Using Ethics in Visual Communication

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**Analysis**

Modern century is all about profits and incentives. Economic ideas rule this modern world of twenty-first century. Nevertheless, this dominance of economic ideas has brought several ethical issues as well. It has been witnessed throughout the world that business communication is led by more sensationalism and yellow journalism instead of the real picture of the story. This is equally true for the Visual communication where several ethical issues persist.

The poster depicts that there are some black children playing alongside the river. These children are not much concerned with their surroundings or the activities they are indulging in. Then, the slogan of the poster suggests to clean them up which is ,undoubtedly, the wrong way to represent the idea. Moreover, the endorsement by several celebrities in this issue is not the healthy approach as it reflects that those significant actors in the society are also involved in this biased outlook.

Furthermore, no source or the proof has been menthioned to support this prejudicial poster. It is deliberately and notoriously reflecting the colored people in the American society which is totally a wrong idea. This poster needs to be amended as graphical symbols affect people in myriad ways (Lester, 2018).

For the better reflection of the idea, these environmental designers need to take into account that all-inclusive society is the most important thing (“VitalSource Bookshelf: Graphic Design Solutions,” n.d.) . Representing black as inferior is not a wise approach in visual communication. Moreover, this poster needs to be above any subjectivity and support their theme with more nonobjective and rational method. This is the best way to avoid propagating unethical views in visual communication. Perhaps, it is time that all such prejudicial tendencies must be curbed.

**References**

Lester, P. M. (2018). *Visual Ethics: A Guide for Photographers, Journalists, and Filmmakers*. Taylor & Francis.

VitalSource Bookshelf: Graphic Design Solutions. (n.d.). Retrieved June 13, 2019, from https://bookshelf.vitalsource.com/#/books/9781337671064/cfi/131!/4/4@0.00:0.00