since the media has been introduced to people's lives, there has been a constant alteration in terms of storytelling techniques. Employing images as a way to enrich a text-based content is receiving considerable traction over time. I believe this very trend, to a great degree, is more promising since images are more concise and appealing than expressions.

One very essential duty of a piece in the newspapers is to accurately present a story in the best way possible. By doing so, the publishers could ensure that the goals behind their news have been met properly, and the readers will not end up with possible confusion. Conversely, having information, be it on TV or in a newspaper, being solely produced with the use of pure text might result in some misinterpretations. This is evident when reporting the real-life incidents such as a war breakout. To clearly show the viewers the gravity of the situation, one can easily incorporate some videos alongside the written words.

Another factor worth mentioning here is the fact that pictures are generally assumed to be more attractive than words. That is to say, if the news outlets accompany a story with some visual elements, people will pay much more attention to the message. For instance, if a person is watching a TV program airing a video clip regarding the scenic views of a particular region, with enough pictures of that place, the **likelihood** of the viewer **to keep** following the clip **would be** significantly higher than if the video was only in texts.

Although words are considered the building blocks of human communication, the merits that the visual items offer are more powerful in delivering clarity and elegance to a piece of information than those of words.