

## 4.7.20: Introduction to Media and Your Message

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### What you'll learn to do: Find the best media to present your message

I hear and I forget. I see and I understand. I do and I remember.

—Confucius



Confucius had the essence of business communication defined back in 500 BC. Your organization is full of people who hear and forget; however, if they see, they will understand.

Visual media improves a business communicator's chances of being understood by presenting information with a unique combination of logic and creativity. In this section, we will learn what visual media resources are available to business communicators and how to choose those that will strengthen your messages. We will learn about basic visual design principles and the messages that these principles send to your audience.

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- Confucius Chinese philosopher. **Provided by:** Wikimedia. **Located at:** <https://commons.wikimedia.org/wiki/File:Konfuzius-1770.jpg>. **License:** Public Domain: No Known Copyright

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