

Mircea Aurel NIȚĂ

CONTRIBUTIONS OF MARKETING AND MANAGEMENT APPROACH ON COMMUNICATION WITH APPLICATIONS IN THE FIELD OF IMAGE AND PUBLIC RELATIONS

The paper deals with a concept of communication market, communication media, demand and tender of communication. It is used the analogical method, so that it is proposed the amphitheatre model, communication mix and public relations mix. The proposal of a graphic representation can be useful for the people working in the field of communication, image and public relations and especially of those specialists that have a socio-human background.

Starting with classical approach on marketing about market, demand, tender and competition, it will be proved that the managerial way of thinking used in economics can be successfully used in communication, image and public relations; in our opinion, taking into consideration the practical experience and working style within Romanian communication and public relations agencies, it is necessary to underline some common mistakes, such as:

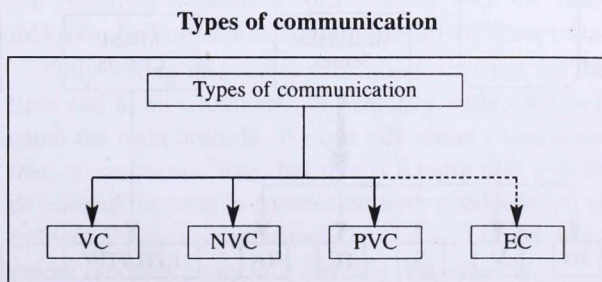
- a) communication strategies and public relations events are designed, nearly well enough, starting from communication objectives - the main problem is that these objectives are not related with marketing field, so that the messages are thought by specialists with a socio-human background;
- b) the design process is the main attribute of an art director whom background is film and theatre field, so that in many cases there is no oriented marketing view;
- c) the final spot can be delightful from the artistic point of view, but on the contrary, can be a disaster from marketing point of view - the spot does not invite or motivate in a specific way to go for buying;
- d) the slogan does not touch the targeted segments;
- e) the impact of the main message from the spot on the receiver is not maximized etc.

Other types of mistakes can influence the result above the audience and, especially, on consumer segments.

CAUSES AND EFFECTS

The paper "*Strategies and managerial communication techniques*" of M.A.NIȚĂ and R. OLĂNESCU [1] already spoke about contradictions between message, channels of communications, types of communications and strategies about managerial communication. Just to remind, figures 1 and 2 must be used by the specialists in communications, so that a lot of contradictions have been developed in the paper above and, as a matter of fact, must be avoided by designers.

Fig. 1:



VC – verbal communication; PVC – para verbal communication;
NVC – nonverbal communication;
EC – energetically communication.

The main causes that will be analysed below from the marketing management approach in communication, image and public relations are listed, as following: 2.1. contradictions; 2.2. dichotomies.

New contradictions will be underlined, as it is following below, but must be pointed that these will complete the contradictions from the paper above², such as, **A, B** and **C**; **A** - the main message or slogan of a TV or radio spot, or from a newspaper or magazine does not touch the targeted segments due to a contradiction between the eye image, message itself and consumer NADA - is a Romanian keyword that means by abbreviation BAIT for the fish. On short, **N** is coming from Needs (Nevoi in Romanian language), first **A** is coming from expectations (Așteptări in Romanian), **D** means Desires (Dorinte in Romanian), **A** is coming from Aspirations (Aspiratii in Romanian).

Contradictions above can be series of mixed combinations, such as contradictions between 1- seen image and message, 2 - seen image and consumer NADA, 3 - message and consumer NADA, 4 - seen image, message and consumer NADA, as a whole subunit.

Other types of contradictions can be not only from the seen image, but: (**B**) - from heard sounds, message and consumer NADA - of course we are talking only about TV or radio and not about newspapers. There are 3 new possible combinations in comparison with above, such as: 1 - sounds and message, 2 - sounds and consumer NADA, 3 - sounds, message and consumer NADA; (**C**) - from a whole unit between, eye image, sound, message and consumer NADA, such as: 1 - eye

image, sound and message, 2 - eye image, sound and consumer NADA, 3 - eye image, sound, message itself and consumer NADA.

Techniques for catching the attention

If we are talking about techniques for catching the attention, we are ready to say that contradictions can be useful, due to the fact that these ones, as a cause, can produce the effect - to catch the attention. We shall point on the following types of techniques which can be structured in five categories, based on: 1 - sounds, 2 - colours, 3 - motion, 4 - proximity, 5 - narrative structures

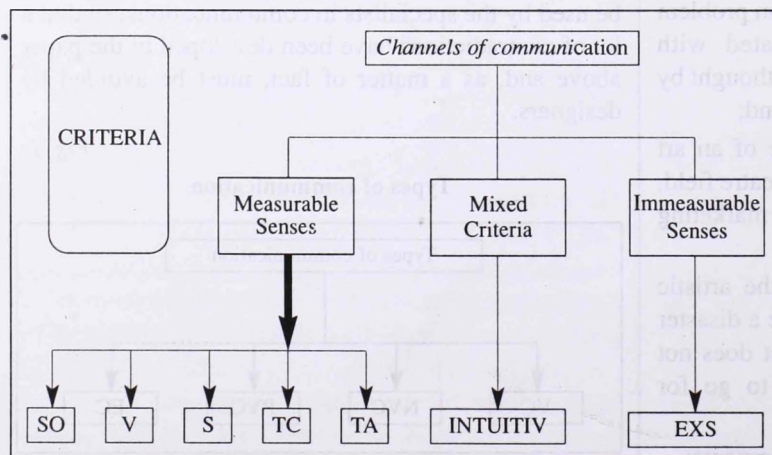
So, we notice:

1.1 appearance or disappearance of sounds; 1.2. dynamic of the sounds, such as, growing or diminution of the sound intensity; 1.3. sounds mixing and/or intensity mixing above, on short, special sound effects; 2.1. black and white versus 2.2. coloured images; 2.3. dynamic of the colours, for example, changing either the type of colours, either the intensity, the brightness or any kind of mixing above; 3.1. motion, for example of an object, such as a part of a human, animal or vegetable body, an eye movement etc; 3.1.1. fund motion (for example, changing of an object); 3.1.2. shape motion, either continuously, either suddenly, either mixed); 3.1.3. dynamic of a motion, such as a trajectory described with either high speed, either with a lower one or mixing of dynamic motion with repose; 4. modifying of conditions from the receiver proximity;

Fig. 2:

4.1. senses and 4.2. mixes of senses, such as noise, mechanical vibrations, new smelling aromas or unpleasant ones etc.- think about a noise that is coming from our neighbour from the floor above and the noise is increasing, see 4.3. dynamics of senses and dynamics of mixing; 5. techniques of designing a narrative structure of a radio or TV spot, such as: a - the protagonist knows that the receiver knows the action or whole story; b - the protagonist knows that the receiver does not know what it will follow; c - the protagonist does not know that the receiver knows the following action; d - the protagonist does not know that the receiver does not know what it will follow.

Channels of communication



SO-sound channel; V - visual channel; S - smelling channel;
TC - touching channel; TA - tasting channel; EXS - extra sensorial channel.

All cases were showed in the matrix below (fig. 3):

Fig. 3:

The matrix of possible expectations

ACTORS	RECEIVER		
		CASES	Knows
PROTAGONIST	Knows	HOPE	MISTER
	Does not	EXPECTATION	FOLLOWER

By the help of this management matrix, from the beginning of a movie till the end, the screen player or sceneries designer will catch the attention of the receiver, either a TV watcher or a radio listener. You can analyze yourself the way you are manipulated by a movie, that in reality is only a fiction.

This is the way of designing a script, that later on is mixed with retinal images and sound effects, based on dynamic of motion..

On short, contradictions listed above can influence either positive, either negative.

Advantages of contradictions are:

- on short term, catching the attention by playing with the help of our sensitive analysers;
- sticking easier the sent message to the receiver;

Disadvantages of contradictions are listed below:

- effect of internal tension on the receiver which is not allowed to be maintained above a long period or a maximum level of intensity;
- effect of physical and physiological tiredness.

GRAFICAL REPRESENTATION

OF A MARKET – AMPHITEATER MODEL

For soon, Romania knows new faculties and specializations, such as, the new market trend of communication and public relations specialists who are coming after the already saturated trend of marketing and management ones – see the great demand after 1989 together with the increased number of universities in the field of education. J. Lendrevie and others, in the paper *Mercator – Mercator-Theorie et pratique du marketing*³, proposed a schema for the marketing application – this graphic representation can be improved today, due to the changing of Romanian market.

The main gates from a football ground are targeted by main actors, such as:

- 1 – producers PD, manufactures M or importers I;
- 2 - en detail magazines M;
- 3 - consumers C and

exporters E on other markets; 4 - intermediates I that can be tangible T or intangible ones IT, and are structured in intermediates networking IN, such as: 4.1 - distributors (tangible) D; 4.2 - persons of prescribing opinions (intangible) – we shall call them prescribing people PP.

Figure 4 shows a football ground full with all these categories of actors.

It is well known that the producers PD establish the tender's volume, the final consumers C determine the volume of the potential's consume, that means the volume of demand. It is necessary to focus on *effective demand which is established in a dynamic way taking into consideration NADA, power of purchasing and final option of the client.*

The prescribing people never transport products on a distribution chain, but they influence the way of thinking and the behaviours, both of the final consumers, distributors and producers, too.

They are recognized as specialists, professionals either because of their background, either because of their success in the field and, unfortunately, either because of their notoriety (famous name); this does not mean that a famous name, as a well known name, means a very good specialist too.

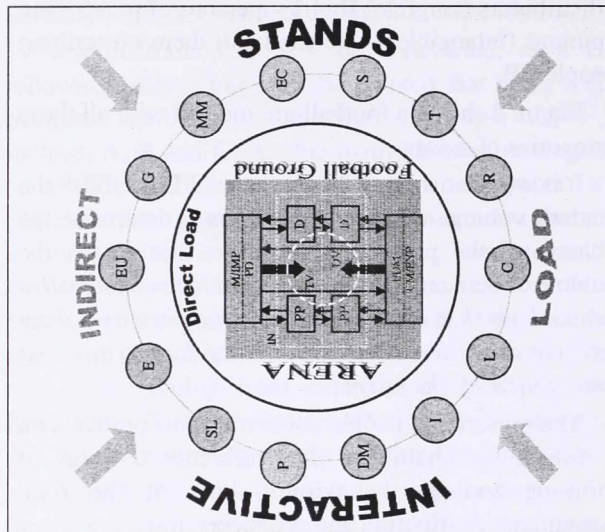
We are speaking about doctors, pharmacists, consultants, counsellors, designing engineers, university teachers and professor of al degrees etc. All of them can influence the way of thinking from a patient, client, student or pupil – it is enough to point that a type of soft, computer, grit stone or faience is better than another one. So, the social mechanism starts to function and people accept easier to be influenced by the other s opinion, I mean leaders' opinion or notoriety's opinions. On the other hand, according to the collective attitude and behaviour, an individual can be easy influenced by the behaviour of a group, due to the fact that the association need must be satisfied – see Abraham Maslow model – other way the non-inclusion feeling and frustration sensation can appear.

Only strong characters can ration, that not all the time and in all situations, the majority within a group catch the right attitude. We can talk about *consensual true or contextual true*, but this is a topic that will be developed for soon in connection with manipulation of individuals by democratically model and or by mass media (another paper will develop this subject).

That is why, the way of decision for the client and consumer must be in depth analyzed.

Fig. 4:

Graphical representation of a market – marketing approach



PD-producers; M-manufactures; IMP-importers;
EDM-en detail magazines;

C-consumers; EXP-exporters; IN-intermediates network;

D-distributors; PP-prescribing people;

TV-tender volume; DV-demand volume;

E-economical medium; SL-social medium;

P-political medium; DM-demografical medium;

I-institutional medium; L-legislation medium;

C-cultural medium; R-religious medium; T-technological medium;

S-scientific medium; EC-ecological medium;

MM-mass media; EU-European Union medium;

G-globalization medium; ED-educational medium

If it is taken into consideration all kind of external factors that can influence the game in the market, a new figure is shown bellow.

Advantages of amphitheatre view

This graphical representation in figure 4 offers:

- a global view, that in strategically way of thinking is called *helicopter view*;
- all the actors are seen in the market;
- all types of relations are pointed, even the arrows between **PP** and **D**, **PP** and all types of medium (economical, social, institutional etc.), **D** and all types of marketing medium have not be drawn;
- the dynamic of the ratio between demand and tender appears as a necessity and, starting from this market's situation (condition for identifying the value of the ratio in comparison with **1** value), all the team involved in marketing, management, communication, image and public relations uses the same global view;

- all the factors that can influence the game of demand and tender in a market are also pointed – they are interactive stands within a stadium; we consider that 15 factors, named as marketing medium, can show all types of relations between the market that has to be analyzed;
- it is very easy to identify all types of consumers, all types of target segments, target public and the difference between them.

From the point of view of their behaviour, these mediums have an interactive role, like people watching a football game – sometimes, these decision people from the 15 marketing media, can sustain the market game or, on the contrary, can oppose it.

On short, the institutional medium, technological, scientifically and/or mass media etc., can be either pro, or against the business in the market.

We can generalize, if it is spoken about products and/or services, so that the model can be useful for non governmental organization, public administration etc.

Any type of product or service that is coming from any type of an external marketing medium, can be put in the middle of the football arena, so that all the advantages of an external medium will appear immediately.

Disadvantages of amphitheatre view

The model does not answer to the question *HOW should I play in the market-football ground, WHICH are the strategies and tactics for a marketing war*, so that it is necessary a focusing within the football ground. Another disadvantage consists in the fact that this model does not point the targeted market– the targeted segments.

Two solutions are possible:

1. either a new figure that eliminates these disadvantages is designed separately and by the help of a link is following immediately after figure number 4;
2. either figure number 4 is improved.

The objective of the new innovation process is to eliminate the disadvantages and to underline the role and the importance of marketing mix, in order to give the right perception not only to marketers, but to specialists in communication, image and public relations.

Analogy, substitution and association are three methods used for the new model. So, analogy between

a table with four legs, in order to give a global view of the marketing mix meaning can be useful, but, in the same time, is limited, due to the fact that the table's perception is a static object. Once is put in a dining room or living room, the length of the four legs is fixed.

It is proposed the term *dynamical marketing mix* and a new comparison with a *marine platform with adjustable or telescopically leg*, in order to keep the products, services and the consumers on the same horizontal platform. You will ask me why to do this?

First of all, because I noticed that few people are able to link inside their mind the **4 P** (Product, Placement or distribution, Promotion and Price); secondly, the market is changing, exactly like a sea, that now is silent and other time is stormy due to a changing situation, that can be: 1 - either a new comer in the market that can produce more or less a stronger vibration, a wave; 2 - either an atypical situation, such as, *ending of a life cycle* and following a new NADA, a catastrophe - earthquake, inundation, war - events that can modify the demand. This new situation must catch the attention of the manager and adapt immediately the already designed marketing mix.

On short, *motion produce changing* (prime cause and prime effect) and the last one (second cause) must produce *adapting of the mix* (secondary effect).

Conclusion

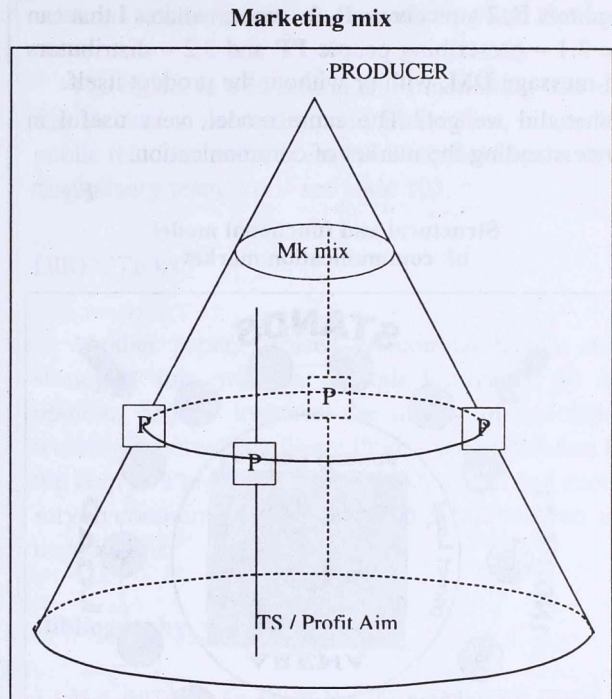
Dynamic mix of marketing should be a better concept together with a *marine platform* (with telescopically legs), as a better analogy - analogy is also considered a scientific method that can improve using of the models with all their types of limits.

The radar of a marketer is symbolized like a funnel and its main function is scanning and monitoring, in real time, the whole market. So, the marketing mix viewed like a part of a cone - see figure 5 - can be a transformed into a full cone that become a radar symbol and *working instrument*, at the same time, for the producers.

The same analogy is useful to transform the Maslow pyramid into a radar symbol by the help of *needs' mix*. The consumer is using his own radar to satisfy not only his needs, but his own NADA - *bait for the fish*.

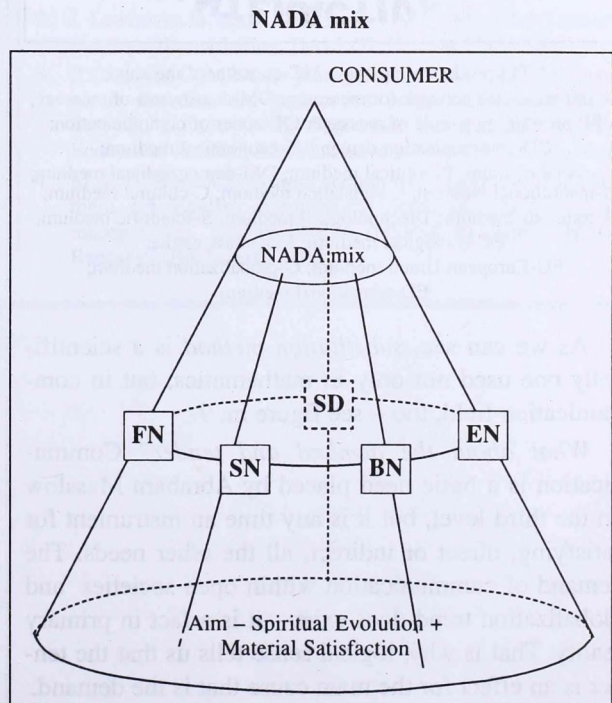
Figures 5 and 6 shows the marketing mix from the perspective of the producers and *NADA mix* from the approach of the consumers who are running in the market in order to satisfy their needs and not only (slide 74).

Fig. 5:



TS- target segment.

Fig. 6:

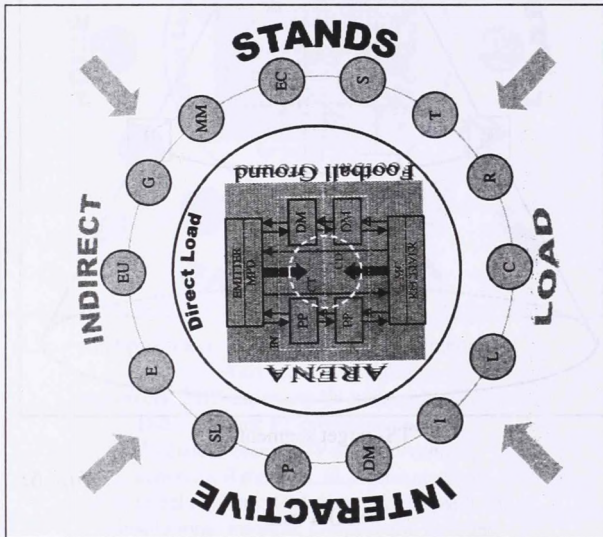


FN-physiological needs; SN-security needs; BN-belonging needs; EN-esteem needs; SD-self development needs.

Let us transfer and define the market of the 1 – emitters **E**, 2 – receivers **R**, 3 – intermediates **I** that can be 3.1 – prescribing people **PP** and 3.2 – distributors of message **DM**, with or without the product itself. What did we get? The same model, very useful in understanding the market of communication.

Fig. 7:

Structural and functional model of communication market



MPD-producers' message; MC-consumers' message;
 IN-intermediates network for messages; DM-distributors of message;
 PP-prescribing people of message; CT-tender of communication;
 CD-communication demand; E-economical medium;
 SL-social medium; P-political medium; DM-demographical medium;
 I-institutional medium; L-legislation medium; C-cultural medium;
 R-religious medium; T-technological medium; S-scientific medium;
 EC-ecological medium; MM-mass media;
 EU-European Union medium; G-globalization medium;
 ED-educational medium

As we can see, *substitution method* is a scientifically one used not only in mathematics, but in communication field, too – see figure nr. 7.

What about the demand and tender? Communication is a basic need placed by Abraham Masslow on the third level, but it is any time an instrument for satisfying, direct or indirect, all the other needs. The demand of communication within open societies and globalization trend does exist – it is a fact in primary reality. That is why, logical sense tells us that the tender is an effect for the main cause that is the demand.

What about the effective demand? Very easy to demonstrate that all three conditions are satisfied, such as: the NADA exists, the power of purchasing for a newspaper, a TV or radio subscription exists, options, too.

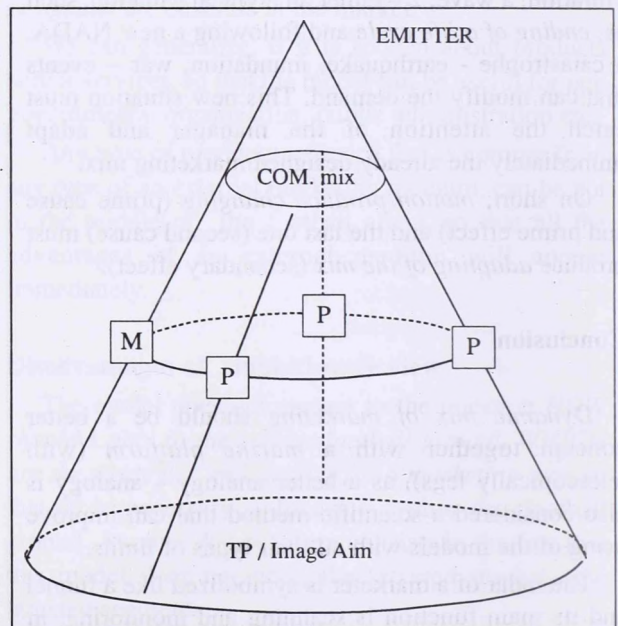
Which are the distributors of message? Either press networks that are selling their tangible product such as newspapers, magazines, television and radio programmes etc, either mass media itself, seen as an independent business.

Now, we can substitute message's distributors **DM** with public relations events **PRE** or companies **PRC** and, as we can see, *the market of PR is using the same model of the amphitheatre*.

Anytime we must adapt and change marketing objectives in connection with strategically objectives for the management and, on the other hand, with communication objectives, image and public relations too. *The model is still functioning.*

Fig. 8:

Communication mix



Now, is time to speak about **communication mix CM**, defined by changing the **1P** – Product with **Message** – this means the **1M** – so that this **new mix in communication** the **1M + 3P**: the **3P** have the same meaning like in marketing. **Price** is the cost of the whole campaign that can be seen as the price to multiply the impact of the message against the audience. The other **2P** are also the same – **Promotion** of the *message* and **Placement** of it, that means distribution of the message **DM**, see figure 8 and 7.

This means that the amphitheatre model still works in communication, image and public relation field – see figure nr. 7

The communication mix **CM** consists in **1M + 3P** and it is a better solution from the management and marketing approach on communication.

The public relation mix **PRM** consists in **1E + 3P**; **E** means events or events mix and is coming from the changing of the same **1P** – product within marketing mix with **1E** (slide 88).

Animation shows the dynamic of structural and functioning communication amphitheatre model – radar symbol motion is used for NADA mix of consumer against CM-communication mix, SM-strategies mix and PRM/PM-public relations mix.

SOLUTIONS

Coming back to the consumer, the art director must work within a specialized team composed from a marketing specialist, a psychologist and a sociologist. Why? Everybody knows that not only motivations of a consumer must be known, but the way of taking the internal decision is very important, too.

On short, what is specific to the background of an art director, a psychologist and a sociologist is good, but not enough, is necessary but not sufficient. All of them have no marketing and management knowledge, due to the fact that a way of thinking competition in the market is not developed within the universities.

That is why the objective of the paper was to find a simplified model, called amphitheatre model, that must be easy in use and necessary to link the personal relations within an advertising agency or a marketing one, in order to eliminate the gap of the specialists

background – communication, image and public relations versus specialists in marketing and management.

The model is a structural and functioning one and can be used in marketing, communication, image and public relations and it is easy to be applied by an interdisciplinary team, too – see slide 103.

DIRECTIONS

Another paper, focused on communication mix, strategies mix will be enough innovated, in my opinion, just to improve the ability of specialists working in interdisciplinary field – see orientation by the help of a pragmatically linguist, useful and necessary in communication, image and public relation and negotiations.

Bibliography

1. M.A. NITĂ, R. OLĂNESCU (2003): Strategii si tehnici de comunicare managerială (in English, Strategies and techniques of managerial communication), Editura SNSPA (NSPSA Publishing House), Bucuresti (Bucharest)
2. J. Lendrevie, D. Lindon, R. Laufer (1979): Mercator-Theorie et pratique du marketing, DALLOZ Gestion Marketing
3. R.OLĂNESCU (2004): Managementul structurilor de comunicare abordate din perspectiva programării neuro-lingvisticePNL, Editura UPM, Conferinta Internationalăde Stiinte Economic, Juridico-Administrative si Manageriale, Tg. Mures
4. M.A. NITĂ (2002): Stiinte economice. Marketing si management (in English, Economical sciences. Marketing and management), Editura SNSPA (NSPSA Publishing House), Bucuresti (Bucharest), 2002