



MULTIMEDIA AND ITS APPLICATIONS

Edited by
Akram M. Zeki



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Chapter 5

Text in Multimedia

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Introduction

Text refers to presentation of information aimed for establishing a communication between a writer and a reader. It is the most widely used and flexible means of communication. Text and symbols are the first way of communication in the history of human civilization. It begins with meaningful marks which were scraped onto mud tablets and left to harden under the sun so that it can dry and become readable (Keechul et al., 2004). Even at that time, those that could be able to read needs to undertake some lessons.

Initially, reading, writing, and power politics were intertwined. In some former eras it was a capital offense to read unless you belonged to the proper social class or possessed a patent granted to you by your rulers (Vaughan, 2010). Texts have the ability to replace pictures or sound in presentation of true understanding of a message base on the fact that their presentation can never deceived human visual system.

Since pictures can give different perception depending on the human visual system. Sound can be heard in translated form in a different context depending on the human auditory system. Their meaning might not be really understood directly from the message that they are made to convey. However in terms of presenting information in text it carries a general meaning and perceived in a general way. Therefore the ability to read and write is the power and foundation of knowledge.