

Promoting Visual Literacy from Primary to Tertiary Levels through Literature

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Abstract : Traditionally, literacy has been commonly defined as the ability to read and write at an adequate level of proficiency that is necessary for communication. However, as time goes by, literacy has started to refer to reading and writing at a level adequate for communication, or at a level that lets one understand and communicate ideas in a literate society, so as to take part in that society. Meanwhile, visual literacy is a set of abilities that enables an individual to effectively find, interpret, evaluate, use, and create images and visual media. This study aims to investigate the collaboration between visual literacy and literature, eventually to determine how visual literacy can enhance learner's ability to comprehend literary texts such as poems and short stories and develop his intellectuality, especially critical and creative thinking skills, and also to find out the different impacts of literature in visual literacy at four levels of education: pre-school, primary and secondary schools and university. This study is based on Malaysian environment and involves a qualitative method consisting of observation and interviews. The initial findings show that people with different levels of education grasp visual literacy differently but all levels show outstanding impacts of using literature.

Keywords : visual literacy, literature, language studies, higher education

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