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# The De-textualising World!

***The most conventional the most diverse mode of communication is facing its extinction in the technologically advancing world...***

It was after lot of tedious and painful ages of insufficient methods of expression that mankind finally realised a very convenient mode of communication in the form of words. The language and its ability to be physically documented into text; makes it the most easily acceptable mode of communication across the world. Since ages, text has been the most widely employed technique of reporting, documenting, expressing, influencing and hence communicating. It seems fascinating to learn that text was once considered to be an immortal form of expression!

However, the legendary textual literature seems to be eventually fading out against the technology-freak world. Conveniently abbreviated words are not an uncommon thing to witness in day-to-day life. Be it SMS, online chats, Facebook's status updates or tweets on Twitter; short-forms have become globally accepted across the world.

Here is why symbols, shapes, colours, smileys, emoticons and various other symbolic graphical imageries are rapidly taking over the stage and have almost attained the level of a language itself...

## **No Time for Crap**

Gone are the days of the patient hungry people, who would read out "We serve only vegetarian food here" over the banners of restaurants. Today it's the age of green dots that say it all in no time. This is why symbolism makes a lot of sense to the super-busy masses all over.



## **Space is Money**



(Not messing it up with the Galactic vacuum) what we are concerned with here, is the costly areas of promotions, advertising and marketing. Here, the symbolism comes to the rescue of investors as symbols and icons over all consume a much lesser space than writing text for the same. One good example is the Blackberry's recent ad campaign that has shrunk "Action" into an asterisk mark.

## Better Appeal

I guess there's no need to elaborate on how and why are graphical icons and symbols better in visual appeal than text, however decorated or modified. Although text has its own beauty and different fonts to alter; symbolism however, opens up an infinitely wide avenue of designs and colours to play with.



## No Translations needed



The best part of symbols and icons is their own universal language which is beyond any literary, physical or cultural barriers. Anyone educated or not, understands the symbolism very particularly, without any issues. This is the very beauty of disciplined symbolisation in communication. However, not every detail can be conveyed using graphical icons, which leaves one limitation behind.