

## THE ROLE OF PRINTING IN ENSURING EFFECTIVE COMMUNICATION AND MANAGEMENT IN THE ONLINE ENVIRONMENT

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Printing plays an important role in ensuring effective communication and management in the online environment.

In this context, visualization includes a significant aspect of printed communication.

Visualization can be considered as the most powerful technology of modern media, which conveys complex ideas, patterns and data with the help of visual images.

In the world of online communication, where information moves fast and competition is high, the effectiveness of visualization becomes critical in order to gain the attention and interest of the audience.

The online environment reaches a huge audience, and media professionals have access to a variety of visualization tools that help them create content that impresses and engages their audience [2].

However, it is important to understand that the effectiveness of visual content depends on the interests of the audience and the format of the communication platform.

Each social network has its own rules and methods of visualization, so it is important to take these features into account when creating visual content.

Photos are considered a traditional and popular visual element in the web environment.

They can create content that attracts attention and creates a sense of belonging to events and phenomena.

However, as noted, the quality of the photographs plays an important role in their effectiveness, including story-compositional and technical aspects.

In social networks like Instagram, where visual content is important,

some factors can increase the effectiveness of visualization.

For example, photos that follow the basic principles of composition, geometry, and color may be particularly attractive to an audience.

Photos with emotions of people, images of animals, minimalist shots and photos from non-standard angles may seem interesting to users. Authoritative and major media outlets use this information to create content that captures the attention of their audience.

They can create their own photo bases, collaborate with famous photographers or use images from paid sources.

Thanks to photos, you can effectively convey important details and emotions that interest the audience. Photo images help to form the necessary opinion or attitude towards the covered event or phenomenon in the consumer.

Photographs play a key role in the visualization of events and information in the media, especially in the context of tragic and important events, such as the missile attack on the railway station in Kramatorsk in April 2022 [1].

These photos have become a powerful tool to communicate and influence the audience from different points of view.

Even though the same story has been covered on different media platforms, photographs can convey different aspects of the event and evoke different emotional responses in the audience.

An important aspect of the influence of photographs in modern media is their power on social networks.

They can receive wide circulation and a large number of comments and reactions, making them effective means of communication and influence.

In addition, other visual tools, such as memes and Internet comics, allow ironic reflection of the content of the material and comments.

In general, the effectiveness of polygraphy in communication and management in the online environment can be evaluated by the following characteristics:

1. Visualization of information: Printing allows you to visualize information by turning textual data into visually appealing elements such as photos, illustrations, graphics, etc. Visual content is more easily perceived by the audience, because it can be quickly evaluated and understood, contributing to better assimilation of information.

2. Engaging content: Visual content, like photos or videos, is usually more engaging and attractive to the audience compared to text. Visual

appeal helps increase user attention and engagement, making typography an important tool for engaging audiences.

3. Emotional engagement: Visual content can create strong emotional responses in the audience. Illustrations, photos, and graphic effects can evoke sympathy, admiration, curiosity, and other emotions that promote better recall and audience engagement.

4. Improving readability: The use of graphic elements can improve the readability and understanding of information. Graphic designs, for example, can highlight key points or the structure of the text, which helps users quickly navigate the material.

5. Impact on Social Media: Social media makes heavy use of visual content such as photos, videos and memes. This helps build the popularity and influence of the content, making it more likely to be reposted and shared.

6. Branding and identification: Printing is also important for branding and identification. Graphic style, logos and colors can be important components of brand definition and differentiation from competitors in the online environment.

Therefore, the role of typography in ensuring effective communication and management in the online environment is to use visualization, particularly photography, to create content that attracts attention, communicates important information and promotes engagement with the audience.

The use of visual elements that correspond to the interests of the audience and the characteristics of the platform is a key success factor in this context.

### References.

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