

COMMUNICATION STRATEGIES DEVELOPED BY INTERNATIONAL ORGANIZATIONS

Vladimir STERPU¹

¹ Researcher, Institute of Juridical and Political Researches, Academy of Science of the Republic of Moldova
Corresponding author: Vladimir Sterpu; e-mail:vladimir.sterpu@gmail.com

Abstract

The study analyzes the communication strategies developed by international organizations. Today, international organizations have become major players in solving global issues. The location of an international organization within the communication space aims at increasing the visibility of the activities carried out. Communication strategies, developed within international organizations, are trying to meet the challenges faced by the contemporary world, while making efforts to cope with them.

Keywords: *international organizations, communication strategies, communication space, multicultural context, multilingual context.*

The XXIth century brought about both new challenges and new opportunities, determined by the globalization processes under development. Never before in its history has been the modern world as interdependent but, at the same time, as fragile as today. Under the new conditions created at world level, new opportunities are provided by the international organizations. Once manifesting as important partners within international relations, international organizations have become a management center for several global issues, so that their main concerns came to involve operations for peace safeguarding and collective, financial safety, as well as for various social and humanitarian initiatives.

The "Year Book of International Organizations", issued by the Union of International Associations (UIA) makes mention of over 69,000 profiles of international organizations - out of which 37,000 are active and 32,000 latent - from 300 countries and territories, international inter-governmental and non-governmental institutions included. Approximately 1,200 new organizations are recorded each year in the data basis dedicated to them. The Year Book appears as a trustworthy

instrument of study and research for all disciplines and activities of the civil society, including political sciences, jurisprudence, international studies, international relations, sociology, demography and peace studies (Union of International Associations, n.d.).

The evolution and development of international organizations appear as an eloquent example of the common initiatives of the international community, materialized in an earnest and prolonged effort meant at facing the challenges of the epoch.

To attain its objectives, international organizations develop communication relations, based on both individual and common communication strategies (Knowhownonprofit, 2017).

A communication strategy requires, first of all, establishment of its scope and of the realizations had in view. It should outline how efficiently can communication help the attainment of some general objectives of the organization; attract the interest of the co-interested parts; demonstrate the success of the activity; assure understanding, from the part of the population, of the realizations attained; modify the behavior and perception - where necessary.

The introductive part of a communication strategy identifies the scope of the organization, its basic functions and domain of activity. Equally, it includes the forte and weak points, the ones appearing as inefficient along the last five years.

To analyze the current state of an organization, an international one included, the following instruments may be employed (Knowhownonprofit, 2017):

PEST analysis - lists the political, economic, social and technological factors that may affect, in one way or another, functioning of the organization. They may be either positive or negative elements, with probable consequences and impact upon the manner in which the organization is conducted. Also, motivations are offered in relation with the possible effect of each factor.

SWOT analysis - includes registering of the weak and forte elements, of the opportunities and threats manifested within an organization, derived from its communication priorities. Also determined are the ways through which threats may be transformed into opportunities and the most efficient manner of taking advantage of the forte aspects of communication.

Analysis of competitors - permits evaluation of the current condition of an organization by a careful pursuit of the activity of rivals, who should be identified and classified according to certain criteria.

Any communication strategy, even those developed by international organizations, reflects most faithfully the general organization plan, considering the global vision of the institution, its scopes and basic objectives. It also suggests the manner in which communication might help to the transmission and practical realization of its scopes.

Out of the multiple communication strategies implemented by international organizations (identification of the audience, elaboration of the message for the target public, e-bulletin services, international organization of meetings, providing on-line communication, dissemination of information towards national governmental structures, monitorization of the information released by mass-media, etc.), special stress is laid on the elaboration of digital strategies.

A digital strategy completes the communication strategy of an international organization, being focused on the manner in which the institution may build up its on-line presence. It includes an efficient web site, utilization of social media which implement on-line campaigns, as well as identification of on-line resources and development of web marketing (Knowhownonprofit, 2017).

At the level of international organizations, the scheme of the communication strategies involves:

external communication (by means of bulletins, advocacy, forwarding and promotion of some ideas or causes), mass-media (social mass-media included), events and visibility; *internal communication* (by means of intranet, packages including the internal characteristics related to a suitable functioning of the organization); *urgent communication* (based on leading principles and standard operation procedures to be applied in exceptional situations) (Knowhownonprofit, 2017).

At present, international organizations came to occupy a central position in international government, exercising numerous functions and facilitating political debates between states and their competitors. Approaching of the various aspects related to the activity of international organizations is reflected in the academic theoretical debates held at international level and at various scientific-practical manifestations. International organizations are viewed as the main and, at the same time, most controversial actors of world politics. In the context of the challenges with which the modern world is now confronted, international organizations have to develop their communication strategies within a new multicultural and multilinguistic context.

Nowadays, when the international organizations are severely criticized, being viewed as intruders (as dominating structures, neglecting the needs of people and the countries they are expected to serve, as birocatic constructions incapable of rapid actions and of finding prompt solutions to various issues the countries they should support have to face, etc.), communication strategies should be most rigorously implemented.

In the communication practices implemented by international organizations, a communication strategy is complementary and dominated by the marketing one. The communication strategy responds to the marketing one. The marketing strategy focuses on the image taken as a whole, while the communication strategy is centered on some small details, necessary for creating the projected image. Any communication strategy is based on a working plan, which establishes, in a most precise manner, the key communication activities in relation with the time intervals had in view, the budget and resources allocated to them (Knowhownonprofit, 2017).

In all situations, implementation of a communication strategy ends with an evaluation, based on the following evaluation indices: the number of responses to e-bulletins, the comments written down on the site of the organization, the e-mail content, the extent of mass-media coverage, the intensity and frequency of key-messages, appreciation of the modifications of opinions, attitudes and conduct of the target-public (Knowhownonprofit, 2017).

Positioning of an international organization within the communication space is aimed at increasing the visibility of the activities it develops. In this respect, an elaborated and implemented communication strategy is essential for rendering sensitive the public opinion as to the values and principles promoted by international organizations; their situation as a

trustworthy partner within a context of international development; the perspectives on the implementation of new collaboration aspects.

The communication strategies developed by international organizations should consider all communication forms (oral, written, audio, visual and electronic), for facing all challenges of the contemporary world, as well as the efforts made by such institutions for successfully solve them.

References

Knowhownonprofit (2017) *Developing a Communications Strategy*. Available from: <https://knowhownonprofit.org/campaigns/communications/communications-strategy> [22 February 2017]

Union of International Associations (n.d.) *The Yearbook of International Organizations*. Available from: <http://www.uia.org/yearbook> [20 February 2017].