VISUAL COMMUNICATION IN THE MANAGEMENT OF E-BUSINESS

Summary

In a culture which is dominated by visual communication using the word is hard and in some situations insufficient. The word and image may be interpreted in different ways, using various emotional undertones, weight and a scale. Therefore, the use of images in building relations with a consumer is increasingly common in marketing communication. The image and role is frequently to define the word more precisely, and to bring about the proper reception, in the correct context of impression and emotion.

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