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Communication Strategies within the Public and Private Companies in Romania

Cristian BRANCU*
Bucharest University of Economic Studies, Bucharest, Romania
**Corresponding author, brancucristian22@stud.ase.ro*

Oana TURCU
Bucharest University of Economic Studies, Bucharest, Romania
turcuoana22@stud.ase.ro

Abstract. *We live in a universe of communication where the activity of institutions is subject to public debate, and in which critical opinions are expressed with less consideration and more haste than in the past. Through the strategy, the communication channels and tools used until this moment will be re-evaluated and improved. Also, the strategy presents new elements in terms of its objective's "tools" through which internal, external, or international communication will be carried out. The communication strategy aims to identify and develop a message coherent, specialized in each of the targeted components (internal, external, and international), disseminated to the public in an appropriate time. In this paper, the authors are analyzing the communication strategies within public and private companies in Romania. Their research is based on an interview addressed to twenty people and the main conclusion is that the communication process must be maintained and updated in permanence at the highest level, so that the organization does not encounter problems of communication.*

Keywords: communication, strategies, mass-media, public and private companies

Introduction

The term communication represents the foundation of our existence as humans and as society.

There is a very clear interdependence between human beings and communication, from the simple reason that without communication we could not interact and relate, and existence humans would be almost useless if we couldn't communicate.

The communication process, in essence, we can say that it is almost the most dynamic and complex process, which registers permanent transformations. These transformations or better said optimizations of the communication process are carried out globally, but with different impacts in almost every area of the globe.

The term communication can be associated with the term community or society. A community cannot exist without communication between its members. This hypothesis is also valid in the case of a company. In general, a community is formed by a group of people who share economic, social, political interests, have common plans, they have common areas, they have a common language, they speak the same language, in other words they carry out the activity in a mutually agreed upon direction. All these actions and more others could not exist without communication and especially without effective communication. Also, the economy depends a lot on communication, between them there is an equally strong interdependence.

In the last 30 years we can easily notice the major advances in the field of technology and communication. All these changes generated a profound impact in the economy and in global society. The pace at which these changes occur is very fast and will become more and more alert.

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The reasons are diverse and very simple: the need to communication is increasing between companies, but also between people; development continuous socio-economic environment and the direct implications of communication on it; increasing public and private investments in research; flexibility of organizations in the relationship with employees, partners, and collaborators; emergence of new international conflicts with military implications.

Mass communication through mass media channels has the power to change the president of a state, to modify governments, to generate certain decisions for the economy of a region, to decisively influence a certain community or society. Innumerable examples can be set forth from the perspective of these points of view. In very few cases, the population resists mass manipulation.

Thus, mediated communication has the greatest power globally and can influence society in two ways: subjectively and objectively. In the subjective form, the objective main purpose is to manipulate large masses of people with a specific purpose. In shape objective, the main purpose is to inform public opinion on some subject.

Mass communication is carried out in almost all cases through various local, national or international mass media channels. These mass channels media represent the results of innovation and technological development in the field of communication.

The biggest investments in this field are implicitly directed to these channels as well as mass media, which represents the support for the transmission of information to large masses and very large individuals.

In general, mass media organizations can influence the economy quite strongly and society, both positively and negatively. In terms of influence positive, mass media viewed as a whole, can have a positive impact on: the development of some public or private companies, on the economy of a certain state or region, on individuals and their decisions, on a local, national or even community international, on various social actions with charitable purpose, on democracy in generally, on the international business environment that reacts instantly to information transmitted for a more effective adaptation, on the decisions of persons with positions high in the state, and on many other public or private institutions and organizations, which ensure a fair and efficient development of society.

In terms of negative influence, mass media can generate a lot of economic, social, or political crises. The main reason is the transmission of erroneous information that can trigger conflicts in various forms. Normally, mass media organizations must operate exclusively in the interest of society and others the global economy. In the case studies that I will present in my doctoral thesis, I will also address this very interesting topic and I will also present the results regarding the influence positive or negative currently generated by international mass media organizations.

In the current global communication context, the evolution of mass media channels as well as a method of transmitting information, present a permanent character and are more so accelerated in terms of rhythm.

Mass media channels are trying to keep up with new technologies in communication, even if that means investing considerable budgets for the development of systems of transmission. A few years ago, when we were discussing mass media, we were discussing on television, radio or print media. The alert pace of technology development and of the communication process led to the reconfiguration of these mass media channels and to an eventual transformation into the online and mobile environment.

Communication strategies

Many years ago, the term strategy was most often found in the military field. In general, this area talked about planning, target groups, budget, etc. Over the years and with the development of global societies, the term of strategy has become present in all fields, including the field of communication.

If we analyze our activity for a day, we will notice that we had one or several strategies for those day-to-day activities. It is very useful to become aware of these daily "mini-strategies", precisely to improve them and to reach expectations following the activity carried out.

In general, in the economic field, the term strategy is almost indispensable for the normal performance of the activity. Any public or private company needs a global strategy that will in turn contain several specific strategies for each department or even for each activity that requires it. In any communication department within public or private companies it is mandatory developing a strategy and at the same time further developing and adapting, depending on economic, social, and political conditions.

Any elaborate strategy is like the main objective is the achievement or fulfillment of all objectives. The more strategy, the more correctly drafted and elaborated, the faster you get to what you want.

At first glance, the communication strategy can be an easy strategy to develop and to implemented, but practice proves that things are not so simple. Especially in this state in which we are "bombarded" daily with a lot of information and in turn we transmit a lot of information. The way the industry has developed communication and mass media globally, must be analyzed very well and in detail the development and implementation of a communication strategy, regardless of what we are talking about public or private companies.

Communication strategy is necessary to create an effective link between companies, clients, taxpayers, collaborators, and their partners. This link will be carried out through media institutions, civil society, collaborators, governmental institutions, NGOs, national and international partners, etc.

The strategy must be: (Busu and Gyorgy, 2016; Gherghita et al., 2006)

- "informative: distributing information using various communication channels
- educational: training sessions, workshops for target groups
- cognitive: speeches, round tables, conferences, meetings in the territory
- multifaceted: providing information on the reform, adopted concepts
- implemented strategies etc."

The general objective of the strategy could be defined as “increasing the degree of sensitization and awareness by public opinion of the importance of the company and its role indispensable for the community, through continuous familiarization with the specifics the activities and developments recorded in the field, as well as the intensification of relations with national and international partners." (Communication strategy with the public and partners probation service, Ministry of Justice of the Republic of Moldova, 2013).

The principles of the communication strategy: (Communication strategy with the public and partners of the probation service, Ministry of Justice of the Republic of Moldova, 2013): 1. "Legality; 2. Transparency; 3. Availability; 4. Responsiveness; 5. Continuity; 6. Coherence information; 7. Flexibility; 8. Public responsibility.

Internally, the communication strategy consists of development of a solid organizational culture, increasing the degree of collaboration between the employees and dissemination among the employees of the information on the agenda publications related to the activity of the company.

Externally, it consists of ensuring transparency by publishing and transmitting messages or information of public interest in a timely manner.

The objectives of global communication derive from the fundamental orientations of the organization in the fields: industrial; social; financial and commercial. Figure 1 represents the communication strategies that an organization can adopt.

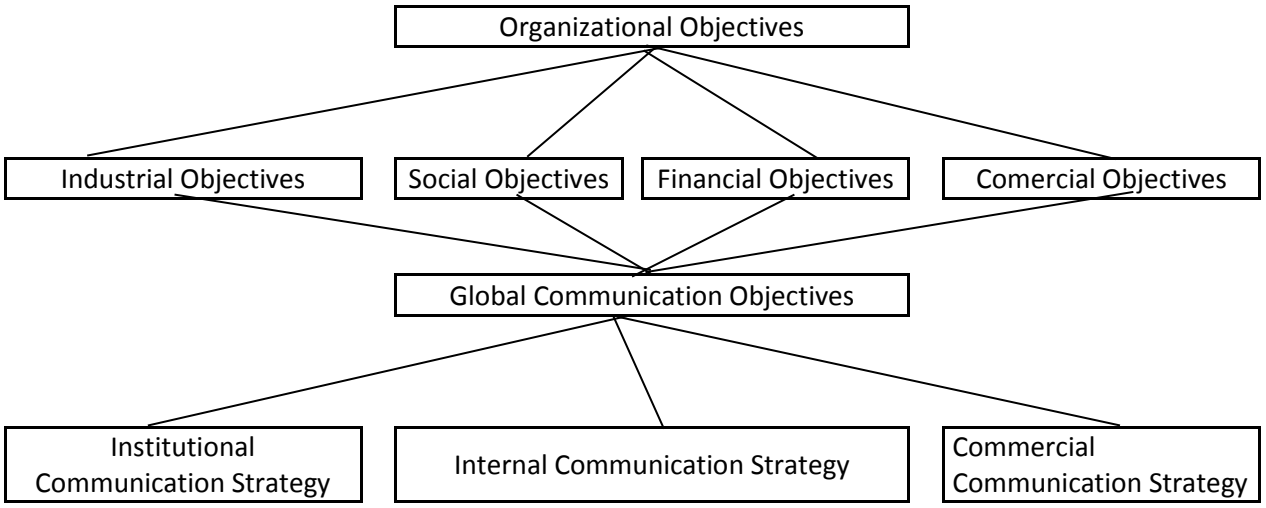


Figure 1. The communication strategies of an organization

Source: Popa (2016)

Literature review

The relationship between online media and traditional media is ongoing evolution. (Arens et al., 2011). In recent years, there has been a distinct transfer of popularity from more conventional forms of mass media (Tooth, 2012; Mohr and Nevin, 1990), to new forms of advertising, namely interactive and digital media (Terrence, 2010): a change considered as a reflection of our current socio-economic environment. (Rappaport, 2007; Morsing and Schultz, 2006).

It is important to note that it cannot be stated that a category of mass media is better than the other category - as an example we can take mass media traditional versus digital mass media. The value and effectiveness of communication channels are dependent on circumstances, objectives, target market and available budget (Todorova, 2015).

If we refer to the last 20-30 years, almost all communication campaigns have been carried out through the traditional mass media, namely: television, radio, newspapers, magazines, outdoor spaces, posters etc. It is very normal, like when a new category of mass media, namely digital mass media, the growth should be very high in the short term. During this time, it is very clear that the traditional mass media will register increases smaller than digital mass media.

Traditional media channels will disappear around 2030 and will move entirely online (Stohr, 2007; Celce-Murcia et al.,1995). At first reading of this statement, we are tempted to approve it fully. It seems to us that things and the online environment are evolving in this direction and are gaining more and more ground in favor of other means of mass communication.

Theoretically, we could find a series of solid arguments that would lead us to believe the same thing. First, the online environment has become a nursery of information from all fields. The undeniable advantage of this environment is, from this point of view, the fact that you can get the

information at any time and almost wherever you are and quite easily. Also, in this sphere I will also add the fact that it gives you the opportunity to review an article at any time, a film, an image. Another undeniable argument that can be made in favor of the environment online is related to promotion methods. The Internet can provide you not only the mix of image, sound, and text (as in television) or sound (radio) or still image and text (as in the print media) but provides you with all this in one place and something more. The possibilities of expression are vast (banners, pop-ups, viral, ads inserted between articles, articles advertising, etc.), you can go directly to where your target audience meets, without giving wrong. You can get real-time feed-back about your actions and you can quickly adjust the steps depending on it. Much more difficult things to achieve for mass channels traditional media."(http://www.vipromania.ro/blog/opinii-si-idei/media-online-vs-media-traditionale/).

However, "each means of communication is niched and targeted, and this one fact shows no signs of changing anytime soon. Despite all the undeniable advantages that the online environment currently offers, traditional mass media channels will not disappear completely, because the public to whom they are addressed will not disappear (Suzor et al., 2019).

So, more than likely, traditional mass media channels will not disappear, because the new media channels are formed from them => the traditional mass media channels are taken over, updated, and upgraded, some new ideas and thus new mass media channels may appear.

Furthermore, including what we call today new mass media channels, they will, in 2030, be channels of traditional mass media and new mass media channels will be formed from them. In public and private companies there are various functions within the Department of communication. Among the most common functions for the Department of Communication within a public or private company, we find: (Guide for activities of communication, 2012): The communication director; Spokesperson; Communications Officer; Those responsible for communication with the mass media; Consultants on communication issues.

The role of the Romanian National Audiovisual Council and the impact in the development communication strategies

In this research, I will analyze the reactions and opinions of the people interviewed regarding the role of the Romanian National Audiovisual Council and at the same time it will analyze the impact in the development of communication strategies.

Thus, I will use the in-depth interview as a qualitative research method to a confirm or deny the hypotheses of this research:

- Currently, in Romania, the National Audiovisual Council does not monitor the online segment.
- The activity of the National Broadcasting Council must be optimized and developed according to the mass media market.
- A balance between monitoring-sanctioning-resolving is necessary, as regards dissemination of communication campaigns through mass media, at national level.

The topic of the interview used is: The role of the National Audiovisual Council from Romania and the impact in the development of communication strategies.

The main objective of the research is to present people's reactions interviewed regarding both the role of the Romanian National Audiovisual Council and the impact in the development of communication strategies.

The target subjects of the interview were natural persons living in large cities of Romania, but also some people who live in the United States of America and in countries from The European Union,

such as Germany, France, Italy, and Austria, over 20 years old, with higher education, employed in public or private companies, who visited many countries, globally. Certainly, this category is represented by people who get information very often from the mass media and have permanent contact with mass media organizations from each country. Also, these people have a term of very clear comparison regarding mass media activity at the European level.

This in-depth interview was addressed to 20 people. The average duration of the interview was 20 minutes, including answers detailed for all questions asked. The period in which the interviews took place was November 15, 2022 – December 15, 2022**.**

After centralizing, interpreting, and analyzing the answers, I will answer the two research questions formulated:

- How well-known is the activity of the National Audiovisual Council by public opinion?
- What are the audience's expectations and arguments regarding the Council's activity National of Audiovisual from Romania?

The structure of the interview is as follows: 8 open and closed type questions, which have the main objective to measure the reactions of the interviewees regarding both the role to the National Audiovisual Council of Romania, as well as to the impact in the elaboration communication strategies. At the same time, the presentation of some comparisons between carrying out the general activity of the National Audiovisual Council and the presentation of some main objectives and detailing the expectations from the public opinion in relation to the activity of this institution.

At the end of the interview, after the 8 questions that follow the presented objectives previously, I asked 2 more questions whose main objective is confirmation of the targeted subjects, from the point of view of age and the locality where they reside. I opted for a structured interview, to maintain the same number of questions and the same order for all interviewed subjects and because it addresses in depth the topic of the present research.

Results and discussions

All the people who were interviewed answered that they are familiar with the name of the institution - the National Audiovisual Council and they have heard of it before at least once. Approximately 40% of the people interviewed know the activity and the objectives of CNA to a large and very large extent.

Most of the people interviewed believe that the CNA is carrying out its activity according to the law. In general, most people agree that CNA should also monitor the online segment.

The main opinions and arguments of the interviewed persons regarding the necessity monitoring of the online segment by the National Broadcasting Council are the following: Such a bill is under debate. All mass media channels would should be monitored equally; CNA must monitor the online space in detail, a lot more carefully, so the CNA law must be amended; It would be very useful if CNA could monitor and the online, because a lot of abuses take place there communication, but also censorship; Yes, an amendment to the CNA law is necessary, because the audience increases a lot in the online space and thus the number of abuses will also increase, in what concerns communication in the online space.

Most of the people interviewed, about 65%, said they agreed to a large extent for the CNA to be actively involved in the development and promotion of some campaigns of social responsibility, with national impact.

Most of the people interviewed, about 95%, agree to some extent very high that monitoring-sanctioning-solution balance is necessary and that it must find solutions for solving and at the same time anticipating the problems that may appear within the communication campaigns, at the national level.

Most of the people interviewed, about 95% of the people interviewed I agree to a very large extent that this objective is necessary and so it must be fulfilled by all mass media organizations, at the national level: "CNA follows that the rights of television viewers and radio listeners to be respected, an important aspect in this meaning representing the protection of minors and human dignity."

The main expectations and at the same time the requirements of the public viewed as a general audience, are related to the activity and objectives of the National Audiovisual Council the following: The CNA should be a much more aggressive and tougher institution with mass media organizations, in a positive sense. To highlight positive and worthy examples to follow, to participate in the education of society.

Conclusions

The communication process within public and private organizations must be a priority for all managers, both for the internal environment and for the external environment. Reasons why the communication process should be put on the top list of any manager are multiple: effective communication within the organization allows the optimal performance of the specific activity of the organization and at the same time the provision of services / quality products for consumers, customers (potential or real); effective communication with the outside of the organization allows the increase of notoriety, the development of the brand and implicitly increasing the trust of consumers of public/private services.

As I mentioned in the content of the paper, unfortunately in many organizations internal communication appears as a priority only in extreme cases, when there are already conflicts between employees of the same level, between managers and subordinates, between managers departments etc. The internal communication process must be maintained and updated in permanence at the highest level, so that the organization does not encounter problems of communication. When these problems arise, they are generally discussed by radical change of managers, departments, people responsible for the transmission of information, or even the total modification of the strategy is desired communication (if there was one up to that point). All these negative reactions can be avoided if one knows an internal communication process must be implemented very seriously and very rigorously, from all points of view.

As far as the National Audiovisual Council of Romania is concerned, this one institution has made progress in the last period, in terms of carrying out its activity and especially transparency in this process. However, much more monitoring is needed and more careful from the institution, in terms of mass media programs and the communication campaigns broadcast both nationally and locally. Often the emphasis is only on national campaigns, but local ones can influence almost in the same measure the population: positive or negative. Another measure that might be useful for this trio - mass media - private and public companies - audience, would be the transmission of some solutions for the most common problems faced by mass organizations, the media, as well as companies and the audience. Oftentimes, the activity just boils down to monitoring and fine. In addition, the development of the monitoring process would be very useful for the online segment. Certainly, this segment must be monitored and regulated, especially since the audience is continuously growing and the impact on the population is already very high.

Any public institution or private company must develop and implement a communication strategy. However, this is not enough. For effective communication, the strategy must be as well structured as possible.

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