



Ghassan Aouad

Chancellor of Abu Dhabi University, Past President ...
3d



Content vs. Image

Content is what we share—our ideas, messages, and values. Image is how things look on the outside (especially materialistic things), which often distracts from deeper meanings. This balance is important in many areas of life.

Content is about real communication. It includes our thoughts and messages that lead to meaningful conversations. Image, however, is about appearance—how something is seen by others. In today's social media world, image often matters more than content. While a strong image can grab attention, it can also lead to shallow judgments. People might care more about looks than real substance, creating a culture that values appearances over genuine connections.

In business, focusing too much on image can lead to a shallow culture. Companies might choose branding and marketing that look good instead of emphasizing the quality of their products and the development of their talents. This can hurt trust and make consumers feel let down.

To find a balance between content and image, individuals and organizations should focus on being real. Sharing authentic content can build stronger connections and trust. Promoting discussions that emphasize substance over looks can change the conversation. Encouraging critical thinking and deeper talks can help move away from the focus on image. Redefining success to include real connections and honest expression can also reduce the emphasis on appearance.

Ultimately, people will evaluate you based on your content, knowledge, and your ability to nurture and develop others, rather than the luxury of your car, the grandeur of your home, or the amount of money you possess.

The struggle between content and image is a key part of modern life. While images can attract attention, it's the content that truly inspires and connects us. By finding a balance, we can create a culture that values authenticity and depth, leading to more meaningful interactions in our lives.

[#ContentVsImage](#) [#Authenticity](#) [#MeaningfulConnections](#)
[#SocialMedia](#) [#BusinessCulture](#) [#DeepConversations](#)
[#CriticalThinking](#) [#ValueSubstance](#)

[Khulud Abdallah Abu Dhabi University](#)

And what is it to work with love?

It is to weave the cloth with threads drawn from your heart, even as if your beloved were to wear that cloth.

It is to build a house with affection, even as if your beloved were to dwell in that house.

It is to sow seeds with tenderness and reap the harvest with joy, even as if your beloved were to eat the fruit.

It is to charge all things you fashion with a breath of your own spirit,

And to know that all the blessed dead are standing about you and watching.



Gibran Khalil Gibran (The Prophet)

118 · 12 Comments