

## Message from the Editor

Greetings Dear readers of TOJDAC,

TOJDAC is appeared on your screen now as Volume 2, Issue: 3. In this issue it is published 10 articles from 18 authors.

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The visual and linguistic messages that we confront in all the areas of the life are sometimes used with the aim of persuading and sometimes used with the aim of drawing attention. They should be created in accordance with the target market as they undertake some important functions in meeting the products or especially the brands with consumers. These messages that shape the consumers’ lives and dominates their behaviors should be created with an approach to respond to expectations and should be appropriate to the context. As visual communication and visuality become more dominant nowadays, the creating process of the visual messages should be carried out more carefully and meticulously. This is because the aforementioned and/or the services primarily communicate with their visual identities and visual messages and also give an effort to create an “awareness” and “privilege” on consumers’ visual perceptions by the help of visual designs.

In this context, in this issue of TOJDAC we will witness some topics related to “Communication Arts”, knowledge and thoughts related to theoretical and practical aspects. We hope you enjoy to read these various articles comprising different topics such as the researches related to consumer perceptions, the communication strategies that are applied in digital environments etc.

Dear readers, you can receive further information and send your recommendations and remarks, or submit articles for consideration, please contact TOJDAC Secretariat at the below address or e-mail us to [info@tojdac.org](mailto:info@tojdac.org)

Hope to stay in touch and meeting in our next Issue, 1<sup>st</sup> of October 2012  
Cordially,

### Editor

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