Chapter 3

Visuality in Corporate Communication

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ABSTRACT

One of the most important areas where visual communication is prominent today is marketing. Brands try to adopt to the visual world of today in order to make their communication with their target audience more meaningful and effective. This way, organizations, and therefore brands, take significant steps for differentiation from their competitors by forming their visual identity. Additionally, considering the current advertisements of brands, it is seen that visual narratives are highly abundant. In this context, brands which are starting to use visual communication effectively are gaining a broader place in the memories of their target audience by increasing brand awareness. As a result, it is believed that the significance of visual communication and identity is increasingly higher in terms of influencing existing and potential masses by being integrated into the visual world of today.
INTRODUCTION

The time allocated for reading by people is increasingly rarer in the intense struggle in life with an accelerating pace. Reading and the process of making sense that starts with combining words are processes that are more complicated and time-consuming in comparison to perceiving and making sense of visual content. For this reason, for a simpler and more comprehensible communication process, people always prefer visual content more. An example of this issue is that the number of Instagram users worldwide is higher than the number of Twitter users, and content that is shared on Instagram receives more interaction (Statista, 2019). Another striking example of this is the rapid increase in the rates of using emojis. Now, instead of expressing thoughts and feelings through text, it is possible to communicate with others faster and in a simpler way by emojis which are visual. In some cases, these visual emojis are used to strengthen the thoughts and feelings that are expressed through texts.

Communication that is achieved with “visible” content is known as visual communication. Even though people do not understand the language of each other, they are able to communicate via visual images and symbols. This is because visual communication is more universal in comparison to written and verbal communication, and therefore, it is easier to perceive and make sense of its content. For instance, when someone who visits London without speaking English sees a traffic sign on the side of a road with the symbol of no parking can comprehend what it means thanks to the symbolic narrative even though they do not understand the language that is spoken in that country. Communicating through gestures may be possible in a country whose language we do not speak. Moreover, in today’s world where time is very limited and life is very fast-paced, visual images are preferred by individuals much more in comparison to written texts as they are perceived faster. Therefore, with numerous different advantages it provides and for reasons such as the qualities of human nature, visual communication has a much larger place in the world of communication. Thus, it is clear that visual communication should not be left to coincidences in commercial spaces where very large investments take place. The necessity of all organizations taking part in the world of commerce to pay attention to information on visual identity planning and the perceptual characteristics of their target audience is clear.

VISUAL DIMENSION OF COMMUNICATION

A person is a being that prioritizes what is visual. This is because, although we utilize several of our senses for communication, for all individuals who have the capacity to see, the basis of learning, attitudes and behaviors is in direct interaction with visual content. A person assesses the reflections coming from around them within visual communication systems, and more of the time in their daily life, they direct their actions based on visual communication. This visual attitude is almost in the genes of people (Ketenci and Bilgili, 2006, p. 268). In this context, it may be argued that the sense of sight is one of the most important senses in people.

People identify and try to make sense of the objects, events and situations around them firstly by seeing them. Humanity has spent tens of thousands of years to develop this quality (Uçar, 2004, p. 17). Since the dawn of humanity, the most effective form of expression has included the pictures, shapes...