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COMMUNICATION ACTIVITIES WITHIN THE MODERN ENTREPRISE

Summary. Inside organizations, communication has an important role. Communication should be oriented both towards the internal life of the organization and towards the external activity. The communication devices of the company serve to disseminate some major information about the products and services offered to the clients and they also serve to find out how the business environment reacts. Such a double communication system assures a permanent dialogue with the external environment, the market, supplying the firm with all the necessary elements for developing an efficient activity.

Keywords: Communication, Marketing communication, Communication policy, Promotional activity

KOMUNIKACJA WE WSPÓŁCZESNYM PRZEDSIĘBIORSTWIE

Streszczenie. W organizacjach komunikacja odgrywa ważną rolę. Komunikacja powinna być zorientowana zarówno na wewnętrzne życie organizacji jak również na jej zewnętrzną działalność. Narzędzia komunikacji firmy umożliwiają rozpowszechnianie niektórych kluczowych informacji o oferowanych klientom produktach i usługach, jak również służą pozyskaniu wiedzy na temat reakcji otoczenia biznesu. Taki podwójny system komunikacji zapewnia ciągły dialog ze środowiskiem zewnętrznym, rynkiem, dostarczając firmie wszystkich elementów niezbędnych dla rozwoju jej skutecznej działalności.

Słowa kluczowe: komunikacja, komunikacja marketingowa, polityka komunikacji, działalność promocyjna

Marketing communication represents the assembly of signals send by the enterprise in the direction of its clients, potential buyers, partners (suppliers and distributors), opinion leaders, competitors, organisms and economic agents, its own staff, in order to ease all the commercial relations of the enterprise.

Within the framework of the modern company, organizational communication is the process that enables the change of messages in order to better coordinate the individual and common activities of all the people involved in the production process of the firm and in achieving its objectives.

The main objectives of marketing communication aim to give all the necessary information about the firm and its products in order to stimulate sales, to raise the public awareness about the products and also to create a favorable image. The promotion activity throughout all its techniques (publicity, sales promotion, direct marketing, sales force, public relations etc.) represents the main component of marketing communication.

Financial communication in many instances is governed by some specific rules stipulated by normative documents and acts between the firm and the financial partners from which the former gathers funds and other financial services.

Communication policy comprises all the internal and external measures of the enterprise and has their effects upon the market participants' knowledge, concepts and attitudes.

Accordingly, communication may be the most efficient, or on the contrary, the most inefficient of all the enterprise functions because at last it may generate, when it fulfills its goal, an over passing of the business spirit in favor of truth and full success.

1. Some particularities in marketing communication

Marketing communication follows the Shannon and Weaver classical model of communication, the elements of the communication process being characterized by a series of specific features.

The **sender** may be a person, a group and an organization that wishes to send a message towards the broad public. In order that the message be efficiently received, the sender should know the following:

- The audience that is the receiver of the message;
- The characteristics of the audience co-related with the possibility of let themselves influenced;
- The image of the potential consumers about the firm and its products;
- The way in which the message is sent in order to assure a maximum audience.

Codification represents a symbolic form of the message or of the idea that is ready to be sent. In order that the message should be efficient, it is necessary for the sender to know well the process of de-codification such it will be understood by the receiver. In order to avoid some errors caused by the differences between the codification and then by the de-codification process, the firms test themselves the messages before launching the promotion campaigns, in order to determine some lacks between the message sent and the message received. The process of de-codification supposes the use of some codes and of some amounts of information, such as: colors, images, objects, sounds, gestures and face mimic. Within the de-codification process it is very important that the cultural differences should be taken into consideration.

Example: In India, white represents the traditional color of mourning;

The smile represents a state of embarrassment for the Japanese peoples.

A movement of the head from right to left represents a denying for the Bulgarians

Using words and expressions within the codification process should take into consideration the particularities, the cultural and the instruction level of the receiver, of the usual language used currently and of the tendencies registered within the evolution of the vocabulary.

The message represents the very content of the information that is to be sent, under its coded form. The message should induce sensibility to the public it addresses in order to convince them to try the products and the services. Within the communication process, an important role has the logical construction of the message having a great impact upon the firm products and services awareness.

An efficient message should fulfill the following requirements:

- Being explicit,
- Capturing the attention,
- Bring interest towards the firm and its products,
- Inducing desire,
- Determine action

Within the promotional activity, a first step is represented by the construction of the promotional message, and thus the target public should obtain certain positive mental attitudes. Any promotional message should contain the proper type of information that the firm wants to give to the public and an adequate form in order to impose itself, because the buyer is daily confronted with much information.

Within the communication process, the content and the form of the message are the result of creative process based upon the general principles of semiotics and semantic. These principles are transposed into symbols that should point out the specific elements of the

sender and they are understood and agreed by the receiver as: visual (colors, shapes, lightening), written (slogans, announcements, posters) and sonorous (musical, dialogues).

In realizing the message it is necessary to find optimal solutions linked to its background and form.

The content of the message (background) comprises the total amount of attracting elements, ideas and themes in order to induce sensibility to the consumers. In marketing communication three main categories of attracting elements are used:

- Rational attracting elements based upon the characteristics of the product, aiming to convince and show to the consumers what the material, spiritual and moral benefits are offered by the producer;
- The emotional attracting elements aim to induce a positive or negative reaction among public having as finality the purchase of the promoted product. These messages can be based upon the feelings of the individual (fear, shame, dissatisfaction, guilt) and aim to limit consume of a certain product. There are also other feelings linked to pride, satisfaction, and content in using a certain product.
- Attracting elements linked to the ethics are based upon a value system of the individual, promoting some behavior models starting with some ethical and moral norms, being frequently used in social marketing campaigns.

The form of the message represents the way in which arguments, shortcomings and conclusions are presented to the audience. According to their form, we distinguish more categories of messages:

- Messages with or without conclusion;
- Messages containing favorable arguments, but also messages containing both favorable arguments and shortcomings;
- Messages that presents explicitly or let the public to discover the advantages and disadvantages offered by the consume/non-consume of a product.

The modality of sending the message (the channel of communication) represents the support used by the sender in order to assure the sending of the message towards the receiver. With marketing communication one can distinguish two major categories of communication channels: personal and impersonal.

Impersonal communication channels (mass channels) assure the sending of the message from the sender to the receiver without permitting a direct contact between them.

Using these channels is recommended in case of simple messages, addressed to a broad audience and which implies a repeated, identical reception of the same message. Mass communication is frequently used in publicity and employs a variety of channels such as: mass-media, bill-boards, posters, printings etc;

The use of these types of channels presents a series of disadvantages linked to the passive characteristic of the communication, the impossibility to adapt the message to the requirements of each client and the lack of feed-back permitting to evaluate the reaction of the receivers.

Personal communication channels (interpersonal) assure the sending of the information from the sender to the receiver but also the latter's reactions, permitting at the same time to establish a direct, personal relationship between them. In relation of the relations that exist between the senders of the message and the receiver of it, we distinguish the following types of personal channels:

- **Commercial channels** comprising the total amount of means used by the representatives of the firms in order to send information towards buyers aiming to make them sensible towards a product or a service.
- **Experts channels** used by independent persons, playing the role of consultants, and due to their action have an influence upon the buyers, determining a favorable reaction towards certain products and services.
- **Social channels** including the persons situated in the immediate proximity of the individual with which they have direct and tight relations (family, friends, and colleagues) and which exercise an influence upon the individual in his decision to buy.

Using interpersonal communication and of the personal channels is recommended in the case in which the adaptation of the message is required. The volume and content of the information contained by the message is also required. They use all these in order that the message should meet the concrete and particular needs of the receiver. Although this type of communication implies high costs, it has the advantage to enable the analysis of the clients' reactions, being frequently used within the framework of specific activities of Public Relation, direct sales etc.

The receiver represents the person, the group or the organization to which the message is sent. In order that the targeted subjects react according to the expectations it is necessary that the subjects receive the message, understand it and be sensitive in a certain extent to the informational content of it.

The message, under its codified form, will be submitted to a de-codification process by the receiver that means its change into concepts and ideas.

The communication is correct and efficient if between the sent message and the one de-codified by the receiver there exist no differences. In case that the message arrives to the receiver in a modified form it means that in the process of communication several degenerating factors appeared and they are called perturbations. Some examples of

perturbation factors are contradictory information, rumors, insufficient knowledge and understanding of a domain etc.

The receiving of the message and its reaction upon the receiver depend upon some aspects linked to: the content of the message, the communication channel used by the sender, the relations existing between the sender and the receiver, the psychological and physiologic characteristics of the receiver of the receiver. The receiving of the message by the receiver is influenced by three factors: the selective attention, the selective distortion, the selective retention.

The selection stands in the attitude of the individual to retain information in its interest. Generally, it is said that individuals retain information linked to their pressing needs, by provisioned needs or by events that constitute deviations to the normality.

Selective distortion manifests them by the modification of the content of the message in order to correlate the received information with the image existing in the receiver's mind.

Selective retention manifests itself by retaining that information which is in the conformity with the opinions contained by certain types of messages. It is evident, thus, that certain individuals catch some messages easily under the form of slogans than those presented under a descriptive form, we mean messages referring to form, shape, color, modernity than those formed by words and figures etc.

An important role in assuring the success of the communication activity is due to the way in which the theme of the communication campaign is chosen. The theme of the communication campaign establishes the general framework, subject, elements and the key message used. The theme used in communication campaigns can be classified according to the nature and the way of attracting consumers.

1. Taking into the consideration their nature, the communication themes maybe:
 - *Themes linked to the goods and services* aiming to describe a job position, its performances, pointing out the strong aspects of it;
 - *Themes linked to the consumers* showing the advantages of using the product offered to the consumers and some facilities linked to the product;
 - *Themes linked to the firm* aiming to create a favorable image of the firm among the consumers, potential buyers, mass-media, to the broad public.
2. If the main objective follows to attract more consumers, the communication themes may be:
 - *Logical themes* based upon the objective presentation, without using emotional stimuli, of the product features.
 - *Emotional themes* based upon the sensibility of consumers, appealing to their different feelings and sensations (fear, pride, pleasure)

- *An attraction through celebrity* supposes the use of some personalities from the field of arts, sports, cinema stars in order to promote the products. In choosing these personalities one must consider the impact of their image upon the public. This public image should correspond to the product we want to promote.
- *Sex attraction* supposes the use of some characters that have a peasant physical appearance, associating to the promoted products beauty, youth and their attraction to the public.
- *The newly power* is based upon showing the new, particular elements of the product.
- *The sub-conscious attraction* relies upon the use of visual symbols, of some under-acoustic or visual messages during a certain period of time, acting upon the sub-conscious.

2. Promotional communication strategy – an essential component of the firm

Strategy

It is well-known the fact that marketing means both a system of thinking and acting.

In order to sell it is not enough to offer a product at an attractive price through a distribution chain, but it also requires to have offer awareness and to stimulate demand through adequate promotional action systems.

A strategic orientation is needed when building up the marketing policy and this strategy marks the perspective directions and practical actions in order to fulfill the objectives.

A powerful and complex communication with the exterior environment is also needed in order to support specific actions.

3. Promotion strategies applied by SC DEDEMAN SRL

Within the frame work of relations of the economic-social environment with the market, the marketing efforts of the company can not be limited only to producing and distributing some goods and services. The SC DEDEMAN SRL has given a special attention to the promotional policy as it represents the major element in marketing strategy in order to get a larger market share.

In nowadays economy there exist glut on the markets and thus the company is forced to emphasize quality of the product and adjust it to the clients needs. Under these circumstances

the firm should mark a proper identity and personality to their products in order to make them competitive on the market and in order to capture the public attention.

In order to attain the strategic objectives SC DEDEMAN SRL aim to use at different scales all promotional marketing strategies: publicity, public relations, brand, promotional actions and sell forces. The firm aims at a global image strategy in promoting the products.

The company uses all kinds of promotional means: journals, radio and television. The firm uses intermittent promotional actions.

Depending on the market conditions the firm adopts an offensive promotional strategy, and due to the fact that the firm has units in different cities the strategy is differentiate.

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