

THE JOURNEY OF A GOOD READING



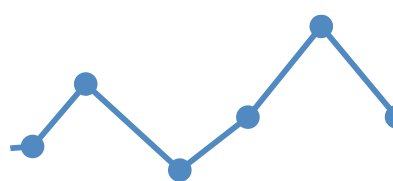
READER'S CHOICE

The reader decides (on an intellectual level)

1. Let me **avoid going further**
2. Let me **"Test the waters"** (expecting clarity at a later stage),
3. Let me **jump right in** (for an immersive experience)

READER'S LEVEL

Author keeps reader's level in mind always.



Great academic writing never occurs by chance. Preparation is required by both the author and the reader for this journey that brings both to a more beautiful place of understanding and fulfillment.

ICE BREAKING VISUALS

The author initiates a connection (using visuals) provides **motivation**, emphasizes key concepts and allows the reader to envision direction of the journey.



DECISION MADE

The reader decides to continue . . . (the author plays a large role here)



NARRATIVE

A clear storyline keeps the reader spell-bound (visuals help here too!)

JARGON

Topic-specific jargon usage is clearly defined and used very considerately.



RELEVANCE THROUGH VISUALS

Concepts get their feet on the ground through live examples / illustrations.



CONNECTING THE DOTS

The author is careful to allow reader to connect the dots at a reasonable pace.



READER INVOLVED

The reader feels 'considered' and important through involvement with the author through the reading.



INTERACTION

Active interaction achieved through relevant and intentional intellectual exercises prepared by the author.



ENLIGHTENMENT

Comprehension and assimilation achieved, the reader is challenged and illuminated.

Reader and author have had a fruitful journey of learning and discovery.

ENGAGEMENT

Reader is immersed and engaged with the concepts in their context through critical thinking.



INFOGRAPHICS

in academic writings

Some cool tools to create infographics

Canva <https://www.canva.com>
Easel.ly <https://www.easel.ly/>
Infogram <https://infogram.com/>

Pictochart <https://piktochart.com/>
Venngage <https://venngage.com/>
Visme <https://www.visme.co/>

GREAT FEATURES OF INFOGRAPHICS

The following features of infographics serve to reiterate it's applicability in all disciplines, for all levels and degrees of academic learning

Stage by stage

Progress of concept depicted in stages - easy arrangement for clarity of thought



Key facts

Visual / statistical emphasis - keeps the reader informed of the main facts



Inter-connected

Intricate and complex connections, hierarchies, all easily portrayed



Flexible

Can handle data that is **statistical, social, textual, scientific** etc



Context

Much-needed relevance and context - to see the **big picture**



Interaction

Reader is engaged with reading and is off on the path of deep-learning and discovery.



CONCLUSION

Use of visual tools at early stages of academic writing, stimulates **intellectual curiosity** and interest, paving the way for a smooth transition to textual content.

Internal visualisation occurs within the mind's eye of every reader who takes a moment to reflect on the visuals.

Visual tools encourage learners to place text in context, and to better appreciate the value of continued engagement with textual matter.

Carefully planned visuals can lead learners of diverse styles to **deeper levels** of interaction, engagement and assimilation.



*It is my fervent wish that all authors (especially those in the academia) strive for greater impact in their writing to achieve intellectual, **emotional** and volitional engagement from their readers for a better tomorrow for our beautiful world.*