

Communication systems through arts (fine and applied arts)

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Abstract. Amoo, et al (1998), state that communication is having same mind in sharing verbal or non-verbal symbols. It involves interaction between individuals or objects. In Arts for instance, they involve the transmission of information from person to person. Communication as typified in Art includes all methods of conveying any kind of thought, feeling and attitudes between person(s), it can be man to man, man to machine, animal to machine. An important thing to know is that communication through art is totally different from communication through reading or spoken words. The basic different is that it is slower and sequential. To communicate through spoken or written words while it is faster to do the same thing through picture because all the materials are presented at once.

Keywords: Communication, Interaction, Transmmission, Persons, Conveying, Mterials

INTRODUCTION

According to Smith (1997), communication involves basically a sender, a receiver, the message and the channel of transmission. He went further to state that the sender may become the receiver and vice versa and thus, communication is cyclical. This means that communication is effective when the receiver is able to decode effectively the message encoded by the sender.

It is a common phenomenon that communication, through the visual arts such as graphic illustration, textiles, drawing, photography e.t.c. is still considered as the best form of communication. It is equally believed in communication parlance that the human brain tends to retain, understand and remember what we see for a longer time than what we hear or read. The researcher of this write-up is focusing on communication through art either verbal, visual or performing; art is a universal language i.e understandable all over the world before writing was developed, visual art was used extremely as a means of communicating ideas and experiences by the ancient world. An important thing to know is that communication through art is total different from communication through reading or spoken words. The basic different is that it is slower and sequential.

In education, much learning/teaching results from looking at picture through the use of graphic material, drawings, e.t.c communication through pictures has became a vital tool in our time.

Amoo, et al (1998) state that communication is having same mind in sharing verbal or non-verbal symbols. It involves interaction between individuals or objects. In graphics (an aspect in visual arts) for instance, they involve the transmission of information from person to person. They are only effective when they are interactive and they involve feedback.

As earlier discussed, verbal communication involves talking while non-verbal communication can be signs or symbols or illustration (Graphic Art). It is often said that any breakdown in communication leads to failure wars, misunderstanding and other chaotic situations.

Researches have shown that there are four levels of communication. These can be shown as follows:

- a) **Small group communication:** e.g small class of 15-25 students with just a teacher in the class.
- b) **Interpersonal Communication:** The interpersonal communication involves two people. This medium is effective because it gives immediate feedback. A good example of this is the graphic artist and his client.
- c) **Public Communication:** e.g campaigns, rallies and open air services, church or mosque sermons.
- d) **Mass Communication:** This involves sending messages to a large audience at different places simultaneously e.g television, radio, newspapers, pamphlets, poster; handbills, magazines, billboards, signboards (Fig 1) business card e.t.c. The most effective being the radio and the television. For the purpose of this paper, the process of communication is thus illustrated below;



fig: 1 Signboard advertising products

The goal of Art works is to make a good visual communication. Most especially, graphic art is an aspect of applied art which have to do with visual communication of feelings, ideas, events and experiences.

Folorunso (2001) believes that communication does not exist in a vacuum. There are two important elements involved in the communication process.

INFORMATION AND THE MEDIUM

Information can be acquired through various means e.g research, workshop practice and training. A medium on the other hand is the means or techniques for communication. These include drawing, carving, moulding, signalling and encoding, decoding and other forms such as printing, advertising photography, film, radio, television, computer graphics, internet e.t.c.

In all the areas of visual arts that have to do with mass communication, graphics as aspect of visual art have the highest communication potential and remain the most important medium for the mobilization of the people towards specific national objectives. The era of War Against Indiscipline (WAI), MAMSER, National Orientation Agency cannot be forgotten so soon in Nigeria because of the heavy graphic arts input in their execution.

THE POWER OF ARTS IN COMMUNICATION

Communication has been simply defined by Encarta (2004) as exchange of information. The exchange of information between individuals, for example by means of speaking, writing or using a common system of signs or behaviour one area that makes art a powerful tool is that it deals with our Artists brain, the goals are not too defined. It makes meaning to individuals in relation to their perception and inner mind or artist brain. This accounts for the divergent reactions from two people looking at the same picture.

Richards (Encarta 2003) claims that art is a language. He asserted that two types of languages exist; the symbolic which conveys ideas and information.

Freud (Encarta 2004) believes the value of art to lie in its therapeutic use. It is by this means that both the artist and public can reveal hidden conflicts and discharge tensions.

Visual arts are the most notable in the advertising information. Advertising is the soul of modern marketing and marketing is the soul of any business. Gone are the days when people relied in mystic or spiritual powers. The relevance of visual arts in nation building covers the entire economic landscape.

CONCLUSION

Visual arts have the capacity to influence other areas of mass communication to generate an educational environmental value of books; enlightenment posters, handbills, billboards, video art, newspapers, magazines, newsletters journal publications, e.t.c where visual arts give the heaviest input cannot be over emphasized.

RECOMMENDATIONS

1. To ginger the creative skills in youths, fine art should be made compulsory to all students up to the end of the senior secondary school.
2. A new curriculum be drawn that will help to awaken and expose children to creative skills.
3. To help promote the development of this laudable project, fine art should be made one of the compulsory subjects to be passed before admission into senior secondary school.

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