

\_ZIMCO INSTITUTE OF MANAGEMENT

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f 3? VISUAL AND NUMBER C(IMJNICATION

1 INTRODUCTION . ' '

We have already seen that communication takes place through three main media: oral, written and visual and number. In this handout we are discussing the last mentioned " visual and number .. in relation to the advantages and disadvantages of each i-specific example of visual and number communication.

1. 11m: GRAPHS

Advantages .

- a) Excellent for identifying upward and downward movement
- b) Good for comparing 3-4 items in ' a corresponding time-scale
- c- c) Good at indicating trends (prediction/planning)

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- a) Visual impact suffers if 1 graph is overloaded with 1) more than 5 lines 1.413) Not very accurate and it is difficult to read off ' . totals from vertical axis in any fine detail
- d) Lends itself to colour presentation.

2. BAR CHART

Advantages .

- a) Excellent visual impact
- . 3 .b) Good for comparison between a few products , items etc
- c) Good for colour presentation (1) Good for relaying data via transparency if items are clearly different in total, 8126 or amount

. Disadvantages

- a) Difficult to interpret "if many items are to be compared and if the scale of vertical axis does ' not show significant difference in totals i.e. items from any distance, e.g. on a transparency, look almost equal

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### 3. PICTOGRAMS AND DIAGRAMMS

#### Advantages

- Present statistics simply and in a visually attractive way

#### H. PIE (HARTS)

#### Advantages

a) Good for showing shares of known total

b) Especially useful if there are appreciable differences between totals

c) Good for colour presentation

. NB: The total involved must be known if proportions are to be presented in pie chart form

### 5. TABLES AND NUMBERS

#### Advantages

a) Capable of storing a great deal of detailed information, especially in microfilm/micro-fiche form

b) Numerical information is extremely accurate; e.g. numbers up to 14 decimal places can be indicated (299.05%)

#### Disadvantages

Tendency to oversimplify, information and pictograms can distort data visually

#### Disadvantages

a)

b)

Difficult to interpret 31'2le

any given 'slice of pie,'

since the 100% total is

equated with 360° of a

circle. Thus a 12.5%

share would be represented

by 45° etc.

Poor visual impact when

the shares of the total

are many and similar

in total - the chart

' takes the appearance

of a wheel

#### Disadvantages

. a)

b)

c)

Difficult to interpret

when many columns or items

are recorded

Difficult to identify

trends, and see peaks

and troughs in tables

Generally poor visual

impact '

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