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**Abstract:** The purpose of this article is to shed some light on the cultural changes in education. Nowadays, with the wide spreading, unstoppable development of the new technologies in teaching, the visuals are often being encountered and commonly used. The research mainly focuses on innovative processes in education, which involve using an audiovisual technology in teaching processes by educators and therapists in their teaching career. The majority of the interviewees have used (audio)visuals in their activity. This fact illustrates that there are often beneficial results of using such technologies in order to conduct the lesson or to support the cultural events. Nevertheless, the authors are bothered about the fact that many interviewees have used the visuals not to evolve their teaching strategy fighting for suitable working methods, but only to enhance the cultural school events. It should be considered that the classes conducted with the (audio)visual methods are undoubtedly more attractive to the student, as well as, demand more discipline in students' behavior during the classes. Visual methods can be used both in science and the humanities and are particularly useful for learning foreign languages. These methods, despite many negative reviews, have a beneficial effect on students. It is a way of attracting attention and giving extra focus to a particular subject. The interviewees have used (audio)visual methods and techniques in order to support their classes, facilitate the communication processes and to simplify the flow of information. The modern tools, which involve texts, audio, graphics, websites, Flash presentations, text editors, software application development, for example, Java, editors, graphic, sound, cameras and video cameras, interactive whiteboards, visualizers and many other visuals support innovative education. The main purpose of this article is to present the positive aspects of the use of the visual methods during the act of teaching, as well as to notify the significant aspect of planning and preparing the teaching processes. There is a necessity for the educators and therapists that the particular educational situation, in which the support of the new technologies are involved, should be carefully considered and analysed. The critical view of the teaching methods is also urgently needed in a polish educational reality. Moreover, the training programmes presenting the variety of the visual methods should be widely offered.