Abstract

Language dates back to the advent of the human kind. The human being has adopted different ways of communicating. The two very famous that remain in constant battle are the picture and the word. Time and time again we hear the phrases, “a picture is worth a thousand words” in contradiction to this statement, exists the statement, “every word paints a picture.”

Being a Graphic Designer, the importance of understanding the more effective form of language for communicating the idea becomes all the more important. The discourse follows an understanding of the difference between the two, in both the theoretical world and the practical world of advertising in Pakistan. After which, the effectiveness of both is juxtaposed while being applied to the already existing advertisement in Pakistan, in turn contributing to reaching a conclusion that a balance of the two – copywriting and image/picture – is what can contribute in creating an advertisement effective.