

# The power of visual storytelling

Visual storytelling is a way of telling stories using images. In this type of storytelling, the passive voice is often used. The pictures in visual stories **engage** viewers' emotions and help them to understand what is happening. Visual storytellers tell different techniques to share their stories. They may use just one image, or they may use several images. Sometimes, the images are **presented** in a specific order. Words can also be added to some of the images.



The technique of visual storytelling has been developed for thousands of years. Cave paintings were created about 40,000 years ago, and these are thought to be the first examples of visual storytelling. Since then, many other forms of visual storytelling have been developed. These include tapestries, stained glass windows, and comic strips.



In today's world, visual storytelling is very popular. It is often used to **tell** news stories. For example, after the earthquake in Haiti in 2010, photojournalist Olivier Laban-Mattei took photos of the people who were affected by the disaster. He then shared his photos with the world. The photos showed how the people felt, and they helped to **express** the people's pain and suffering. As a result, many people gave money to the relief effort.

Visual storytelling is also used in advertising. Advertisers use images to sell products. For example, a company that sells cars might show a picture of a car driving along a mountain road. The image is meant to make the viewer feel free and adventurous. The viewer will then want to buy the car because he or she wants to feel free and adventurous.

Visual storytelling is a powerful way to communicate, engage, and connect with others. Whether you are a marketer, filmmaker, artist, or simply someone who wants to share a story or idea, using visuals can help you deliver your message effectively. As technology continues to advance, visual storytelling will be expected to play an even bigger role in our lives, and new tools and techniques will be developed to enhance this form of communication.



In the future, visual storytelling will continue to be an important way of sharing information. New technologies will be developed to make it easier for people to create and **share** visual stories. For example, there will be expected new ways of adding words to images, and new ways of presenting images. People will be developed to use technology to search for and find the images that they need.

➔ Read the article and choose the correct option for each question.

1. What is the primary function of visual storytelling according to the passage?

- A. To engage viewers' emotions
- B. To present news stories
- C. To sell products through advertising
- D. To develop new technologies

2. Which of the following forms of visual storytelling is NOT mentioned in the passage?

- A. Tapestries
- B. Comic strips
- C. Documentaries

D. Stained glass windows

**3. What is the role of visual storytelling in news coverage?**

- A. It provides factual information about the event
- B. It helps to convey the emotions and experiences of those affected
- C. It is used to raise money for relief efforts
- D. B and C

**4. What is the primary goal of advertisers when using visual storytelling?**

- A. To provide information about the product
- B. To make the viewer feel a certain way about the product
- C. To present the product in a realistic setting
- D. To develop new technologies for advertising

**5. How will technology impact the future of visual storytelling?**

- A. It will make it easier for people to create and share visual stories
- B. It will be used to search for and find the images needed
- C. It will be used to add words to images in new ways
- D. All of the above

➔ Look at the highlighted words in the article and match them with their definitions.

- 1- to show or convey feelings, thoughts, or ideas through words, actions, or art.
- 2- to participate or become involved in an activity or conversation.
- 3- to communicate information or details to someone.
- 4- to give some of what you have to others, like thoughts, feelings, or possessions.
- 5- to show or introduce something formally to an audience.