IMAGE AND IDENTITY IN EXTERNAL INSTITUTIONAL COMMUNICATION

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Abstract

External institutional communication mainly belongs to the managerial effort, regarded as a fundamental identity element, the dynamic-functional binder in the relationship with the society, connected to the main areas of civic or professional interest, with multiple but structurally differentiated objectives in terms of promoting production, service or trade. The modern image promotional environments and technologies of an institution become more and more pressing in the relationship with people or state institutions, interested or obliged to intervene with the purpose of promoting the main object of activity. The new trend imposes an accentuated growth in communication quality and intensity by protecting the interests of your own staff and also a dynamization of the institutional promotional activities in a perpetually complex mix of tradition and modernity. Therefore, the paradigm shift is imposed double-axis both by the perpetual reconfiguration of the external perception on the momentary value of the institution and by the potential it develops at certain moments, on the conceptual evolutionary graph.

Keywords: *communication, symbiotic communication, identity, institutional image, communication intensity, media strategy.*

1. MODERN INSTITUTIONAL PROMOTION – IMAGE AND IDENTITY

Symbiotic communication is seen as the main link between the organization and the external environment, in general, and the target audience, in particular. The prior-mentioned relationship does not represent a sure bearer of the imprint or of the organisation's identity.

The symbolic role of the manager represents an important element in the achievement of the image of institutional synthesis. At the same time, it creates favourable premises, associated with the development of the analytical structural elements of detailing configuring the promotional objects of institutional interest. Although he represents the main image bearer of the organisation that he leads, these connections have mainly an official character, his semantic approach, behaviour and attitude being mostly predictable. Through all his actions, the manager modulates himself on the priorly promoted express objects through external links or with the help of public relations and advertising. The synthetic character and the analytical promotional structure of institutional interests depend on size of the organisation, on its object of activity, the professional skills adapted to adopted organisational chart, the basic skills or those delegated by the manager through the decisions adopted.

The dominant promotion of the institution, basically the persuasive one gained a continuous character by directing the main valences. A dynamic character is associated in the context of the periodical interferences with similar organisations, characterized by a different organisational culture. The specificity of this culture forces participants to adopt some specific communication techniques which should not allow the beginning of a potential conflict with partner organisations.

2. COMMUNICATION AND DYNAMISM IN EXTERNAL PROMOTION

This type of communication has the object of promoting the image of an institution through different tools, trying "to do" and "to know." By means of the instruments it uses a unique expression of the institution's own values is being adopted and this improves the citizens' trust, sympathy and attachment.

Initially, the manager adopts a traditional attitude, frequently reduced to the usage of a main axis of external communication which substantially reduces the presence and the fulfilment with maximum efficiency of the institution's object of activity, on areas of interest. The "self-image" of the "desirable image," the stereotype presence, the promotion and manifestation of an external attitude of singular type tends in a short period of time promotion to follow a niche path, with few possibilities to stand out and develop, conforming to the rigors of a modest role, effectively conditioned by a status created in the dimension of advertising and public relations promoted by a sum of perennial values. The speech approached has to be eloquent, explicit when it comes to the identity and the values adopted by the organisation (who, … and what it is, what it does, what it shall do, how it shall do it, when will it do it and which is the added value on the internal reference area).

The institutional communication "has the object of presenting the organism, of understanding the ensemble of its activity and of affirming both the identity and the image and, more generally, of accompanying the institutional policy. We speak about a global communication which cannot be seriously kept in check unless it adequately assumes both the preoccupations of the external communication and that of the internal communication, simultaneously" (ZÉMOR, 2003). In this sense, there is a monobloc concept achieved between the two reference areas, respectively, the internal area and the external presence of the identity, justified in the long run by the unitary concept of organizational valorisation.

The sedimentation of institutional image may refer to the general public but its revelation through advertising is done sequentially on distinct levels, areas and subareas of interest, so that the result is the composite image of a functional reality through the contribution of several target audiences obtained through sympathy and a certain capital of trust. Relationship is firstly done instinctual, through the image impact of the logo, name, colour, therefore a distinct visual identity, frequently accompanied by a graphic code and posthumously the attachment may acquire much more consistent connotations, of a profound type.

The valorisation of the image has the main purpose o creating some convictions capable of developing the reputation of the organisation which goes through some probatory phases of a financial, commercial, technical-administrative or social nature, through which it tries to:
- acquire a position at the level of the objectives or in the ascendent of the desired interest;
- occupy a favourable place in regards to the existent competition within the reference area;
- have it utility, vocation and social contribution acknowledged;
- have the capacity to establish fair relationships with all interested partners;
- answer to the public's requests or messages;
- increase its legitimacy based on trust and public sympathy.

Institutional communication is the one that allows organisations to develop and value their image and, on the long-term, to consolidate their reputation in the reference space. The main problem is to identify ways and methods that allow the building of a real trust capital, a certain structure of the discourse that would strengthen the legitimacy in relationship with the public sensitized or interested in the institutional issue and that must be "cleaned" by all types of manipulation, to be credible, to inspire confidence in the target audience, without manipulation through the technique of public relations, therefore, to build behaviours and attitudes. It is essential to go through the consecrated stages: the confectioning of self-image (the message of understanding), the broadcasting of the image (through the techniques used) and the image received (by the target audiences). In the final part, this endeavour assumes the dialectic, competitional analysis of the interaction of the participant vectors in order to understand the objective dimension of the promoted messages because it is well-known the fact that an image is built with difficulty and it dissipates easily.

The immediate perspective shall allow the media a slightly growing influence thanks to the fact that it has been and remains a main source of information for the population. The topics approached generally have a simple and interesting character, slightly polemic, with a

certain degree of spectacle which frequently stirs the interest of a relatively known part of the population. The promotion of some subjects through TV media may offer a plus of credibility and profoundness regarding the investigations, analysis, comparisons and the critics of the journalists. These factors can be financially dimensioned through the optimisation of the promotional budget, advertising, sponsorship or event organisation.

The modern promotion of an organization shall more and more depend on the professional training of the staff. The relationship with the media will become increasingly nuanced, complex, dependent on knowledge of the specifics and characteristics pursued in the treatment and dissemination of information, the tools used (press release, press kit, conference, interview, etc.) on which the organization has only one minimal control over the information.

3. THE PRINCIPLES OF ESTABLISHING RELATIONSHIPS IN THE PROMOTION OF IMAGE AND IDENTITY

Relationships gain a new dimension in the paper. Relationship increases the influence that leaders might have in a certain situation, in a world overcrowded by data, news and commented events. Within this background, all organisations produce messages that have to reach their destinations and to produce the anticipated expected effects.

Organisational success cannot be ensured without efficient communication; it is not enough to work more, to be devoted, it is essential to promote credible aspects and make your organisation prosperous. Basically, the establishment of some solid multi-institutional relationships represents the bridge some authentic, pragmatic and efficient connections. If you are able to establish relationship regardless of their level with certain people, within groups or with the members of a homogenous/heterogenous public, those particular affinities and the feeling of belonging are being consolidated, they become more powerful and the influence shall considerably increase, both among people and at an institutional level. Relationship represents the ability to identify oneself structurally, attitudinally and through the objectives of other people whom you have an increasing influence over.

The leader has to have a vision in order to identify the real trend of the organisation that he leads. By establishing solid relationships, efficiently communicated, the group will be convinced of the need to perform certain tasks. These relationships help managers from every field of activity, regardless of their position and duties within an organisation. The interest manifested by a person for a certain relationship has to be preserved and, within a reasonable timeframe, "fixed," as it subsequently can and should become a recruiting agent of the initiated interests. *The desire to establish relationships* represents another force which majorly depends on the capacity to establish relationships. For this one should make use of all the communicative skills and talents that he or she possesses, as they are frequently dependent on attitudes, the need for change appears and courage is manifested in the sense of a constructive rethinking. Time imposes, with a mechanical rigour, changes in the institutional activity plan and the basic issue is exactly that of a proactive leader's capacity to correctly anticipate the future physiognomy of the activities, which depend on his or her ability to establish and dialectally promote new and new relationships.

The promotion of the organisation also depends on establishing some secondary relationships in the second background of the purposes pursued. This represents the fundament of the movements of social networks. The presence and the online posts gain some increasing significance as some people are more and more inclined to get involved in multiple relationships where everything starts with the perception of the new and personal attitude. It is easily noticeable that … "those who have built great companies understand that the greatest obstacle for every company when speaking about development is not represented by markets, technology, competition or products. There is something else, besides all these – the capacity to get in contact with the right people and to preserve those connections" (COLLINS, 2021).

4. STRATEGIES, TECHNIQUES AND TOOLS FOR ORGANIZATIONAL PROMOTION

Advertising is differentiated in the case of private organizations that seek change at the level of consumer behaviour, compared to public organizations which send messages without constantly following and receiving the results, the attitude change. Frequently sanctioned for the specific weight differentiated by manipulation, advertising will remain inextricably linked to the daily practice for an appreciable period in our society (TV, press, radio or internet, etc).

Regarded as indirect, impersonal communication as it generically addresses a large number of people, advertising does not remember any reaction or interaction between the sender and the target groups. The promotion of information is ensured by the payment of a media support space whose main objective is to convey data and information. There are many reasons that explain the importance and necessity of advertising in our society, among which the following are dominant:

- it systemically accesses a major percentage of the population from the public and private sector;
- the media is fed with considerable financial resources;
- it represents a strong and creative cultural and propaganda vector;
- it fulfills multiple community roles, facilitating economic exchanges (goods, services) or their limitation (the consumption of alcohol or of cigarettes).

The media strategies are consonant with the functional processes through some tools and techniques in regard to their capacity of promoting advertising. The structure of the planning-schedule (PASQUIER, 2011) process involves going through various distinct stages that can be described as such

- the identification of target groups and the assessment of the numeric percentage;
- the determination of the communication objectives (to be interesting, visible and challenging);

- the conception of message consonant to the established criteria;
- the choice of the media plan;
- defining the basic skills (aptitudes, preferences, behaviours, organisation);
- knowing the parameters of the present organization in the social field;
- amplifying external communication (multiple directions and objectives);
- defending the interests and the values promoted by the organisation (attitudes, opinions, trust);
- the quantification of financial needs (establishing the budget, etc) (PASQUIER, 2011)

Institutional promotion regarding the main activities, events or actions which are going to take place, presents a major, integrated interest, at the level of the socio-economical, legal, teaching, health, public order or defence areas. The correctly dimensioned information offers a well-anticipated visibility of the organisation's object of activity in order to allow a robust manifestation of the interests of the beneficiaries. Based on them, the aim is to legitimize public actions that can and must influence the decisions or opinions of the public (information, knowledge, attitude, opinion, preferences, behaviour), force vectors that form the institutional reference axis. Advertising cannot guarantee the change of behaviours because it is a pronounced indirect and impersonal activity without the possibility to interact directly with the subjects, but it contributes to the modification of some behavioural attitudes.

The external promotional reference axis aims to clarify the following issues:

Axa de referință a promovării externe urmăreşte clarificarea următoarelor probleme:

- the position of the product (idea or value) in order to give information, arguments or explanations with the purpose of increasing the knowledge degree of the valued subject;
- the organisation/brand allows the construction of an anticipated image and the consolidation of its identity or reputation;
- the comparative assessment of the associated competitional factors (in similar products or services such as: the price policy, quality, feasibility, design, etc.)

The promotional techniques try to precisely define the form (advertisement, poster, spot) in terms of size, ad height, poster format, presentation duration, and media placement when it comes to the development of details. The end vector analyses the extent to which information, emotions or the innovative elements are dominated by the advertising effort, on the bases of involvement and motivation criteria.

The advertising structure and content may generate certain risks, frequently differentiated as manifestation in the case of private entities, respectively of budget institutions, in the dynamic of the objectives that have to be fulfilled. Therefore, we consider that the standard techniques belonging to the "copy strategy" cannot be applied, as certain general norms might be broken, those related to identity, as well as the specific ones, related to creativity (DAVID, 2003). In order to optimize the relationship with the media, it is recommended to broadcast a main advertising medium with continuous activity and several related, relatively differentiated media that can be kept on hold as complementary media (COMAN, 2007).

The media planning and promotion assumes the effective broadcasting of messages, selecting the supports and their concrete broadcasting form (placement, hours, frequency or the dimension of the advertisement), an extremely important stage, conditioned by the cost of advertising and the risks associated (the loss of broadcast, inefficiency) if the targeted publics are not accessed or sensitized. Following the same logic, the budget can be unidimensional, therefore standard, or functional, pulsatory and it can be divided into alternative phases, dominant or moderate, with and without pause periods.

The efficiency assessment and the research methodologies are logically adapted, based on some indicators or signal criteria adapted to the specificity of every labour platform. The comparison activity of the media performance of the same support among comparable and compatible countries, areas or regions continues to present enough difficulties in establishing the number of readers, the audience level of the main television channels, the duration of the contract, the loyalty of the audience or its credibility.

5. THE EXTERNAL OPERATIONAL COMMUNICATION

It represents an effort and a managerial preoccupation which assumes training and the plenary engagement, frequently under the continuous form of the majority of the institution's personnel in achieving some connective relationships, their sedimentation and cultivation at clearly anticipated horizons. The institutional representation form can be graphically present through concentric circles. The interior area belongs to the management team (superior employees, departments, services, compartments), respectively to the exterior area represented by the operational environment which belongs to the communication with the users and implies "the provision of public data, communication at the counter, or on the services provided, as well as by the appropriate public relations they develop with this or that category of partners or interlocutors (local associations, category groups, media)" (ZÉMOR, 2003).

All employees can be and are motivated to communicate as representatives of the organisation with the external partners which occupy similar positions, with clients, suppliers, public authorities, and more recently, including with competing vectors. The prior mentioned people reveal images and run messages in a structure that belongs to a certain promotional trend that have in their composition information validated by their own processing systems within the organization.

The relational feed-back type system is vital for a performant promotion of the organisation's activity. The creation and development of the organizational connections follow the development of some communication relationships in the external environment and, consonantly, the identification of the evolutive processes in a certain structure beneficial to internal exchanges. The anticipation of respective events and their objective quantification allows the real-time adoption of authentic withdrawal strategies in order to protect the activity by building some profitable relationships with the most important correspondents, such as: the central and local authorities, the general managers or the dominant, influent people.

The communication networks should be projected in the ascendent of some proxime needs. Following the moment of their initiation, they can expand and they prove their usefulness in the case of numerous events. The continual observation of the external environment and the identification of its trend can be done with the help of internal factors specialized in the proper gathering and structuring of the strategic data. In this area, great attention is paid to the activities of competition, the evolution of technical support media, new rules and regulations that may affect the organization and contribute or can substantially transform its external environment of representation.

Communication with the role of promotion belongs to the theory and practice of external promotion with a distinct role, as it univocally appears, from the organisation as entity towards the external environment and this connection is not achieved by its members but directly by the institution. The promotion provides information about the object of activity, such as the offer of products, the commercial activities or services offered (health, teaching, design research, etc.) through which the interested institution tries to modulate or improve its overall image or wants to become known and promote its values (LUCHIAN, 2005).

The main forms of promotion relevant to the specialised literature are the following:
- advertising, through internet, media or proper advertising material;
- sales and service promotion in the ranges achieve;
- sponsorships on areas of interest such as the financing of cultural or sporting activities;
- patronage for humanitarian, non-profit organizations or artists (money; material goods);
- invitations for journalists, writing reports, interviews and thematic shows on radio, TV, press, etc.
- articles aimed at promoting the organization in specialized journals;
- organization of stands at specialized congresses and conferences, fairs, forums or thematic meetings;
- the periodical organisation of the open day at the organisation;
- the counselling of support institutions and networkign

Institutional performance can facilitate the promotional typologies of the images and the institutional values (products or services). The simplest and economical form is the permanent emphasis by employees of the positive aspects focused on the seriousness, efficiency and quality of the organization's activities which they are part of on the occasion of all contacts with the external environment (personal, family or professional). It is important for the employee to be efficient in communication, to persuade through coherence between the promoted discourse and his own activities and to be supportive with the organisation's objectives, meaning to be motivated.

The characteristics of efficient communication in the effort of organisational promotion are dependent on series of factors, among which the most important are the following:
- the construction of an interactive exchange of messages, under continuous form with all the external institutions that present interest on that particular area;
- the reciprocal relationships have to be substantial, progressive and innovative;
- communication manifests under simple traits, properly dosed formally and informally on major areas of interest;
- to be explicit and to clearly follow their finality by the honest achievement of results;
- to make both the top management and the simple employees responsible of the whole area of organizational interests;
- to preserve and amplify the institutional potential;
- to eliminate bureaucratic aspects and to promote the values of teamwork (DAVID, 2007).

The promotional reasons may be different. Priority is given to the newly formed entities that want to make themselves known to the public in order to be able to assume their mission correctly, to facilitate their access to the services of the administration or to strengthen their legitimacy. But regardless of the reason expressed, one can pursue the selection and recruitment of employees, marketing of services, interest and

the attraction of institutions, residents or tourists for whom organizations need a dominant position to build a positive image that helps them achieve their goals.

The modern institutional image is comprised of the group of information regarding the internal life, such as the appointment of people to management positions, internal structural transformations or the beneficial modification of activity relations, in order for them to be known by the interested public, to appreciate them and for the institution to benefit from the highest possible level of trust. The promotion of image through a performant management can address two distinct levels that refer simultaneously to the background vectors, respectively to the formal aspects of the organization. The decision can follow the simultaneous optimisation of organisation activities, respectively: departments, production / service sections, offices, compartments or unique positions, structures that ensure the background institutional activity, associated simultaneously with the direct aspects of their own culture, environment, work organization and their consonant coordination. In contrast, the formal issues address problems specific to the compliance strategies with changes imposed by the trend of activities, ways and implementation methods through simulation. The formal and substantive processes must be designed and applied in a symbiotic and functional process, but systemically integrated.

6. THE CONCLUSIONS OF THE ANALYSIS

The object of activity, the aims pursued and the promotion of an institution represent a monolithic package. The modern concept does not recommend that its presentation be made as a priority and that the services or products of the respective organisation be promoted posthumously and, in the future, the two plans can only work in a composite relationship.

The increase of the capital of trust and sympathy in relation to a certain organization, either public or private, is achieved symbiotically both theoretically and practically by continuously amplifying the value of content. This belief may have a relative value but it remains open to any modulation at certain horizons.

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