POLITEHNICA **UNIVERSITY TIMIŞOARA**

FACULTY OF COMMUNICATION SCIENCES

MASTERCOM
Politehnica Graduate Student Journal
of Communication

MASTERCOM - Politehnica Graduate Student Journal of Communication

Volume 1, Issue 1, 2016

Contents

Are People Ready for a Change in the Digital Age?

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Abstract: *The article entitled "Are People Ready for a Change in the Digital Age?" is within the scope of communication sciences, namely communication online, which is a relatively new field, and has as main role the serious analysis of the degree of acceptance, and the use of new Social Media applications, namely Facebook, Whatsapp, and Instagram. This approach highlights the differences in communication clearly seen over time, moving from classical communication, traditional, crossing the digital age, online communication.*

Keywords: *Online Communication, Internet, Web 2.0 reality, chat, Social Media, social networking.*

1. Introduction

The main aim of this scientific article is to show the degree of presence on every social environment mentioned above, time spent online, the problems that arise and the impact each social media have in everyone's life.

Besides all these features, it is interesting to find out which of the three Social Media application is the top preference, what the interviewee would do if the application did not exist application and

what would s/he change about it. Thus, this paper is based on the assumption that shows that people spend so much time in the virtual environment, they want to be part of a community, and they give a great deal of free time for their presence online.

2. Online in 2017

The subject in this paper is part of the online communication, bringing to the fore the fact that the online environment has come to mean a continuous dialogue between people, a permanent opportunity of providing feedback to any information we have. The said range is growing, with many objectives which generate awareness, create leads, increase the rate of impact of information presented to the public and improve public engagement rate. Referring to these aspects, bibliographic sources have been used, especially electronic sources, but also books in print. The research was started in early December 2016.

The increased use of Social Media Networking Websites has become an international phenomenon in the past several years. What started as a hobby for some computer literate people has become a social norm and way of life for people from all over the world (Boyd, 2007:33). Teenagers and young adults have especially embraced these sites as a way to connect with their peers, share information, reinvent their personalities, and showcase their social lives.

Claudia Coja brings the following definition "communication occurred when the man, being rational, tried to know better the world around us, knowledge is not possible outside communication" (2010: 9). As a continuation of this subject, language and media all have gone through many changes and improvements, from oral to electronic. Who would have thought that 2017 will produce so many changes in terms of communication? Now, classical communication was exceeded much from communicating over the Internet, so that the latter came to be a real technological success. Gradual occurrence of the Internet has brought many changes that have affected us more or less.

Internet communication mediated by computer is a "current stage of development of communication through language" (Trohin, 2006, *apud* Coja, 2010:9). Recently, using the Internet we can communicate even with those who are on the other side of the globe, we can know the information in seconds, or even find things we do not know. Of course, for this communication to be conducted properly some "aid" is required, i.e. webcam, accessories, and other programs that are helpful so that we can communicate in real-time chat, talk on Skype or even to sell or buy what we want. Not only that online communication has replaced traditional communication, but brought along with it changes in terms of human interactions. It seems that it is now much easier to send a message to a friend at the expense of meeting with him/her, it is better to sit comfortably at home, and order your favorite food, watch a movie online, or buy a book.

Communication via the Internet is expanding more and more and it is starting to see results, as well as the positive, but also the negative aspects of this communication.

By bringing this new trend of online communication in Romania, the number of customers using the Internet as a means of communication has increased, at the same time with the number of companies investing in promoting and selling online. There is a clear reason why online communication is seen differently; the fact that information generally speaking is perhaps the main resource for the nation's critical industries such as companies, and also for the national economy and national security. We hear everywhere about Social Media, hear details about this word, authors focus on the development of this concept, promotion, sale, and more for it. But what is this "*Social Media*" word? Lately, there has been a phenomenal rise of a new kind of media – called "social media" that has proliferated and fundamentally changed the way we communicated in the last 10 years. Social media is the online content created by people using highly accessible and scalable publishing technologies. It is a shift in how people discover, read, and share information and content; it supports

the human need for social interaction with technology, transforming broadcast media monologues (one to many) into social media dialogue (many to many).

In "Users of the world, unite! The Challenges and Opportunities of Social Media", Andreas M. Kaplan and Michael Haenlein from Indiana University have defined social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content"
(http://michaelhaenlein.eu/ accessed at 05.01.2017, ora 18:32).

To be sure we understand the term Web 2.0, here is a description of it: "Web 2.0 is a term that was first used in 2004 to describe a new way in which software developers and end-users started to utilize the World Wide Web; that is, as a platform whereby content and applications are no longer created and published by individuals, but instead are continuously modified by all users in a participatory and collaborative fashion", as cited by Andreas M. Kaplan and Michael Haenlein. In other words, we could say that social media is the channel of online communication, social interaction and search for easily accessible information, with which we can all talk and produce texts (articles) or change these written words, pictures, audio, or even video with people who are directly interested in the issues that we deal with. There is a purpose for this interaction online that aims to create new friendships or businesses.

Recommend, analyse, compare, "monologue becomes a dialogue (with the resources provided by the platforms for free: forums, groups, blogs, social networks, and platforms for video, audio outs, and instant communication), the information becomes accessible and users transform consumers into creators of content in an environment where knowledge is democratised." (Horea, 2011:43).

We cannot discuss social media without this type of socialisation (social network), namely chat. The notion of "online chat" refers to any type of Internet communication with the primary purpose of direct

communication between two or more people through programs or applications installed in a computer connected to the Internet (Claudia C., 2010: 28).

By accessing the Merriam Websters Online Dictionary, we have obtained the following definitions of the term *chat*, distinguishing between verb and noun:

Verb:

a) to talk in an informal or familiar manner;

b) to take part in an online discussion in a chat room;

Noun:

a) idle small talk;

b) light informal or familiar talk;

c) any of several songbird (as of the genera Cercomela, Granatellus, or Icteria);

d) online discussion in a chat room

(word *chat*, https://www.merriam-webster.com, accessed on 03.01.2017)

Speaking of advantages and disadvantages, in terms of disadvantages, Kaspersky Lab (Kaspersky Lab is a global cybersecurity company founded in 1997. Kaspersky Lab's deep threat intelligence and security expertise is constantly transforming into security solutions and services to protect businesses, critical infrastructure, governments and consumers around the glob). *www.kaspersky.com , accessed at 03.01.2017)* have conducted an opinion poll in which they surveyed over 16,750 people around the world to find out what emotions the users of these social networks have. Somewhat surprising is the fact that the chase of appreciation plays a central role, with 42% of those questioned saying they are envious when their friends receive more appreciation than they do.

Therefore, this research shows us that users feel envious when they see the apparently happier lives of their friends on social networks. Despite the desire to have positive feelings from social networking interactions, when they see friends' happy posts - about holidays, hobbies or parties, users often feel bitter that others enjoy life

more than them. Even though social networks have emerged as a way to keep in touch with friends and share beautiful moments with them, this study has shown us the opposite, the fact that social media leave people with a bitter taste. "Our relationship with social media has developed into a vicious cycle. We want to go onto our favourite social platforms to tell all of our connections about the positive things we are doing – that makes us feel good", says Evgeny Chereshnev, head of Social Media at Kaspersky Lab. "But the reality is that everyone is doing the same thing, so when we log onto social media we're bombarded with images and posts of our friends having fun. And it looks like they're enjoying life more than us. It's easy to see why this is leaving people feeling down and why so many people have considered leaving social media altogether. The difficulty is that people feel trapped because so many of their precious memories have been stored on social media and they don't want to lose access to these."

However, people (78% of those interviewed) considered the possibility of giving up on social networking accounts, but the only thing that makes them remain is the fear of losing digital memories, but also contact with friends. To help people decide more freely if they want to stay in social media or leave without losing their digital memories, Kaspersky Lab is developing a new app – **FFForget** who will allow people to back up all of their memories from the social networks they use and keep them in a safe, encrypted memory container, and will give people the freedom to leave any network whenever they want, without losing what belongs to them – their digital lives. (https://usa.kaspersky.com/about/press-releases/2017_unsocial-media-jealousy-of-online-friends-leaves-people-feeling-down-kaspersky-lab-study-reveals, accessed at 03.01.2017).

3. Research methods

In this paper, I will use a type of research, namely qualitative research. I will distribute a questionnaire of 23 open-ended questions, closed answer, multiple answers.

The questionnaire will be distributed online to 150 people as follows:

- 17 persons under the age of 18;
- 17 students;
- 17 people aged over 30.

After analysing the 51 responses, I will highlight the following:

- How long an average internet user spends online;
- What is the most used way to be online (smartphone, tablet, laptop, computer);
- What is the most appreciated application of the three applications mentioned - Facebook, Instagram, and Whatsapp;
- What is the most commonly used application of the above-mentioned ones;
- What is it that changes to improve on each application?
- What application could give up if this problem, ... etc.

On the other hand, for a better understanding of all these issues or uses of these three Social Media applications, I will also apply an individual interview to 2 people per age category, a total of 6 people interviewed. In this way, after answering the questionnaire, we will learn more about these socialising environments, but we will especially notice the way the subjects feel when they are tested for a face-to-face interview, not just a questionnaire.

4. Conclusions

The scientific article presented with the research method and the bibliographic references helped me, on one hand, to observe that the world spends a lot of time in the online environment and surprisingly many people are online even when they meet with friends or dine with the family.

On the other hand, this study has helped me understand the needs of different age groups, what is the most used application for them, what would they want to change for each gift and which of the

three applications they would like or they could give up if problems arise.

Of course, this modern means of communication offers many benefits to users, and this has been proven by the answers of the questioned people, namely socialisation itself, the much faster transmission of important information, and a more private communication environment.

People are connected almost at any time of the day, they want to receive as much information as possible from as many people as possible, they want to discover what other people do, they want to exchange information, whether this means personal photos, favourite videos or even political opinions or various comments on current topics.

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Promoting Technical Higher Education Institutions on Social Media

Apăteanu Claudia

Abstract: *In this paper I am aiming at identifying the methods used by higher education institutions in order to create an online promotion campaign. Based on the various possibilities offered by the online environment but also on the impact that the Internet has mainly on the young generation, I will analyse the importance of capitalising these resources.*

Key words: *website, social media, promotion, universities, technical domain.*

1. Introduction

The main purpose of this paper is to highlight the need of using the continuously developing online environment in our favour. The higher education institutions need to always be in touch with the changes that happen at a technological level, integrating as many revolutionary methods as possible in both the learning processes and in the ways in which they are being promoted.

Starting from the point that mainly the young generation spends a great amount of time on the Internet, there is the possibility of capitalising on this lapse. There are some ways in which useful information that may not be perceived as needed can be delivered to the audience. Thus, there are some marketing techniques that are worth to be analysed in order to identify the best approach that a technical high education institution can have towards the public.

2. The research method

2.1. Benchmarking

The research is based on a benchmarking of five websites of technical universities, namely The Polytechnic University of Bucharest, The Polytechnic University of Timișoara, The Technical University „Gheorghe Asachi" of Iaşi, The Technical University of Civil Engineering of Bucharest, and The Technical University of Cluj-Napoca. In addition to the details that account for the visual aspect of the webpage, there are other criteria we need to keep in mind while managing a webpage. The importance that the virtual reality has gained throughout the time allows users to access a multitude of similar webpages, and because of some technical elements there is the risk that the user will lose interest in the content presented. The comparison will be made keeping in mind some criteria such as the relevance of the content, the way in which the information is structured, accessibility etc. An examination of each webpage will be made and then they will be benchmarked.

Through this analysis I want to identify the best approach when it comes to delivering information to a certain audience, and also to see how we can make a link between the webpage and other social networks used at present.

2.2. Quantitative analysis

The research is based on the application of 20-question quizzes to a group of highschool students. They are representative for one of the categories targeted by high education institutions and, for this reason, I want to find out what they think concerning the way in which they can navigate on the webpages of the aforementioned universities, and how they perceive the way in which the information is delivered.

3. Results

In order to conduct a benchmarking of the five websites of the technical universities chosen, each webpage needs to be analysed. Following the example for the webpage of the Polytechnic University of Timişoara, I will continue with the other universities.

www.upt.ro is framed in the domain of education, being a webpage that offers information for different categories of audience, especially highschool students, university students, graduates, current or future teachers, and parents of the highschool students or university students.

The University webpage has a clearly structured menu that comprises nine well-defined categories:

Each category has many more subcategories, with clear denominations, that make the page intuitive and the information easily accessible.

Also, on the front page there is a slideshow with photos that illustrate the most important sections, at least for the target audience as

far as this analysis is concerned, namely highschool students. These categories are "enrolment", "events", "learning spaces" (the library). In this way, the visual impact makes us feel welcome on the page we accessed. The simple design and the colour combination make the site a friendly one, but it also enforces a certain type of seriousness.

One of the downsides is that the events or activities presented on the webpage are not presented in a chronological order.

Simultaneously, the icons at the bottom of the page that link us to the Facebook, Twitter and Google+ pages send us to one and the same place, namely the Facebook page of the institution.

A very important aspect that gives the page more weight is the fact that it has a translated variant for the English speakers. The Polytechnic University of Timişoara has multiple partnerships with different high education institutions abroad, so a large number of students who want to study here come from foreign countries.

To conclude, while analysing the webpage www.upt.ro for the first time, we can see that it fulfills the criteria of aspect and structure because the information is clear and accessible. The research will continue with the analysis of the other four webpages, followed by a comparison to determine the best aspects for each of them and what can be done to improve those websites.

As far as the quantitative analysis is concerned, the target group consists of highschool students from the Western part of Romania, ranging between 14 and 19 years old. Having in mind the fact that they spend a lot of their free time on the Internet, I do believe that the virtual environment can be used to help them acknowledge the opportunities they can benefit from academically.

Q9.Cât timp petreci, în medie, pe internet pe zi?

100 de răspunsuri

● Mai puțin de 2 ore
● 2-4 ore
● 4-6 ore
● Peste 6 ore
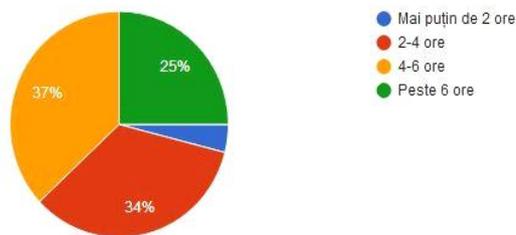
After applying the questionnaire, we can see that young people spend at least two hours a day on the internet, a great percentage being represented by students who spend even more than six hours doing the same activities. Even though this range is purely informative, the main kinds of accessed pages are those of the social networks. 88% of the interviewed students spend their free time on social networks, but another great percentage is occupied by the viewing of movies and TV series (59%).

Q8.Ce tip de pagini accesezi pe internet?

100 de răspunsuri
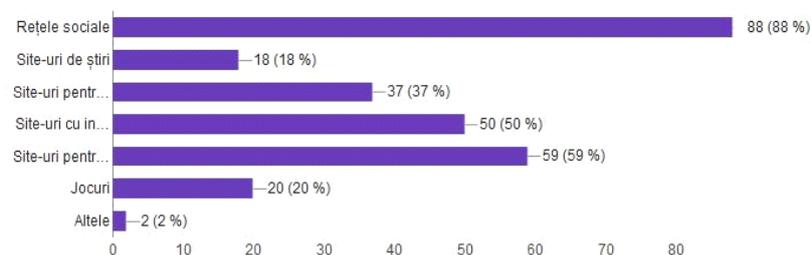
Q17. Pe care dintre următoarele rețele de socializare consideri că este important ca o instituție de învățământ să aibă cont?

100 de răspunsuri
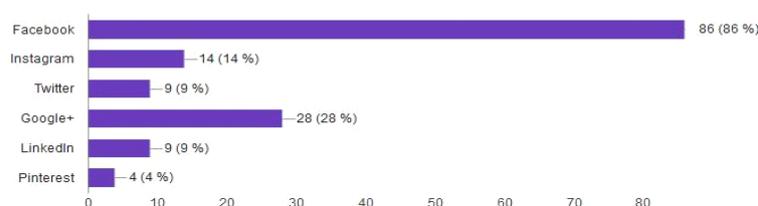
When they were asked about the best social networks where education institutions should have an account, 86% of the highschool students chose Facebook, followed by Google+.

To conclude, the online environment represents one of the most accessible methods of promotion, regardless of the domain involved. The research will continue with the interpretation of the data obtained after having applied the questionnaire, which come as a completion of the analysis of the five university websites.

4. Specialised sources consulted

Digital marketing is one of the most used techniques when it comes to promotion whether we are talking about a product or a service. By using the search instruments Web 2.0, the information can reach the target audience, clients or potential seekers, without having to put too much effort into it. Thus, the importance of optimising the searching processes increases, and specialists need to pay attention to the strategies that need to be implemented focusing on the degree of the freedom of thought of the targeted public. In order to analyse these aspects, most of the bibliographical resources used were electronic, i.e. websites that have as a main topic the virtual space, but I have also used printed books.

The topic that I chose for this research is based on the need of the high education institutions to attract a certain category of the target audience, namely highschool students, because they will end up contributing one way or another to the development of the institution.

The first step that we are to make in order to start the promotion process, initiating a campaign, is to create a webpage that reflects exactly what the public wants to perceive of the product or service concerned. Among the benefits brought by the correct management of the content, we can enumerate:

- Increasing the notoriety of the promoted brand;
- Increasing the visibility of the promoted brand;
- Visibly raising the number of potential beneficiaries or clients, depending on each case;
- A higher conversion rate. (https://www.mioritix-media.ro/promovare-site-online-internet.php; accessed on 22.05.2017)

According to The Institute, some criteria are to be respected in order for a website to be functional and efficient. "The Institute promotes creative industries in Romania, seeking to contribute to its modernisation. The Institute has been initiating and organising events for the past 19 years and it has built a community that gathers entrepreneurs, professionals, and the public of creative industries in Romania.(http://www.institute.ro/despre-noi; accessed on 05.04.2017)

Judging criteria

Legend

Concept and Strategy	Efficiency
Brand Ownability	Content
Usability & User Experience	Design
Social Media Concept and Strategy	Execution
Interactivity	

Even if the webpage follows all the criteria and it is structured correctly, the social networks constitute a key element for the marketing strategies. "A few years ago, social networks could be ignored without difficulties. Nowadays, social networks cannot be omitted from any marketing strategy and their presence is essential in order for us to successfully manage our reputation. Social profiles are so easy to create and they appear rapidly in the search results on Google, improving the reputation of a person or of an online company" (Sfetcu, 2015).

Therefore, using social networks in the process of promotion is more important than the type of information owned by an institution or by the results it has and what is being done with them and it is the key to success. Using social networks as a promotion technique allows the transmitter-receiver interaction, institution-target audience respectively, and it contributes to maintaining the reputation and the standards of an institution.

5. Conclusion

With the help of the data used in the bibliographical research, I have conducted the analysis of a webpage that is representative for the university education environment. This will be followed with a benchmarking of other sites of the same domain, namely the technical higher education, in my dissertation paper. Based on this analysis, I will be able to identify the most important information that needs to be mentioned within the promotion process.

I will also be interpreting the processing of the complete data following the application of the questionnaire used on the same theme. 100 high school students from the Western part of Romania have analysed websites of technical higher education institutions mainly from the point of view of content. Based on the answers and on my own analysis, I will be able to offer some suggestions in order to optimise this type of institutions in the online environment.

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Measurement and Evaluation Methods Used in Social Media Campaigns

Antonia Zărnescu

Abstract: *In this paper, I have analysed the marketing channels mix used to sell an online course about sales techniques. The purpose is to see if advanced social media campaigns work better than simple social media campaigns with more budget. The two campaigns that have been analysed were released at the same time, for the exact same audience, but with different structures and budget. The primary channel used was Facebook, since, in Romania, it is the main social media network based on the number of users. Besides Facebook, there were secondary tools used, such as e-mail marketing tools (e.g. Active Campaign), helping to complete the final purpose of conversion - meaning the final sale. After analysing some specific parameters from both campaigns, the advanced one proved to bring the most conversions.*

Keywords: *Marketing, social media campaigns, advanced social media campaign, retargeting, social media measurement, social media evaluation*

1. Introduction

2017 is an interesting year in marketing. It is not only because web 2.0 interfered in all the marketing processes, but because the tools are

continuously developing and improving. In a world where the customer gives you real-time feedback, you have to keep up with it, to implement the feedback in a short period of time and adjust your marketing actions as needed.

Even if the core techniques in marketing did not change a lot during the last 10 years, the tools marketers work with are so different. An important criterion is the social part of everyone's life and how a brand is now a part of it. You cannot have a successful marketing campaign if you are not online, for example. This being said, we can now talk about the online environment of any marketing campaign.

2. The marketing campaign

Any marketing campaign has a clear path: tell people your story, convince them that your product / service is the greatest for their need and make them buy what you sell.

In order to do that, people need to trust you before you can sell anything to them. It is not enough to see a great ad or commercial - no, they need to **know you** first. Is your brand trustworthy? Is your product / service indeed what you say it is? Did their friends buy it before? What guarantee do they have that everything will go great if they decide to buy it?

Marketing is about establishing a relationship with your customer. And about telling a story.

The process of establishing a relationship with your customers works extremely well through e-mail marketing. More precisely, you need to collect your potential customers' e-mail addresses in an e-mail marketing tool (e.g. Active Campaign, MailChimp, etc.). After that, you need to start to communicate with them constantly.

In order to collect their e-mail addresses, you need to build a platform, besides your e-mail marketing tool. Squeeze pages are created with exactly this purpose in mind. A squeeze page is a web page where the visitors are requested their e-mail address in order to send them some free content. You give them some valuable content - they give you their personal data. It is a fair trade. Of course, the

content you decide to freely offer needs to be on the same subject your product or service is, so that it is interesting for your audience. It can be an ebook, audiobook, tutorial, etc. If your free content interests them, they will easily subscribe to your newsletter list.

After a person is into your database, you have to start to communicate immediately. More precisely, you can send an automatic welcome e-mail (it can also contain the free content you promised, like the ebook). And here you have two possibilities: enter your new contacts into a funnel or into a broadcast list.

A funnel means that you write a sequence of as many e-mails as you want, in a logical order, with a selling purpose. After you tell stories about your brand or how your products /services help, in the last e-mail you can already send them a link from where to buy it.

If you add new subscribers to a broadcast list after sending them the first automatic newsletter (or newsletters), you send e-mails to all of them simultaneously, in real time. It may not be the best option.

Very well, you manage to send them a sequence of relevant newsletter, but how do you convert them into customers?

For this, you will need a website, shop or a landing page where to send them to make the conversion. A landing page is a web address made specifically for a product or service that you intend to sell. It contains the following:

1. Headline and sub-headline
2. Images / videos
3. Brief copy
4. Call-to-action buttons
5. Trust signals (like the guarantee they will get their money back if the product / service does not work)
6. An explanation of the product / service
7. The benefits of the product / service
8. Testimonials

Basically, from your e-mails, you send your subscribers to your landing page to buy what you sell.

Now that the entire process is explained, we can go back to the first step. You have your squeeze page, but you need to send people to it in order to gain leads. Here is where social media channels appear.

One of the most populated social media channel is Facebook, with over than 1.86 billion users active this year (as Mark Zuckerberg stated on his Facebook page on February 2nd). And if your audience is there, your brand must to be there, too.

You need to create and maintain a Facebook page with content that makes people engage with your brand and with posts that make them trust you.

If you want to start a contact list for your e-mail marketing strategy, Facebook is the place to disseminate your squeeze page. Post it on your page along with a strong call-to-action and promote the post afterwards to the best audience.

Even though it is a clear process and it seems easy to implement, the things can get harder in practice. It is important to know what audience to choose when you target your ads, what budget to spend, how to create your images for ads, etc.

I wanted to see if an advanced marketing campaign, including more channels and more specific targeting, works better than a simple marketing campaign. For this, I have analysed the marketing campaigns for the biggest course launch in Romania (return of investment wise). The purpose was to prove that more complicated marketing campaigns, the ones that include multiple channels linked between them, multiple targeting and split testing bring more conversions than simple campaigns.

I have analysed the messages used in the campaigns, the audiences, budgets and, for each channel and ad, the results they brought. Since I wanted to see which campaign resulted in more conversion, I have analysed the data gathered in Google Analytics and Facebook Insights.

Both campaigns were rolled from February 10th until March 3rd. In the first part of the marketing strategy, testing was split for squeeze pages - there were three slightly different squeeze pages, with

different webdesign and different headlines. They rolled for 6 days before one of the proved to be the best (I have looked at the number of conversions each one had - in this case, how many e-mail addresses from potential clients each one collected). After that, only that one was used in both campaigns.

The best squeeze page was the one with the tempered promises, the most official one, and the most straight to the point. And besides the number of conversions this one had, I could notice that the ads containing a link for this squeeze page had more reach that the ads with the other two, even though the budget and audience were the same for every ad. This means, basically, that Facebook liked more this squeeze page and its content than the other ones, meaning that it will increase its reach.

In campaign number 1 (the advanced one), there were, at the beginning, six ads created for each squeeze page - a total of 18 ads. At first, the audience was based on people's interests and it wasn't a custom audience, while the budget was only $30 per squeeze page. After a few days, the three ads that performed the worst for every squeeze page were stopped and only three ads remained. After another few days, only one squeeze page remained (the one that performed the best, of course), with three ads running with it.

In campaign number 2 (the simple one), there was only one squeeze page used, not three, and only three ads. In the end, it remained only the best ad from these three and one squeeze page.

In this first point of split testing for squeeze pages, there were a few data to analyse from Facebook Insight and Google Analytics. From Facebook Insight, I have looked at reach, clicks, cost per click (all campaigns had the traffic objective in Facebook), click-through-rate (number of clicks / impressions - meaning how many people from the ones who saw an ad clicked on it) and cost per subscriber.

From this point of view, campaign number 1 brought the most subscribers, so the most conversions. Also, campaign number 1 had split testing for squeeze pages and ads, whilst campaign number 2 had only split testing for ads, risking with the choice of the squeeze page.

In both Facebook campaigns the purpose was for potential clients to click the ad and enter the squeeze page. From that point on, it was the squeeze page's job to convert users to subscribers. So the most important data that I needed to analyse here were reach (to see how many times Facebook chose my campaign to be shown to people in the audience selected), clicks (to see how many people actually clicked on my ad), cost per click (to see how much am I spending on a lead) and click-through-rate (to see from the people who saw the ad how many clicked the link and arrived on the squeeze page - this can tell me if my ad's creativity is good enough or not).

Once the people enter the squeeze page and complete the field where their email address was required, they are redirected to a thank you page. Usually, if you want, as a marketer, your clients email addresses, you have to give them something valuable in return. In this case, it was a video tutorial, a sneak peak for the entire course. On the thank-you page that I have previously mentioned, there was this free video tutorial that was promised to the people if they gave their email address.

Since this material was extremely valuable, I wanted people to see it to its end (it was about two hours long). With this purpose in mind, I have used a tool from Facebook to retarget people who entered the thank you page, but maybe they did not see the entire video. The tool is called Facebook pixel and it is a piece of code that needs to be installed on the web pages that you want (and, of course, have access to, as to the web pages that you own). This pixel is literally an image which has the dimensions of one pixel and it is transparent. This piece of code records all the people who enter your website whilst they are logged in on Facebook. After that, you can create an audience on Facebook with these people that entered your website or a specific page on your website. There are also some rules you can apply when you determine your pixel audience, such as the people who visited specific pages, but not other pages or people who visited this web page and this one, etc.

Campaign number 1, the advanced one, had this kind of audience created (people who entered the thank you page in the last 30 days). I have created ads for this audience which encouraged the people who entered the thank you page to re-enter and see the entire video, in case they did not.

This thank you page that contained the video also contained one button that redirects to the landing page - the web page which was created in order to make people buy. So there was another Facebook campaign created on the pixel audience, with ads that were meant to make people who subscribed to our newsletter and saw the video to go to the landing page and learn more about the course and, eventually, sign up to it. This Facebook campaign was also included only in campaign number 1. No retargeting campaigns were made in campaign number 2.

Once the launch of the course was publicly announced, the landing page was published online. It was promoted through Facebook and e-mail marketing channels in both campaigns. The only difference between the two campaigns was that, in the advanced one, I have used the retargeting option. Retargeting ads contained benefits and statistics from previous editions of the course.

Budget spent on campaign no. 1	*Budget spent on campaign no. 2*
• Total budget spent: $4,992.75	• Total budget spent: $4,992.75
• Budget spent on Squeeze Page ads: $4,047.59	• Budget spent on Squeeze Page ads: $4,047.59
• Budget spent on Landing Page ads: $358.20	• Budget spent on Landing Page ads: $945.16
• Budget spent on retargeting ads: $588.96	• Squeeze Page clicks: 35,472
• Squeeze Page clicks: 37,632	• Leads on Squeeze Page: 6,745
• Leads on Squeeze Page: 8,994.64	• Cost per lead: $0.60
• Cost per lead: $0.45	• Landing Page clicks: 14,302
• Landing Page clicks: 7,304	• Landing Page conversions: 37
• Landing Page conversions: 52	• Cost per conversion: $25.54
• Cost per conversion: $6.88	

3. Conclusion

In conclusion, the advanced campaign had better results than the simple one. The costs were reduced here, there were more leads and more conversions.

When you want your customers to buy something, especially if it is something expensive, retargeting is an essential tool. Retargeting ads follow your potential customer according to their previous actions and persuade him or her to buy.

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Social Media Image Promotion Strategies Used by Timișoara Universities

Alis Roxana Foca

Abstract: *The desire to systematically study the way social media tools are used in university marketing in Western Romania is the starting point of this paper, given the fact that, throughout my study years, I was particularly interested in issues related to online promotion, especially for the economic and associative areas. As I have learned that the online environment tends to become a priority for promotional activities, my intention was, through a case study which included local public universities, to identify the extent to which universities use the online environment, the way the image of such an institution is being promoted, but also the way such institutions interact with the target audience by assessing the interaction with the students they want to recruit.*

1. Introduction

The purpose of this paper is to illustrate a concise informative framework regarding the promotion of Timişoara universities in the online environment, but also the students' vision in relation to the social networks and the way these are used by the Timişoara universities.

Social media is a form of social interaction, which means that it easily maintains a close link with the target audience, which is why universities had to pay special attention to the online environment. Given the fact that today's young people spend a lot of time online, the information distributed by universities with the help of the internet reaches the target audience much faster, as this manner is more efficient than offline methods which seem to be forgotten by the majority of young people. As we have learnt that the online environment tends to become a priority for promotional activities, our intention was, through a case study which included local public universities, to identify the extent to which the universities use the online environment, the way the image of such an institution is being promoted, but also the way such institutions interact with the target audience, namely assessing the interaction with the pupils and the students these universities want to recruit.

2. Research method

We chose as research methods the monitoring of online communication tools used by Timișoara universities, the content analysis of university posts, and the content analysis of documents from the university's image department, as well as a focus group. The content analysis was chosen as a research method to track the way the traditional methods-based elements are translated into the online environment, and how often social media platforms are used by universities in Timișoara, which is the frequency of posts, the number of likes, the number of followers, but also the number of comments and responses. We also used the content analysis to compare the activities of the image departments of Timișoara universities as well as to identify whether online communication is the result of the university policy or just a fashion trend, in order to compare the promotion methods used. The focus group is useful because it is possible to obtain answers from the participants about the subject in question (the socialising platforms used by the Timișoara universities).

Within such a group, participants are encouraged to express their point of view and, unlike the individual interview, the focus group allows participants to talk to each other, which leads to the identification of answers as close as possible to the target audience.

The content analysis is useful to analyse the posts distributed by the universities in Timişoara in April 2017, namely the posts distributed by the Politehnica University of Timişoara, Victor Babeş University of Medicine and Pharmacy, the West University of Timişoara, and Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania", in order to highlight the way they choose to promote themselves in the online environment, the topic of the posts, the frequency with which the persons assigned to manage social media tools post, and also the type of the content posted. The monitoring interval is outside the active recruitment period for admissions, which makes posts' addressability to particularly focus on strengthening institutional culture and maintaining communities around each institution, and to focus on the external environment as a second purpose.

The focus group is a qualitative research aiming at a thorough study of this topic, the goal being to obtain meaningful data about the students' opinion regarding the presence of universities in the university environment, namely on the socialising platforms. According to Richard Krueger and Mary Anne Casey (2005: 21), the focus group is "a planned group discussion, organized to obtain perceptions relating to a strictly defined area of interest, unfolded in a permissive environment; group members influence each other, responding to ideas and comments". For the proposal to be relevant and to meet the existing requirements, we conducted a study based on qualitative research, namely on the focus group. This research method was chosen due to the fact that it facilitates the obtaining of clear information from the persons belonging to the group and it allows the interaction between the moderator and the respondents, and the most important thing is that the respondents' reactions can easily be noticed, thus allowing us to realize when they are

disturbed by the question or when they are nervous or sincere. The interview guide for directing discussions can be structured, semi-structured, or unstructured. We opted for the semi-structured interview to allow the statistical processing of expressed opinions, but also to identify the consensus negotiation mechanism that occurs through group discussions.

3. Results

The following example is a content analysis of the Facebook page of the Politehnica University of Timișoara. UPT's official Facebook page (source: https://www.facebook.com/UPTimișoara/, accessed on 16.03.2017) was created in 2009. Currently, it has 11,772 likes, and 11,611 people follow the Facebook page, and the number is steadily increasing. By analysing the Facebook page of the Politehnica University of Timișoara, we noticed that the posts inform about the activity carried out within the faculties, the posts' subject being diversified. The total number of the posts during April was 16 and it should be noted that as far as their visibility is concerned, all posts have been set publicly so that they could be tracked by anyone interested.

Types of formats posted

14% 12%
32% 82%

■ Multimedia
■ Image
■ Video
■ Text
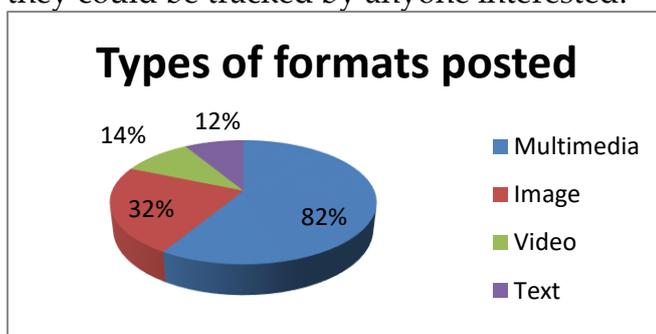
Due to the fact that the posts' topics are diversified, we found out that they could be divided according to their format, namely: text, video, image, and multimedia. The following statistics shows the proportion of each of these formats on the official Facebook page of the Politehnica University of Timişoara.

Based on the statistics' analysis, we found out that multimedia items are the most common, with a 82% share, followed by images (32%), video (14%), and text (12%).

Due to the fact that the videos posted on the Facebook page of the Politehnica University of Timișoara had attached various descriptive texts, they were considered as "multimedia" format, and not video format.

Concerning the posts topic, we could easily notice that the posted pictures contained both information about the events that were about to take place, as well as an update during the events, where the activities that took place within the faculties of the University Politehnica Timișoara can be watched. Multimedia videos included interviews with people who attended the events or people invited by TeleUniversitatea to discuss some topics of public interest. Thanks to the posts on the Facebook page of the Politehnica University of Timișoara, one can say that the interactivity with the public is high, as the public can see, appreciate, and comment on the events before or even during their course.

A very good way to promote is represented by the posters created by the specialists in the field and by the specialists who are in charge of promoting the official Facebook page because, thanks to them, the public can find out in advance about the events taking place at the university, thus succeeding to attend such events.

One can also easily see that the Facebook page is interactive, as the personnel in charge answers in a timely manner to comments and the posts are made in a friendly manner, as can be seen below.

Based on the analysis we noticed that the "like" button is a key element in the use of this social network because it confirms that users want to receive further information about the Politehnica University of Timișoara and about the activities carried out within its faculties. At the same time, in order to disseminate the information shared by the university in an effective way to the target audience, it is possible to share it with other users who may be interested in the content of the information.

The following categories are found on the Facebook page: "Home", "Posts", "Reviews", "Videos", "Photos", "About", "Likes", "Follow", "Share" which are static and by which users can follow only what interests them, without having to search much for the information they want, thus generating interactivity. In addition to the "like" button, there are other key elements specific to the Facebook platform, and these are sharing, commenting, or using other buttons similar to "like" ("love", "haha", "wow!", "sad", "angry"); these buttons help users express their point of view in a very simple way, namely by choosing the right button for the post followed.

At a first glance, one can notice that the Facebook page uses the multichannel concept, because both the phone number and the university's email address are displayed, and in order to connect the Facebook page and the official web page of the Politehnica University of

Timișoara, the link that leads to the site is placed in the "About" section, thus ensuring increased accessibility. Also, in this section, there is the map guiding the fresh students to the Rectorate of the Politehnica University of Timișoara.
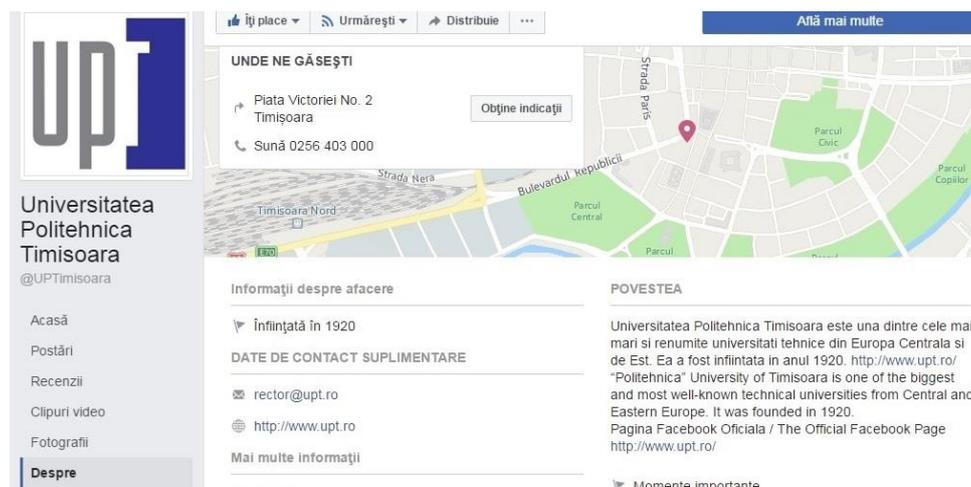
In conclusion, the Facebook page is one of the most popular tools for the promotion of the Web 3.0 era, but this page features a series of multimedia elements and a high degree of accessibility and interactivity, which is why one can say it is an efficient tool for promoting the Politehnica University of Timișoara. Another conclusion of the analysis is the existence of a single socialising platform, namely Facebook, which is the most used social network in Romania. It should also be mentioned that the Politehnica University of Timişoara does not have a Youtube channel, but that they post on the Facebook page the videos posted by TeleUniversitatea, and these videos are shared from Youtube.

4. Specialised sources consulted

People use social platforms to communicate, recommend, capitalise on the information received, and to create information. They benefit from the resources that are made available free of charge by social media

platforms such as forums, groups, social networks, blogs, and even audio and video content platforms.

Kaplean M. Haenlein (2008: 34, *apud* Horea Bădău, 2011: 16) defines social media as "a group of online applications growing on the ideological and technological foundations of Web 2.0 and allowing the creation and exchange of user-generated content". More specifically, they are easy-to-find information search channels, online communication, propagation and social interaction channels through which the participant communities have the opportunity to collaborate by producing and sharing photos, text, audio or video materials that can be distributed from one user to another in the way that the public wants according to the "wireless phone" principle; an important concept in social media is the "world of mouth" - "the world of mouth-to-mouth information" (Bădău, 2011: 16).

In the article "The use of social media tools in ViCaDiS Virtual Campus", Andone et. al. (2010: 1) pointed out the fact that, for the generation born after 1980, the digital world is the only world they know, and that such a world is more present and omnipresent for them than for the others. Children and adolescents who have lived all their life in a constant change of the digital world can be called the net generation. Significantly, most students in higher education belong to this group. These students were identified as a special group according to their characteristics and it was considered that this community has different learning habits as compared to the previous generation students.

Educational marketing can be considered as an exchange of relationships between universities and the target public which can consist of pupils, students or adults who contribute to young people's career and training decisions. In addition, educational marketing provides the institutions that take correct managerial decisions with market position analysis tools.

Educational institutions that are organised and structured on the grounds of entrepreneurial principles are increasingly aware of their

responsibility in solving the problems of providing with, managing, and assessing the educational services they develop.

The concept of "entrepreneurial university" implies not only a managerial organisation that takes over the latest acquisitions of contemporary management, but also a mentality that keeps up with society developments (https://www.oecd.org/site/cfecpr/EC-OECD%20Entrepreneurial%20Universities%20Framework.pdf, accessed 06.04.2017). In a competitive, globalising world where educational services are embedded in GATT agreements (http://unesdoc.unesco.org/images/0021/002149/214997e.pdf, accessed on 06.04.2017), universities are almost forced to take over business-inspired market positioning models.

5. Conclusion

This research has helped me to become aware of the workload, the need for strategic planning and competences which must underpin universities' socialising platforms approach, as well as that of other communicators from the public space. For my future profession, if I had institutional communication responsibilities, I would make sure that I use the online promotion tools to successfully reach the audience. Following the analysis of the Timișoara universities, we found that most universities are present in the online environment, but only three of them have official pages on the Facebook social network. We did not go deeper to analyse the faculties or other universities' entities, as we were interested in the strategic level, that of institutional positioning. As far as public relations strategies in social media are concerned, we have found that mobile phones are a very good public relations tool, as they are more effective than letters or other offline means. One can read emails on the mobile phone, and social media information can be tracked and information can be updated via mobile phones. One can say that mobile phones become smarter, and can be compared to portable laptops which become more and more indispensable every day.

It turned out that mobile phones are the most used devices among young people.

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Analysis of the Commerce on Mobile Devices in Romania

Andrada-Maria Igna

Abstract: *In this article, I have discussed the current situation of both e-commerce and m-commerce, as well as some current information about them. I have also created a questionnaire that was applied to 165 respondents. I wanted to find out the way in which they access websites both on the computer and on the mobile phone, the differences that can be found in this respect, and the quality of the services when they make an order for a product or service.*

1. Introduction

E-commerce has been and is a very affordable and convenient way for anyone who wants to purchase a product or service through the internet. Its evolution in Romania was a step forward for commerce, the consumer being able to view and search for a product whenever s/he wanted.

Mobile commerce has grown modestly due to the ease with which the consumer can access a shopping site from anywhere, requiring only a wireless connection or mobile data. A problem with

the mobile commerce is that it does not exactly specify its features when a site is accessed form a mobile phone and, in some cases, the way to order a product or service becomes difficult for the consumer, so s/he has to access that site from a computer to see the information and access it. Due to these "issues" related to the mobile commerce, some shopping or services sites have created various mobile apps, or their sites have been optimised for the mobile phone, making it easier to access the site. With these applications, mobile commerce is not only about ordering a product or a service, but also about accessing specific services such as internet banking, games, meteo, map access (e.g. Google Maps) through which the user can search and find some location or cities s/he is looking for.

Mobile commerce can be defined as a process through which a product or a service is purchased via a mobile phone and a wireless connection or mobile data. Due to the very rapid technological development, the consumer cannot adapt to the same rhythm and it is necessary to inform him/her about every element that mobile commerce has, or rather about its main elements. That is why I have created a questionnaire through which I wanted to find out how this type of consumer sees the mobile commerce and what differences s/he notices between a site displayed on the mobile phone and a computer, about the way in which the order is made and if s/he respects the terms and conditions imposed by certain sites of this kind.

2. E-commerce and M-commerce in Romania

According to Web Internet Archive, the first online store in Romania was launched in 1997 by PC Net and is called CyperShop.ro, dealing with the sale of music CDs. In 2000, Netbridge Investments launches Okazii.ro, a site similar to Ebay. In 2001, emag.ro is launched, now being the largest online shopping store in Romania ((http://www.izzisale.ro/Studiu-eCommerce-ANC.pdf, accessed on 03.04.2017). Romania is one of the European countries where e-

commerce has a lower sales volume that other European countries. According to a startupcafe.ro study in 2015 (http://www.startupcafe.ro/stiri-ecommerce-20655041-romania-antreprenorii-inca-loc-destul-comertul-online-slab-dezvoltat-cum-merg-ungaria-bulgaria.htm, accessed on 03.04.2017), this is an opportunity for the Romanian entrepreneurs who have not yet developed this domain.

According to another article published by startupcafe.ro in 2016, based on a study by E-commerce Europe, Romania ranks 4th place among European countries in 2015, with a 24% increase in online sales, even if only 1.9 million inhabitants in Romania (11% of the total Romanian population) purchased online. The most searched and marketed online products by the Romanians were from the following fields: fashion, IT, media, various services (e.g. airplane tickets) etc. The UK then ranked first place in Europe in online top selling, predicting that they spent 157 million euros, followed by countries like France or Germany. Among the most desirable products in the top of the online commerce are: electronics, airline tickets, clothes etc. (http://www.startupcafe.ro/stiri-ecommerce-21068971-statistici-ecommerce-romania-locul-patru-europa-comert-online.htm, accessed on 14.03.2017).

We can say that both e-commerce and m-commerce are growing in Romania every year, the consumers being interested in the easy way that they access and search for certain products or services, and in the fact that they do not have to depend on a particular program of a store, being able to view and order at any time of the day.

3. Research methods

In this paper I will use two research methods: documentary and quantitative research. When we want to get some information about certain things, the simplest way would be to use the information that is currently available – documentary research. Quantitative research aims

at studying the consumer's needs, what s/he expects when s/he accesses a site of this type – what looks different to what s/he has so far.

I will make a documentary research through which I will try to get information about e-commerce and m-commerce, so that the user and the consumer are informed about their characteristics and about how to order a product or a service. With the introduction of e-commerce and the evolution of the technology, a large number of online stores began to optimize their web pages and content for mobile devices (http://www.business24.ro/internet/magazine-online/afacerile-online-se-muta-pe-mobil-in-2015-1554726, accessed on 19.05.2017). All this has been done so that the user or the consumer could have access anytime to the content of the website on any device s/he wants.

I will also carry out a quantitative analysis. For this I will use the "questionnaire" to try to highlight the main differences the user or the consumer notices by using a mobile device or a computer when s/he wants to place an order for a desired product or service. The questionnaire is a basic tool in opinion pools and consists of two parts: the introductory part and the questions (Chelcea, 2004). The questionnaire will be made up of 30 questions, which will focus on design, on how the first page is displayed on a computer desktop or a mobile desktop (a mobile phone, in particular), on the layout of the menu on both devices – mobile devices and computer, on how the user receives the product or services ordered and on the legal aspects, whether or not the user has read the terms and conditions that online stores have when an order is placed for a product or service.

By using this questionnaire, I will try to highlight the following:
- Design differences;
- The security of ordering a product or a service from a mobile device;
- Differences of the first page display;
- Menu differences;

- The experience they have had over using the mobile phone to place an online order for a product or service;
- The frequency of accessing an online store on a mobile device;
- The access to a store on a mobile device or a computer;
- The main tool the consumer/user uses to place an online order for a product or service.

Below I will present some of the questions asked in the questionnaire as well as the variants of the responses that respondents gave:

1. What kind of device do you use more often?
   a) Computer
   b) Phone
   c) Tablet

2. Does the interface on a mobile phone site looks different than that of a website displayed on a computer?
   a) Yes
   b) No

3. What do you think is different?
   a) The menu
   b) The design
   c) There is more information
   d) No information
   e) Other ....

4. Usually, when you place an online order, do you read the "Terms and Conditions"?
   a) Yes
   b) No

5. Have you placed an online order which was not honoured?
   a) Never
   b) Once
   c) Several times

6. If you have ordered from abroad, have you been informed of the laws of that country or of the manner in which the product reaches you?
   a) Yes
   b) No
   c) I order only from Romania
   d) I'm not interested
   e) I inform when I order from another country

7. Due to not having all the data on the site you wanted to place an order from, have you decided not to order from there?
   a) Yes
   b) No

8. Do you think that Romanian law helps you to order some products or services in a safe manner?
   a) Yes
   b) No

4. Results

As a result of this research, I noticed that the vast majority of users/consumers use mobile devices to browse the internet, but when they want to place an order for a product or service, they come back to the computer. Mobile commerce starts to take root in Romania, but in order to grow more, it also needs time. Below, I will present some of my research results:

Does the interface on a mobile phone site looks different than that of a website displayed on a computer?

27%

a) Yes

b) No

73%
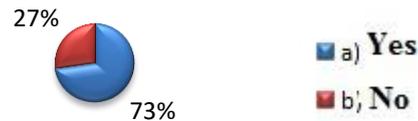
Does the interface on a mobile phone site looks different than that of a website displayed on a computer?	
a)Yes	120
b)No	45
Total	**165**

Asked if they think the menu on a mobile phone site differs from a computer display, the responses of the 164 respondents were as follows: Yes – 120 people (73%) and No – 45 people (27%). As a result of these responses, we can say that most of the respondents consider that the menu of a site displayed on the mobile phone differs from a computer display (over 70%).

Do you think that Romanian law helps you to order some products or services in a safe manner?
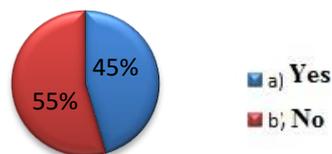
45%

55%

a) Yes

b) No

Do you think that Romanian law helps you to order some products or services in a safe manner?	
a) Yes	75
b) No	90
Total	**165**

Asked if they consider that Romanian law helps them to order online products safely, the responses of the 165 respondents were as follows: Yes – 75 people (45%) and No – 90 people (55%). The answers received show that more than half of the respondents believe that Romanian laws do not help them to order certain online products safely (90 people – 55%).

Are the sites you usually order from also optimized for the mobile phone variant?	
a) Yes	137
b) No	28
Total	**165**

Asked if the sites they usually order from are optimized for the mobile phone, the responses of the 165 respondents were as follows: Yes – 137 people (83%) and No – 28 people (17%). The answers given to this question show that more than 80% of respondents say that the sites they usually order from are also optimized for the mobile phone option.

5. Conclusions

In this paper, by using the research method and the bibliographic references, I have found out that mobile commerce is developing in Romania, and that online stores show great progress in its development, wanting to update them according to the requirements of the consumer or the user, making it easier for them to navigate. On the other hand, I have been able to find differences that the consumer/user observes between the computer and the mobile phone (when s/he wants to place an order using the mobile phone), design differences, menu, legal issues, etc.

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The Blog, a Company Promotion Tool

Luminița Emanoil

Abstract: *In the paper „Blog, a company promotion tool" we aim to study the blog as a form of corporate communication with a role in promoting the company`s image. By the emergence of Web Reality 2.0., companies have sought to diversify and improve their corporate communication, in order to deliver messages with a strong impact on their audience, to create interaction techniques, to evaluate performances through digital media but, most importantly, they have sought to build a community of consumers for both services and / or company products, as well as digital information consumers. In this paper, we are bringing into discussion, first of all, several comparisons between different types of company blogs, in order to observe the communication objectives, the type of content, the frequency of posts, the authors, the pages, the categories, the tags, the followers` opinions, the interaction with the followers. Secondly, we are highlighting a quantitative analysis by creating an online questionnaire addressed to managers/public relations representatives, HR departments, marketing, PR, management, leaders/directors of an organization, suggesting a personalized blog idea for service promotion and / or the company's products if the company does not already have a blog and closely analyzing the results, the changes occurred assuming that the company already has a blog. Therefore, I consider this to be a present-day topic, a paper highlighting the communication techniques used in the blogosphere, with the role of increasing the efficiency of company promotion and creating consumer communities.*

Keywords: *blog, company, digital media, Web Reality 2.0.*

1. Introduction

The main objective of the paper is to draw attention over the main types, elements and features of company blogs, which are designed to bring about changes in corporate communication but also to increase followers` fidelity, therefore, to ultimately build a community of digital information and / or goods, services consumers. The mentioned field is constantly growing, and the number of users is also steadily increasing. Therefore, this paper is based on the hypothesis that people spend a lot of time in the virtual environment, wanting to be part of a community, and are putting their trust into companies that are present online, interacting more with them and involving themselves in the activities that the companies are launching and promoting, first online, then offline.

2. Research method

2.1. Comparative analysis

The object of the research involves two product blogs, two image blogs and two CEO blogs, from different fields, using an analysis table. In this analysis, I will pursue the communication objectives, the type of content, the frequency of posts, the authors, the obtained pages, the categories, the tags, the followers` opinions, the interaction with the followers.

Following the analysis of the four categories of company blogs, I will highlight:

- the frequency of posts;
- the level of interaction;
- the presence and usefulness of the categories;
- the presence and usefulness of tags;
- the accessibility towards social networks;
- the approached communication style;
- the approached type of content;

- the promotion of products and / or services, through aggressive campaigns or public interest messages;
- the language and importance of addressing the public;
- the welcome page.

This way, I will perform a comparative analysis of company blogs, in order to identify the most important elements, the common points, but also those points that differentiate them, to highlight the importance and usefulness of the blog, as a promotional tool for the company. Some of the analyzed blogs, following the Webstock 2016 contest and the activities carried out over the years, were rewarded with gold, silver and bronze medals (http://ctrl-d.ro/inspiratie/webstock-2016-in-rezumat/, http://refresh.ro/2013/04/blog-de-companie-top-bloguri-corporate-in-romania/, accessed on 17.11.2016).

2.2. Quantitative analysis

I will use the questionnaire, as an investigative tool. I intent to create a questionnaire with a few short questions (10-15), which I will address to managers or public relations/promotion representatives from HR departments, marketing, PR, management, leaders/directors of organisations. On one hand, I am following companies that do not have a blog, at the moment, by offering them a personalized proposal, and on the other hand, I am following the answers of those companies that already have a blog, in order to observe the changes that occurred once the blog was created, the advantages and disadvantages.

Following the analysis of the two categories of companies, but also relying on the research of the blogs, referred to in point 1, for those which do not have a blog, I will propose an idea of a personalised blog for promoting services and / or company products, based on the needs and requirements of people surveyed and on the results obtained from companies that are already using a blog.

3. Results

The next example is a comparative analysis of two product blogs which are focused on the presentation and the usage, the features, the benefits and the product advantages and disadvantages. The analyzed blogs are F64 (http://blog.f64.ro/) and Photosetup (http://www.photosetup.ro/blog/). The two are part of the photo-video field. The blogs present materials that aim to support customers and followers who want to purchase such a device, who are art lovers, who have the hobby of photography or film, who are interested in being part of a community of this type.

This analysis is designed to highlight both the advantages and disadvantages of a corporate product blog by highlighting the content, the user interaction, the posting frequency, the language usage, the menu, the categories, the tags, the social networks accessibility buttons. The comparison between the two product blogs is based on the aforementioned forecasted points during the months of January, February and March, this year.

The *F64* blog features a menu of pages, categories, subcategories, dedicated buttons for social networks and a search button:

The pages are *Review, Editorial, News, Events, Information F64, Contact,* and the categories are *F64 Shop, Tutorials, Competitions, Courses F64, Exhibitions, Just Married.* The subcategories are *Beginners, Advanced, Enthusiasts.*

The secondary menu emphasizes the most commented articles, the newsletter service and the

organization`s interaction with its users, through social networks and Youtube:

The Photosetup blog includes a main menu consisting of pages, buttons dedicated to social networks:
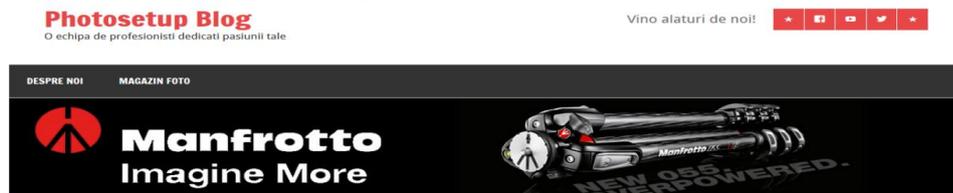
The pages are *About us, Photo Shop.* It also contains a secondary menu with recent posts, archive, a search button, map, tags (keywords), categories, Google+ Channel.

In January, the *F64* blog contained 12 articles written by 5 different authors (Alex Fruşina, Alexandra Crisbasan, Exposure Association, user F64, Sabrina Cornovac), 7 blog user comments, written content, picture, informal language with a feature presentation of the photo-video devices, in a friendly manner ("Do you know that saying "it is the early bird that catches the worm"? Dragoş has dedicated a whole album to the blizzard, on Facebook, which can be seen here, we just made a selection.", http://blog.f64.ro/2017/01/13/top-fotografii-de-iarna-din-6-ianuarie-si-pana-in-prezent/#comments, accessed on 10.03.2017).

In February there are written 11 articles, 3 authors (Alex Fruşina, Sabrina Cornovac, user F64), 9 comments, written content, picture, video, informal language with the same type of feature presentation of the photo-video devices („Something that comes in handy here, are the wide objectives because all the focusing errors will be even more highlighted, showing you where you are wrong...", http://blog.f64.ro/2017/02/09/6-sfaturi-pentru-a-invinge-lenea-in-fotografie/, accessed on 10.03.2017). In March, there are 8 articles written by 5 authors (Exposure Association, user F64, Cristian Munteanu, Alexandra Crisbasan, Andreea Tănase), 5 comments, written content, picture, and the news is the live blogging, the language continued to be informal, presenting the photo-video devices („The keyword is the verb „to experiment", but we can also talk about a few standard settings.", http://blog.f64.ro/2017/03/01/compozitii-de-strada-cu-timp-lung-de-expunere/, accessed on 10.03.2017). The promotion of products and / or services is done through messages of public interest and not through aggressive campaigns.

Regarding the *Photosetup* blog, in January and March, there are no articles written and in February there are 3 articles posted, which gathered a total of 10 likes from Facebook, no comments, one author (a user from the *Photosetup* team), written content, picture, video, informal language („We tried to get to the middle of the problem a little, and look at it from a photographer`s perspective, who wants maximum quality with minimum investment", http://www.photosetup.ro/blog/mini-studio-pentru-fotografia-de-placere/, accessed on 10.03.2017). This time, as well as before, the promotion of products and / or services is done through messages of public interest.

As a result of the above, the analysis table is represented as such:

Variable			F64	Photosetup
Accessibility social networks	Yes		x	x
	No			
Newsletter	Yes		x	
	No			x
Content type	Text		x	x
	Picture		x	x
	Video		x	x
	Live blogging		x	
Posts frequency	Regular		x	
	Irregular			x
Authors			Alex Fruşina, Alexandra Crisbasan, Exposure Associatio, user F64, Andreea Tănase, Sabrina Cornovac, Cristian Munteanu	User Photosetup
Useful pages	Information about the company			x
	Contact		x	
	Products/servic es		x	x

Categories	Displayed	x	x
	Not displayed		
Tags	Yes	x	x
	No		
Interaction with the followers	Yes	x	
	Rarely		x
	No		
Language	Formal		
	Informal	x	x
Image promotion	Aggressive		
	Public interest messages	x	x
Product promotion	Aggressive		
	Public interest messages	x	x

The conclusion of the comparative analysis is as follows:
- a regular frequency of posts increases the number of users and their loialty, and they can become buyers of various products;
- the newsletter allows user subscription and offers them the opportunity to be the first ones informed on the new blog posts;
- the content type variation brings in more users and increases the organization`s notoriety;
- live blogging brings in a plus of creativity and a higher interaction level with its followers, allowing the two parts to communicate effectively during the transmission;
- more authors mean a broader range of shared ideas, and at the same time, transparency, an aspect which offers users confidence, the latter knowing exactly who is the person behind the different articles;
- displaying a complete menu of categories and pages provides the visitor with a concrete look at what's on the blog, so that they can easily access the page / category they are interested in;
- the presence of tags, so called keywords, favor a quick search of the desired information, but is also a good point for the Google search

engine, that highlights the articles / posts with the most used tags, in the first items;

- the more frequent the interaction with the followers, the greater the chances to create a users community, turning users into customers and assuring the existing customers` loialty;
- informal language brings the organization closer to their target audience, the latter using, through their comments, a friendly language, as well;
- promoting the image of the company and its products and services through public interest messages and not in an aggressive manner conveys to the public the idea that the blog is built for the needs and necessities of the pursuers, in order to use the product correctly.

Therefore, the F64 product blog is a blog that focuses on interaction, on what customers need to know, it adapts to their needs, and involves them very much in the blog content. In fact, through the frequency of posts, newsletter, live blogging, varied content, article creators' autonomy increases the awareness of the organization and provides the public with confidence and transparency. On the other hand, the Photosetup blog has its disadvantages in what the posts` frequency is concerned, the content is not quite varied, the authors` names are not revealed, but instead, are under the umbrella of the Photosetup user. As a result, the blog loses a lot in user interaction and manages to draw attention only through social media buttons, the followers expressing their appreciations only in this manner.

To conclude, the F64 blog is an example of a successful product blog that has created a community of users, maintains their loyalty and attracts customers, enjoys notoriety and confidence from the target audience and beyond.

4. Expert sources consulted

The topic addressed in this paper is part of the digital media field, highlighting how a company can use the blog as a promotional tool, thus building a digital consumer information community, a community

present in the virtual environment that seeks to interact and to be urged to action. Referring to these aspects, the bibliographic sources I have used are mainly electronic sources (mainly business blogs), but I have also used printed books. I started this research in mid-November.

Horia Mihai Bădău (2011:26) refers to Tim O`Reilly, from O`Reilly Media 2003, who called the concept of Web 2.0 as „the evolution of the Internet from a warehouse of information and communication technologies (represented by websites), […] to a symmetrical communication space […]. It is a historical shift from unidirectional communication […] to bi- and multidirectional communication, in which, for example, the information producer provides a platform to which many users adhere to produce and exchange information between themselves - from user to user […]. All of them are producers and readers of information." (Bădău, 2011:26).

With this evolution, the company has become both the emitter of the message and the receiver. The blog has made this possible. Jorn Barger created the term weblog in 1997. It merged the terms of web and log, but today is used the term blog, being chosen in 2004 by Merriam Webster Dictionary as „The Word of 2004" (http://www.edumark.ase.ro/RePEc/rmko/54/3.pdf, accessed on 19.11.2016). In 2011, corporate blogs accounted for 8% of the blogosphere, the entrepreneurs bloggers accounting for 13% of the blogosphere and most of the covered topics were in areas such as technology and business environment (http://technorati.com/state-of-the-blogosphere-2011/, accessed on 19.11.2016). First, the company issues the message, and the public is the receiver and vice versa. Thus, the idea of a „social brand" was created - which, according to Alina Negruțiu, represents „a registered trademark that engages in the relationship with consumers, that spends time listening and responding appropriately to their needs. The intent of a social brand is to initiate dialogue, to maintain the conversation, to exchange views and values." (http://marketingportal.manager.ro/articole/tipssitricks-43/ce-inseamna-un-social-brand-1969.html, accessed on 20.11.2016).

Depending on their purpose, Cornelius Puschmann points out that there are four types of company blogs: the image blog, the product blog, the employee blog and the CEO blog or manager blog (Puschmann, 2010:93). The product blog focuses on how to use the product, the image blog aims to promote a positive image of the company inside the community, the employee blog highlights their initiatives, the opinion they have about the company they work at, keeping in mind the confidentiality and legal frameworks of the company, and the CEO blogs show the objectives and mission of the organization, the interaction with the public not being in the front line, this time (Puschmann, 2010:94-99).

Therefore, organizations that use the blog as a promotion tool are actually engaged in a dialogue with their audience, and the topics that are addressed highlight and target the public`s interest, rather than the company's interest. Thus, blogs are no longer seen as an online journal, but as a very useful promotion tool.

5. Conclusion

Based on the theoretical elements from the sources I consulted, I conducted a comparative study between two product blogs, F64 and the Photosetup, that are part of the photo-video field, observing closely the usefulness of a company's blog and the importance of using it as a promotional tool, which is much more different than a blog, with a personal journal function.

In the dissertation paper, I will, on the one hand, compare, through the same analysis table, two image blogs, two CEO blogs and two employee blogs. On the other hand, we will create a questionnaire meant to identify companies' needs and the usefulness of the company blog. The questionnaire will be applied online and the results will be interpreted in the application part. Based on the results of blogging research, the results of the questionnaires, we will make a blog proposal that we will send to a company.

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Neuro-linguistic Programming in Promoting the Cultural Object in the Digital Environment

Mădălina Albu

Abstract: *This paper investigates the NLP elements which, combined with other elements in the sphere of the communication sciences, are useful in promoting the cultural object in the digital environment. We define the cultural object as any event or cultural institution analyzed. The aim of this paper is to demonstrate that messages based on NLP elements transmitted in the online environment generate a large number of followers in the digital environment, but also a large number of participants in the real life. What is created inside the digital does not remain inside the digital, but it also works offline. In other words, digital can be considered a means whereby the content reaches the receiver, causing a certain behavior.*

Keywords: *NLP, discourse analysis, digital media, social media.*

1. Introduction

The aim of this paper is to demonstrate the effectiveness of messages based on neuro-linguistic programming techniques in the online

environment. The subject of this dissertation thesis is the analysis of the messages transmitted on the social networks of the cultural object. These messages will be analyzed through an analysis frame built on NLP elements, but also based on communication science specific elements, and on discourse analysis.

2. Study matter presentation

The object of the case study is a cultural object that has a visible presence in the online environment and uses attracting attention and influencing techniques by means of NLP. The purpose of these messages is to induce a certain state to the receiver, to stimulate his/her interest and to make him/her want to know the cultural object more closely. In order to study the elements of NLP present in the transmission of messages in the online environment by the analyzed cultural objects, I have researched both the simple posts and the photo and video posts distributed on social networks. With a view to achieve the purpose of the dissertation thesis, I approached both the NLP and the discourse analysis as research methods.

According to the analysis grid, the message of the cultural object represented by the Tomorrowland *festival* will be investigated from several perspectives, namely: verbal strategies, visual strategies, anchors, NLP principles, broadcasting frequency, cultural communication codes, and cultural symbols.

Tomorrowland is the largest EDM (Electric Dance Music) festival in the world and takes place in Boom city, Belgium, with a constant population of 16,000 inhabitants. It was held for the first time in 2005 and the total number of spectators was 9,000. That was the year when, due to the lack of the festival's popularity, the organizers offered free tickets. Year after year, the event became more and more known, making it harder to get a ticket. At this point, there is a pre-registration phase for online ticket purchase, and it takes a lot of patience because, when the tickets become available, the server is blocked by millions of people

accessing it. In 2017, 360,000 tickets were sold in just a few minutes. A peculiarity of the event is that it has its own anthem composed at Tomorrowland's 10th anniversary. His composer said he hoped the anthem would bring together different cultures, and that all things making us so different should, in fact, be the ones to celebrate. This festival promotes love regardless of its form, and to this purpose, the festival organizers have provided a special place for lovers. Therefore, the place where the festival takes place is also a forest in which there is a room called "The Church of Love" guarded by two nuns. Here, lovers can spend 15 minutes of love. Another particular feature of this event is that it controls the weather. It is not a myth as it was believed at first, because in 2013 when a storm threatened the festival, the organizers activated the shock waves cannons to chase away the clouds. Last but not least, Tomorrowland has something not to be found at any other similar event, that is, i.e. access bracelets that give participants the opportunity to connect on Facebook as soon as they click on the heart-shaped button. At that point, a friend request is automatically sent to the person next to you.

2.1. Verbal strategies

On the Facebook page of the "Tomorrowland" festival, you can also find phrases containing sensory language. These words trigger linguistic fireworks that develop a multitude of meanings in the mind of the receiver ("deeper sounds of Tomorrowland", "dive into the night", "color waves of sound", "good vibes"). These ideas come to life, being described in a sense language so that social network users can hear, feel or visualize what is described. Because Facebook, like other social media platforms, offers the ability to post and share photos and videos, all of the previously mentioned verbal messages are accompanied by photos or clips that create a stronger impact on users.

The keywords found in most posts also have the role of introducing the receiver into this atmosphere of festival, music, and of a

magical world. Another feature of this cultural object is represented by certain phrases. In this situation, the phrases used designate certain values such as unity, friendship, family. The phrase "Unite with Tomorrowland" emphasizes the strong connection between the people at the festival in Bonn, Belgium and those in eight major cities of the world. The festival takes place in Belgium, but it is broadcasted live on large screens located in large stadiums in the United Arab Emirates, Germany, Spain, Libya, Taiwan, Malta, South Korea, and Israel, with millions of people vibrating simultaneously on the same music.

2.2. Visual strategies

As far as Tomorrowland's Facebook page is concerned, one can talk about the chromatic code, or rather a combination of chromatic codes. Given the nature of the cultural object, one cannot speak of a particular color, but of a mix of colors. The event is in itself color, even more, it provides colors with energy, vibration. In the photos posted on Facebook's event page, colors come alive and the chromaticity is complex (night, fireworks, and light games). Another code present in the visual strategies of Facebook Tomorrowland's photos is the photographic one expressed by the set of objects, such as the scene, the decor, the reflectors, and the crowd of people surrounding these objects. Although there are still major electronic music festivals, it is distinguished, first and foremost through the unique stage of each year, as that it is a living stage, changing over the years from a tree into library or a dinosaur. This festival combines Disney elements with electronic music elements, a successful mix that got over the audience. Tomorrowland has a very good recognition strategy due to its logo presence on every social networking site. It has the shape of a butterfly inside a circle, with the third eye symbol in the upper part. The eye is open and represents the awakening of consciousness. One can therefore see how, through its logo, this event has a spiritual connotation as well.

Over time, the logo had different chromatics, being such a dynamic event, but the symbol remained the same.

2.3. Anchors

We will see on the Facebook page that this festival uses a complex mix of senses. Thus, at the visual level, one can see the games of light throughout the event in the photos and videos. Visually, the fireworks can be seen during the festival. They do not just mark the end of the event as we are accustomed to, being a bit more atypical. In this way, a visual show is created inducing a positive state to the receiver. On the social network there are also many videos captured during the festival, which can also transmit the sounds, not just the images. Therefore, the vibration of Tomorrowland's music can trigger certain experiences the receiver has previously lived. We mentioned above that this festival is being promoted with a complex mix of anchors, the last analyzed anchor being the kinesthetic one. It is expressed by the body position of and its movements. The crowd of people in the photos hold their hands up into the air, which transmits positive energy, relaxation, unity, all living the experience as one, in unison. Therefore, promotion is performed in such a way as to stimulate interest in each of the three types of people: the visual, the auditory, and the kinesthetic one.

2.4. Frequency of broadcasting

The Facebook page of Tomorrowland hosted 77 posts during a month, which means between 2 and 3 posts a day in the month with the event. In the month the event took place, the Facebook page hosted a simple post, 53 posts accompanied by photos and 22 video posts.

2.5. Cultural symbols

As for Tomorrowland, a symbol may be represented by the phrase "UNITE with Tomorrowland". Defenders of this culture from all corners

of the world know this phrase is the moment when participants in eight countries will vibrate on the same music at the same time. This phrase expresses unity and connection. Another symbol is also the sign of the event I have discussed in point 2 (Visual Strategies). Coincidentally or not, the name of the city in Belgium where the event takes place is called Boom. This is the city where this festival has been held since 2005. Also, Disney's stages decoration is another cultural symbol specific to Tomorrowland.

2.6. NLP Principles

Broadcaster "do what you say, but you also say what you are doing"	◉ Specialists who administer the Facebook page always post verbal messages accompanied by visual messages, thus introducing the receiver into the Disney storyline and transmitting the positive energy of music Communicates the program of the event, posting pictures and videos with the guests
Assumptions	• Vibration • Energy • Relaxation • Release • Unity
Relating	• Relating to the public by communicating exclusively in English • Presence of page administrators; they respond by means of comments to followers who ask questions related to the posts • Presence of the guests to the event by means of comments left on posts published even through their official pages Trust is bon by building such relationships
Result	The goal is to promote the cultural object and to create trustworthy relationships with followers by publishing news, giving feedback and inviting Facebook users online to the event

Feedback	◎ Results can be measured by taking into account the increase in the number of visitors (both virtual and real): 2005: 9,000 event participants 2017: 360,000 tickets sold by April (current year)

Flexibility	• It is rendered by the simultaneous use of multiple online communication channels to accommodate all internet users; this cultural object has:
	    ◎ Web page
	    ◎ Facebook page
	    ◎ Instagram page
	    ◎ Twitter page

3. Conclusion

Taking into account the fact that Facebook remains the marketers' 2017 preferred channel, the most effective way to promote this event is to combine NLP strategies on this social network.

An effective Facebook communication mix consists of images and links artificially supported by Facebook Ads, so as the message to reach more people than an image getting a 'reach ' larger than a link. The recommendation to use Facebook resides in daily communication consisting of a mix of inspirational, educational, positive, and less promotional content for business products or services, and the success of communication is determined by the emotions lying within the messages, either contextual or visual. Thus, anchor-accompanied visual and verbal strategies are neuro-linguistic programming elements which, on this vital marketing channel, would generate more than satisfactory results in promoting the event.

Also, another technique to promote by means of Facebook is also the injunctive message, the action instigator. This is done as a Facebook event that allows the registered user to click on the "Participate," "Interested," or "Share" button.

An additional version relating to the reach of a message is represented by paid posts. This way, the administrators of a page can pay a certain amount of money to Facebook, and the posting will appear

in both the newsfeed of those who like the page and the newsfeed of those who were *targeted* by the administrators. Subject to the amount paid for a post, the reach is also generated. The sign that helps us know if the post is paid is represented by the word *Sponsored* appearing above the post. Administrators can pay for the promotion of a link post accompanied by images and a headline with a view to attract the desired audience into action *(Call to Action).*

Actually, I think an indirect follow-up method is very effective. This means that communication specialists are to make an after movie of the event to be distributed on Facebook via YouTube. As the storytelling captures the audience, I suggest that this two-to-three minute video to be created as a story consisting of moments which happened during the event.

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From Identity to Reputation in the Online Environment: A Comparative Analysis

Andreea Sicoe

Abstract: *Building an image is the key element of a company, contributing to its development by differentiating itself from others. Thus, the paper From Identity to Reputation in the Online Environment: A Comparative Analysis seeks to identify the constitutive elements of the image from the visual identity manuals of companies active in the oil and gas industry, elements which contribute to building the credibility of a company. In order to see how credibility is built through visual identity manuals, the analysis will look at common and distinctly constant elements, from the point of view of both written and visual messages.*

Keywords: *identity, verbal message, visual message, information, virtual speech, credibility, oil, gas.*

1. Introduction

Companies, irrespective of their nature and their specific activity, are not only affirmed by their specific features, but also by their social image and credibility in front of their audiences. In this situation, a very important role is playted by the information managed in the

online environment, an environment accessible to most of the people these companies try communicating to.

The visual identity created in the online environment through specific elements must contribute to the creation of a credible image that is recognised by everyone and to present the institution professionally and objectively.

Building a visual identity also draws the need for a dedicated manual, i.e. a document that clearly and thoroughly indicates the ways in which the company's identity elements can be used.

The visual identity manual helps precisely for the usage of visual identity elements on both printed and online media. At the same time, the identity manual contributes to achieving a coherent, harmonious visual communication, thus impacting the credibility of the company's image.

The subject of this paper is therefore the contribution of visual identity manuals to the process of shaping the credibility of companies in front of their audiences.

The purpose of this paper is to identify, both by theoretical aspects and through the analysis of visual identity manuals, the main constitutive elements of these textbooks that contribute to the realization of the visual identity, as well as the role of these elements on the credibility of the companies.

Therefore, this paper contains a theoretical part represented by key concepts used in the construction of visual identity and an applicative part examining the elements of the visual identity manuals using the analytical model, all of which are followed by the conclusions, illustrating the results that ensure the fulfillment of the research goal, and the bibliography.

2. The research method

The theoretical part will include relevant theoretical information that will help extract the constants to be traced in the analysis, information referring to:

- online communication, general aspects, information on electronic text and online messages;
- organisational communication, organisational reputation in Public Relations;
- organisational identity.

In order to carry out the applicative part, I have used comparative analysis as a method of comparison, comparing four visual identity manuals, available online, from oil and gas extraction companies in Romania and abroad:

- S.C. OMV Petrom S.A.;
- S.N.G.N. Romgaz S.A.;
- Dana Petroleum P.L.C.;
- S.C. Conpet S.A.

In the analysis, I have looked at some common and differentiating pre-established elements in an analysis grid, elements that refer both to written information and to the visual message.

This comparative analysis has the role of highlighting the elements that contribute to building the credibility and the public image of those companies.

The research method used includes a pre-analysis, a material exploitation phase, and then data processing and interpretation.

The pre-analysis aims to operationalise start-up ideas and to carry out the analysis plan. At this stage, I have chosen the visual identity manuals that needed to be researched and I have formulated the hypotheses and objectives of this research.

Exploiting the material is the actual analysis. This phase includes enumeration, encoding or counting operations.

The processing of the obtained results and their interpretation involves the transformation of the raw information previously extracted into valid and meaningful information in order to formulate the conclusions.

3. Analysis grid

The comparative analysis is applied to the analysis grid made up of the following constants:

1. The written message - for this constant we follow:
   - the register in which the message falls (e.g., serious, ironic, etc.)   ;
   - the language register of the message (e.g., standard, professional, jargon, etc.)   ;
   - the type of the written message (e.g., affirmative, negative, ambiguous, generalising, punctual, exact, etc.)   ;
   - the tone of the message (e.g., neutral, subjective, etc.)   .

2. The visual message that includes the colours used and their meanings, their implications, the logo, the type of font and its size, the arrangement of the images within the structure of the visual identity manuals.

3. The final part of the comparative analysis follows the combination of text and image, the coherence, respectively, between the text and the images used, the role or the impact of the text on the images and vice versa, the images on the written message, the quality of the images and their role, their clarity and their size.

Example:

S.C. OMV Petrom S.A.

In the visual identity manual of S.C. OMV Petrom S.A., the information on the new visual identity is provided from the outset, a defined image after Petrom joined the OMV Group, which wants to inspire power, confidence and stability. These things are passed through the brand logo, the names of the companies, and the symbol used to create the logos, namely the wolf.

As a structure, the visual identity manual includes an introductory part summarising the new OMV Petrom identity and the company philosophy along with its values.

Subsequently, included are chapters on the basic principles of the logos and colors used, rules for the use of the logo, fonts and sizes, as well as information on logo design and different design principles.

This manual also includes information on how OMV Petrom's visual identity elements need to be integrated into various types of promotional materials, presentations, websites, etc., as well as some actual examples of how to use these materials.

As for the written text, throughout the entire visual identity manual, the message is built into a serious register, also being an affirmative text. The information is well-structured, being accurately mentioned on a number of well-defined aspects that respect the planning method mentioned in the table of contents.

The types of language used are the standard and the professional ones. The standard language is used to convey information on more general aspects that contribute to the formation of visual identity, such as the presentation of the image and company philosophy. Professional language is used to present elements that help to shape identity, such as the description of the logos, font types, colour types, and provide technical details specific to the domain from which these concepts originate.

The tone of the message in a subjective one that shows involvement from the first personal, plural forms of the verbs "we were doing", "we should be", "we believe", "we explore", etc. from the presentation of general information and a neutral one in the chapters where the technical details are presented using forms of the third person of the verbs.

The visual message is built through the company logo, through the colours and images used by OMV Petrom.

The logo brings together the two visual elements representative of the two entities: the Petrom and OMV wordmarks, highlighted with a green line. This creates a brand-independent identity.

The Petrom symbol, the wolf-head framed by the "P" is not joined to the logotype, and they are used on various OMV Petrom applications aligned horizontally, but at a distance from each other.

The logo shows a four-coloured version, red, yellow, green, blue, and will be framed on a white background whenever it is used. OMV Petrom's visual identity manual presents the exact specification for each colour as well as alternative versions of the OMV Petrom logo.

The information about the logo design is followed by indications about the layouts and types of images supported in the campaing materials. Each specification is accompanied by demonstrative and explanatory images that reinforce the written message.

The text-to-image relationship is a coherent one, the images having the role of explaining, reinforcing the information presented by the written message.

The quality and clarity of the images used in the manual demonstrates once again the professionalism of OMV Petrom, being of good quality, their size is appropriate, their presence does not give weight to the reading nor load the aspect of the page, thus being a suitable tool for presenting the information necessary for a visual identity manual.

The visual identity manual used by OMV Petrom is thus a complete guide that positively contributes to shaping brand identity and is an important tool for building the credibility of the company in front of its audiences. This credibility is due to the information presented in a clear way, due to the fact that this manual includes all the aspects necessary for building the brand identity, being done in a neat manner.

4. Conclusion

The present paper, through the theoretical part, has helped me identify the ways in which the image and the identity of an organisation is constructed, the online forms of communication used by organisations and their impact on them.

Then, the applicative part concretised in the comparative analysis helped to the discovery of the visual identity manuals' elements as a means for building the visual identity.

Also, through the comparative analysis the role of these elements in the credibility of oil an gas companies has been identified.

This was accomplished by identifying constant elements within the structure of the visual identity manuals, their description, establishing their contribution in the process of creating the image of the organisation and its reputation.

In fact, visual identity manuals contain both elements that positively contribute to building the company's image and credibility level, as well as negative elements that impede the development of credibility or diminish its level built by other online or printed media. Therefore, it is particularly important to highlight the two types of categories of elements so as to build directions to improve things that negatively contribute to the company's credibility.

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Discourse Strategies. Pathemisation through Digital Media.

Albu Mădălina, Emanoil Luminița

Abstract: *Currently, young graduates face the wrong mentality of the employers according to which a large experience represents a criterion compulsory for employment in any field. We, the Y generation, have felt the negative effects of the preconceived ideas that the employers have in this respect. However, we, the Y generation, have also decided not to accept this situation, but we have chosen to fight back. Thus, this article focuses upon this topic, respectively upon the relation between the large volume of knowledge and the lack of experience regarding the employment of young graduates. Thus, we, the Master's Degree students at the Faculty of Communication Sciences, the Communication, Public Relations and Digital Media specialization, have drawn up the ideas for an information campaign or maybe for a campaign focused upon changing the employer's attitude. The campaign is based on a video meant to generate awareness among the large employers regarding the advantages of young graduates, such as vast knowledge, energy and courage, and good technology knowledge. The video is meant to show that young people are prepared to get employed and are willing to develop professionally as much as possible. For this campaign, we have used knowledge regarding the development of messages (studied in the classes "Principles and Strategies of Discourse" and "Written and Oral*

Communication"), and technical knowledge (studied within the "Digital media" class).

Keywords: *discourse strategies, digital media*

1. Description of the context (introduction)

The current reality regarding the working environment is that employers recruit only persons with vast experience. Based on the aspects mentioned above, we have developed the concept of a short video meant to draw attention upon the graduates' need to be offered confidence by the employers and to be able to work in the field they are specialized in in order to gain the experience requested in each area. In order to achieve this concept, we used the brainstorming technique. We went through the following stages: we split ourselves into different teams, each coming up with ideas. We selected the ideas and then we selected the most appropriate ones. We started with a general idea (the intrigue and also our need, of the young graduates, to be employed), finally reaching a specific idea (how an employer could trust the professionalism of a graduate – based on his/her knowledge). At the same time, the teams have drawn up the specific replies for each field which the children (representing the graduates) would tell in the interview. We thought of children aged between 6 and 10 years, who could show emotion and will, and who could make the employers and the future or current graduates think about the change in mentality and the granting of chances. We also chose pathemisation as an overall strategy to which hermetisation is subject to through the children's replies using a specialized language. The hermetisation strategy is meant to make communication specialized or, moreover, encrypted.

2. The premise of our study

The real situation that the graduate has to face (is requested to have a minimum experience of 1 year upon employment) has led to the idea of

a possible change in the actual situation - an attempt to change the employer's perception and, implicitly, this requirement which sometimes is against reality and the natural way of things), namely, the need to have experience/a large number of years of experience, without taking into account the knowledge of the graduate, the latter having no chance in this case.) The video is meant to counteract the preconceived idea of the employer regarding the requirement linked to relevant experience. Thus, students have come up with the idea of a video in which the main characters are children aged 6-10 years to whom the recruiters (the secondary characters) will ask questions specific to certain fields. In order to show that experience should not represent an elementary criterion in selecting the candidates, the video's characters answer the recruiters' questions with a lot of enthusiasm and professionalism. Through this video, the students wanted to underline that the difference between a recent graduate and a candidate with large experience resides in fact in the enthusiasm and the will to learn new things of the former.

3. Research goal

Our research goal was to make video which should lead to the change in the recipient's opinion (employer) and which should draw attention to the need of the graduate (transmitter) of being accepted in a society which is developing continuously. At the same time, the research is meant to draw attention to the unemployment of the young graduates in Romania, in the sense that more and more students with a graduate's degree prefer to go abroad and work in other areas than their specialization because in Romania they are rejected due to their lack of experience. Thus, the goal of this video is to make the employer be aware of the fact that, despite the lack of experience, the young graduates have a large volume of knowledge which they would want and need to apply.

3.1. Research

In order to reach the purpose set, we searched for information about practical interviews conducted by communication specialists, areas in which there is no workforce, and articles in which the employers mentioned the fact that many times the social media represents the business card of a future employee. They propose a meeting with the possible employees, they visit their profile page, and if the manner in which this page is displayed is not compliant with the image of the organization, the interview does not take place or the dialogue between the two parties starts off on the wrong foot for the one who wants to get employed.

3.2. Description of the project

a) Setting the frame: the carrying out of the project involves the use of communication concepts, on the one hand, regarding the drawing up of the message (the courses Principles and strategies of discourse, Written and oral communication), and on the other hand, the use of technical knowledge (the course Digital media). Within the Communication, public relations and digital media Master's Degree program, we have learnt how to efficiently communicate online using different tools which should draw the attention of the target public and transmit the message intended directly.

b) Content of project:
Stage I – Selecting the concept through the brainstorming method
- Documentation
- Establishing the work teams and the tasks

Stage II – The message - creating the message / setting the scenario involved:
- Documentation
- Public analysis: Whom is the message targeted to?

Questions (regarding the public):
- What does the recipient know?
- What would s/he like to know/what is s/he interested in?
- What reaction would the message generate for the recipient (did s/he understand it, did it make him/her angry, etc.)?
- What helps the recipient understand better?
- How does s/he perceive the message (well-written/ clear/ rude)?

Setting the purpose (information and interest):
Questions:
- Why do I write this message?
- What do I want to gain?
- What are my objectives?
- How will I get the results I want?

Mentioning the context: Characters. In order to show the lack of experience of the recent graduates we have chosen children aged 6 - 10 years. The idea is that, once they are faced with the recruiter (adult - superior) they should answer very professionally and enthusiastically to the questions asked.

Situation. Scenario. In order to show the knowledge of the inexperienced graduates, the recruiters ask them questions from specialized fields. A relevant exchange of questions and replies would be as follows:

Recruiter (upright, superior, sober posture):
"What are the skills that recommend you for the position of manager?"
The child (representing the graduate):
A1: "I consider myself a specialist due to the fact that I know the management and business principles used in strategic planning,

resource allotment and production methods together with employee coordination. I am also able to identify complex problems and review information related to such in order to develop and assess alternatives, and to implement solutions and skills that I acquired in specialized training courses followed after graduating."

A2: "I consider that I could face any crisis. I am ready to face challenges, I can come up with new ideas for social sustainability campaigns within the company."

Setting the persuasion strategy – pathemisation

The pathemisation strategy which underlies this project is used to determine the employer to identify himself/herself in the recruiter in the video and, thus, to see beyond the advantage of experience, to have the ability to see the qualities of the recent graduates: the enthusiasm, the courage, the new knowledge, updated to help such to develop professionally. Through pathemisation, are thus transmitted, emotions which are meant to change the attitude of the employer and communicate that a healthy mentality resides in knowing and appreciating the people around you.

The pathemisation intervention involves the use of a set of strategies which may raise awareness and persuade the recipient. We focused on the fact that this strategy through the affective-emotional mobility informs the individual even if this happens subconsciously as a second purpose of pathemisation.

When we talk about pathemisation, we talk about a range of linguistic devices which are able to express emotions. It is known that, in language, emotions could be codified through emotional words. However, the affect covers more aspects of the linguistic system. Therefore, any of these aspects could express an affect very easily. Thus, there are more expressive forms of the language which may be connected with emotions so we can talk about a variety of levels such as:

- phonetic: rhythm of the speech and length of sound; silent periods;

- graphic: specific marks (of exclamations), features of letter (e.g. capital letters), emoticons;
- phonological: intonation and prosody;
- morphological: tenses, diminutives, augmentatives, adjectives and verbs of inner state, amuse verbs, admire verbs, marvel verbs;
- syntactic: expressive sentence types;
- sociolinguistic;
- textual;
- pragmatic.

The choice and selection of the verbal messages for each business area involved in the concept – setting the components of each verbal message through:

- the elimination of the non-relevant information;
- the grouping of related information;
- the selection of the manner of expressing oneself/communicating the content (verbal communication, non-verbal communication, music);
- text-imagine association;
- message style (adequacy, drawing attention, preview of feedback);

The technical component (the role of the search engines) implies:

- the setting of the frames
- selection
- filming
- cutting/cutting out
- grouping
- use of search engines

A search engine is a search program that can be accessed and which accesses the Internet automatically and frequently and which

stores the title, keywords and partially even the content of the web pages within a database. When a user uses a search engine to find information, a certain sentence or one word, the search engine will look into this database and, based on certain priority criteria, it will create and display a list of results. Google, Yahoo!, Bing, AOL, Ask are the most frequently used search engines.

These search engines host social networks such as Facebook, Twitter, LinkedIn, YouTube. The concepts behind the social media networks are not new – from the start of the human existence, we have always looked for ways to get close to one another, to connect and promote one another – just that they have reached a completely different level in the digital era. Once we used to have handshakes, verbal communication and stamped letters, while today many relationships start and are developed on LinkedIn, Google+ and Facebook. This means that the entrepreneurs should know how to use various social networks in order to remain relevant, without mentioning the use of the opportunities, which appear, and the fact that recently the recruiters have relied on these social networks.

Taking into account the aspects above, we searched for information about practical interviews conducted by communication specialists, areas in which there is no work force, and articles in which the employers mentioned the fact that the social media many times represent the business card of a future employee. They propose a meeting with the possible employees, they visit their profile page, and if the manner in which this page is displayed is not compliant with the image of the organization, the interview does not take place or the dialogue between the two parties starts off on the wrong foot for the one who wants to get employed.

By focusing more closely on the role of the search engines and the social networks, we realized that by distributing this video on the Internet we could create a real avalanche of ideas, replies, attitude and behavior changes. The higher the number of views, the higher the number of distributions. A student will certainly distribute and like the

post because he or one of his friends already faced the sentences: "We're sorry, you don't have the necessary experience" when he wanted to make his first steps in his career. A professor will support this idea because he wants that his students could apply everything s/he has succeeded in communicating to them during the study years. A parent will consider that each time his/her child will get ready for an interview, s/he will have greater changes of being accepted and will no longer be worried that his/her child will not succeed in making progress and will have to give up the field for which s/he specialized in and prepared for. An employer who wants that his/her organization make progress go forward and benefit from the field it operates in will take part in the transmission of our message. One common individual will join us because they will be aware that a society that does not offer any chances will not get any chances in return.

We, the students, the transmitters of this message, want to inform by undertaking the message through our attitude, involvement, by taking into account the recipient. Our target public is mainly the employer, but the force of this message is represented by all those who consider that their right to work in their field of specialization is the chance of a country to make progress, to differentiate itself, to appreciate each individual equally.

4. Conclusion

In our attempt to change the employer's attitude towards the recent graduates, we have used the pathemisation strategy which covers the entire concept of the project, a strategy used for transmitting emotion and creating empathy. Within this strategy, we have also used the hermetisation strategy through which we wanted to underline the specialized language of the graduates and, thus, their knowledge. Thus, the digital media contributes to the shaping and spreading of this concept among the employers in Romania. Taking into account the

persuasion strategies and the digital channels for transmitting the message, we believe that this project will generate the desired effect.

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The Informative Dimension of Product Launch Press Releases

George-Cristian Samoilă

Abstract: *In the paper "The Informative Dimension of Product Launch Press Releases", I aim at studying linguistic and extralinguistic features that support the informative role of press releases issued in relation to the launch of new products. The paper features a qualitative analysis of a corpus of 20 press releases from the automotive industry, taken from the international websites of a wide variety of car brands. It highlights features related to informative discourse, as well as features related to digital multimodal discourse. Thus, I consider this to be a present-day topic, a paperwork highlighting communication strategies used in product launch press releases, with the aim of improving the effectiveness of these marketing PR tools.*

1. Introduction

The rapid development of technology has led to a great number of new forms and concepts related to communication, which warrant research for effective application in professional fields. As such, the purpose of this paper is to highlight and present elements that support the

informative dimension of product launch press releases, which are a tool of marketing PR communication used today. In order to have a theoretical framework for the analysis, I have consulted a number of sources mentioned in the *Expert sources consulted* section.

2. **Research method**

The research method used consists of a quantitative analysis of elements of product launch press releases that assist in fulfilling their informative role. The quantitative analysis had the goal of featuring specific examples of characteristics mentioned in the consulted expert sources.

The corpus underlying the present research includes 20 press releases retrieved from the English language versions of international websites maintained by various car manufacturers from Europe (Renault, BMW, Open, Ferrari, Alpha Romeo, Dacia, Peugeot, Volvo, Volkswagen, Mercedes-Benz, Aston Martin, Audi), North America (Lexus, Tesla, Chevrolet), and Asia (Tata Motors, Honda, Toyota), more exactly product launch press releases related to recently released car models.

I have chosen a wide variety of car brands from various regions of the world, but also a variety in terms of the types of cars that are commercialised under these brands. This geographical, cultural, and potentially linguistic variety can showcase current trends in press-release writing.

3. Results

A first element one can identify within the corpus that supports the informative discourse dimension is the high embedment of numerical information:

'5.0-liter V8 engine'
'Powered by a 3.5-liter V6 producing 296 horsepower and 263 lb.-ft. of torque'
'10 airbags
'48-month/50,000 mile basic limited warranty with roadside assistance for 48 months/unlimited miles.'
'72 months/70,000 miles powertrain and restraint system coverage'
'72 months corrosion perforation protection coverage'
'eight-cylinder unit with a displacement of 4.4 litres'
'From 0 to 100 km/h (62.1 mph) in 4.7 seconds. The new Audi S5 Coupé combines dramatic design with the performance of a sports car. Its newly developed, turbocharged V6 engine produces 260 kW (354 hp) and consumes just 7.3 liters of fuel per 100 km (32.2 US mpg). With an unladen weight of 1,615 kilograms (3,560.5 lb), the car is 60 kilograms (132.3 lb) lighter than its predecessor. '
'From its 2,995 cc of displacement, the V6 TFSI produces 260 kW (354 hp), which is 15 kW (21 hp) more than the previous engine. A constant 500 Nm (368.8 lb-ft) (plus 60 Nm/44.3 lb-ft) of torque is available from a low 1,370 all the way to 4,500 rpm. In the NEDC, the new 3.0 TFSI in the S5 Coupé consumes just 7.3 liters per 100 kilometers (32.2 US mpg) – a CO_2 equivalent of 166 grams per kilometer (267.2 g/mi).'
'Combined fuel consumption in l/100 km: 7.4 – 7.3 (31.8 – 32.2 US mpg)
Combined CO_2 emissions in g/km: 170 – 166 (273.6 – 267.2 g/mi)'
'At a starting price of INR 3.20 Lakhs, ex-showroom, New Delhi, for the Revotron 1.2L (petrol) variant and INR 3.94 Lakhs, ex-showroom, New Delhi, for the Revotorq 1.05L (diesel) variant, the TIAGO will be available for sale, across the country in over 597 Tata Motors sales outlets, from today.'
'consolidated revenues of INR 2,62,796 crores (USD 42.04 billion) in 2014-15'
'With over 9 million Tata vehicles plying in India'

'The new Transporter BlueMotion has a gross vehicle weight of 2.7 tonnes, and a payload of 839 kg, which is up to 121 kg more than that of the short wheelbase T26 2.0-litre TDI 102 PS five-speed manual.'
'40-year heritage'
'The hatchback is 30 mm wider and 130 mm longer than the previous-generation five-door Civic. The car is 20 mm lower than its forebear'
'16 kg lighter than that of the previous generation Civic, while exhibiting 52 percent greater torsional stiffness.'

All of this numerical information supports the informative discourse dimension by satisfying the expectation of completeness of information.

For reasons of accuracy and precision, certain press releases display numerical or other types of information in tables, which also contributes to the informative characteristic of the text by offering complete information. One initial example is the press release from the Volkswagen vans division:

Basic price exc VAT	VAT	RRP inc VAT	OTR package	OTR exc VAT	OTR inc VAT
£19,670.00	£3,934.00	£23,604.00	£987.00	£20,540.00	£24,591.00

	Fuel economy		CO_2 emissions
Urban mpg	Extra-urban mpg	Combined mpg	145g/km
40.9	58.9	51.4	

	Performance	
Power (PS@rpm)	Torque (Nm@rpm)	Top speed (mph)
102PS @ 3000-3750	250 @ 1,500-2750	62

The press releases also contain a great amount of technical terms referencing specific technologies in the automotive industry or related technical concepts:

'electronic limited-slip differential'
'horsepower'
'Pre-Collision Assist with pedestrian detection, distance alert, lane-departure warning, lane-keeping assist and Driver Alert System'
'transient overboost technology'
'manual transmission'
'low-speed tip-in response'
'real-time adaptive shift scheduling'
'Steering wheel-mounted shift paddles'
'quad-tip exhaust'

With regard to factuality and surprise value, these characteristics of informative discourse are self-evident in the press releases that comprise corpus because of the communication situation and relevant subject.

All the technical information presented in the press releases can be verified (e.g. through measurements using the products) and the subject matter is a real-world object, namely a car model. The communication situation is that of an organisation issuing information related to the launch of a new car model, and it can be easily induced that this action would only be done in a time frame around the launch of the new product. It is also possible to verify the surprise value characteristic for most of the corpus since the grand majority of the press releases mention the date.

As instances of digital discourse, the press releases that make up the corpus use hyperlinks to give the reader access to more information.

The press releases as they appear on the websites demonstrate a level of interactivity and give the reader several options to see more information beyond the actual text.

The Volvo press release of the corpus is a good example of this. 'More details around the powertrain offer can be found in the Technical Specifications.' Clicking on 'Technical Specifications' downloads the Technical Specifications document for the car model, shown in the screenshot below. Naturally, this linking to the technical specifications of the product supports the completeness of information of the press release.

Volvo XC60

ENGINES	T5 & T5 AWD (B4204T11)	T6 & T6 AWD (B4204T9)
Type	In-line 4-cyl. turbocharged	In-line 4-cyl. supercharged and turbocharged
Configuration	Transverse, front & all wheel drive	Transverse, front & all wheel drive
Displacement, cm³	1969	1969
Bore (mm)	82.0	82.0
Stroke (mm)	93.2	93.2
Engine cylinder block material	Aluminium	Aluminium
Cylinderhead material	Aluminium	Aluminium
Compression ratio	10.8:1	10.3:1
Valves, no/cylinder	4	4
Camshafts	2	2
Engine management system	Gasoline direct injection	Gasoline direct injection
Ignition sequence	1 - 3 - 4 - 2	1 - 3 - 4 - 2
Engine idling speed, rpm	850±100	850±100
Fuel, rec. octane	95–98 RON	95–98 RON
Max output, kW (hp)/rpm	180 (245)/5500	225 (306)/5700
Max torque, Nm/rpm	350/1500–4800	400/2100–4800
POWER AND TORQUE →		
Manual gearbox/final drive	-	-
Automatic gearbox/final drive	AW TG-81SC 3.329 / 3.329	AW TG-81SC 3.329 / 3.329
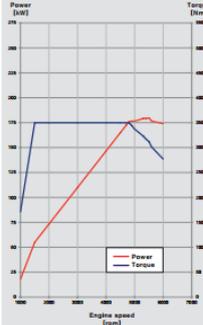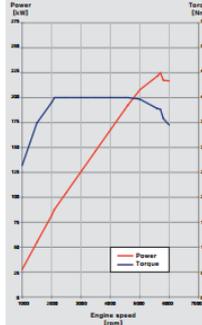
PERFORMANCE				
Gearbox	Automatic (FWD)	Automatic (AWD)	Automatic (FWD)	Automatic (AWD)
Acceleration, 0–100 km/h (sec)	7.2	7.2	6.9	6.9
Top speed, km/h	210	210	210	210
Fuel consumption l/100 km (Combined)	6.7	7.5	7.0	7.7
CO₂ g/km	157	175	163	179

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4. Expert sources consulted

In order to create this work, I have consulted a number of resources in order to gain insight into aspects related to informative discourse and possible features of press releases that could be related to the informative dimension.

In Preformulating the News: An Analysis of the Metapragmatics of Press Releases (Jacobs, 1999) there is the mentioning of a feature that is specific to press releases: preformulation, which refers to how press releases are created in order to anticipate the formulation of news articles. However, Jacob's book predominantly touches upon political press releases instead of those pertaining to the launching of new products.

According to Kinneavy (1971: 129), there are three basic features of informative discourse, namely factuality, comprehensiveness and surprise value.

Factuality refers to the property of a discourse of being based on facts.

Comprehensiveness covers three dimensions: completeness of information, readability and use of familiar frames, schemata and situation models based on spatial and temporal proximity.

Surprise value refers to the novelty of the information in a piece of discourse, to new rather than outdated information.

According to Kinneavy (1971: 35), the simultaneous presence of all three characteristics is a sine qua non of informative discourse and the absence of any of these major characteristics would generate a different discourse type.

A. Mucchielli explains hypertext in relation to digital text: 'This principle of the hypertext is well-known to those that use a computer or browse the Internet. In a text, a word (or a figure) sends to another text (or another multimedia element), that brings an additional comment. When we click that word (or figure), its explanation appears on the screen. This comment is in itself composed of multimedia elements that can send to other explanations and comments… and so on. Thus, to each text there is the attachment of an assembly of

explanations that enrich it and clarify its meaning. The final meaning of the text is thus composed of itself and of this assembly of annotations attached to its internal elements' (my translation, Mucchielli *in* Cabin Ph., Dortier J.-Fr., 2010: 177-178).

5. Conclusions

Based on the theoretical framework provided by the consulted resources, we have performed a qualitative analysis of the corpus of product launch press releases.

The informative dimension is supported by features such as the high embedment of numerical information, the use of formatting such as bullet points and tables to directly present information to the reader, the use of technical terms describing specific technologies in the automotive industry.

Rather than being preformulated in anticipation of the formulation of news articles, many of the press releases that make up the corpus present comprehensive and direct information to the reader.

The abundance of numerical information and detailed information about the products are features of the majority of the press releases in the corpus; however, there are distinctions in the focus and exceptions that do not present these features, such as the press release from Ferrari, where the only information that is communicated is in relation to the actual product launch event. This press release contrasts with the Mercedes-Benz press release, which is very lengthy and presents the product thoroughly, even with charts highlighting numerical differences between the car model and its previous versions.

Virtually, all the press releases featured extralinguistic elements in order to promote the products. Images were present in all press releases and hyperlinks leading to additional information were common.

In conclusion, product launch press releases are highly informative communication tools for the purpose of promoting products directly to potential consumers.

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Ways to Make Organisational Communication More Efficient in Rural Areas

Codruța-Manuela Bogdan

Abstract: *In this paper, in terms of recruitment for a company whose main activity is the production and raising of pigs, I propose several PR strategies, which are practical for disadvantaged areas. The mission of the company is to contribute to the long-term development of the Romanian agriculture and livestock, in accordance with the best practices of the European Union. The PR recommendations aim at expanding the employer brand by participating in events such as 'Days of the X village', with its own stand for the recruitment of candidates, as well as by sponsoring these types of events.*

1. Presenting the current state of the employer branding

According to the *Employer Branding Now* study, published in June 2016, by Universum, 59% of the companies with a global presence, are spending this year more money on employer branding development, in comparison with 2015. Also, 62% of these companies` representatives, who are respondents in the survey, put the employer branding on their priority ist of business strategies, for the current year.

The study shows that the majority of the organisations use employer branding to increase awareness (the degree of notoriety a brand enjoys, among their consumers or potential consumers, from the target audience) at the level of potential employers, which is good, but not enough to attract the best candidates. Companies should, therefore, adopt more complex practices in order to develop an employer brand, including differentiating them among the important target audiences, but also among key markets.

Another aspect, highlighted in the study, is that only 30% of the organisations use employer branding to retain employees, because the majority of discussions are focused on attracting new talents. But employer branding is just as important for the current employees, as well. (http://www.smartree.com/un-brand-de-angajator-ca-la-carte-cheia-pentru-a-atrage-si-pastra-cei-mai-buni-specialisti/).

2. Company description

A company whose main activity is the production and raising of pigs. Their mission is to contribute to the long-term development of the Romanian agriculture and livestock, in accordance with the best practices of the European Union. Today, the company has active farms in the counties of Timiş and Arad, built mostly under the green-field scheme, plus eight pig breeding units built in partnership with local farmers (a total of approximately 950,000 commercial pigs per year). Being active in over 30 villages and towns in the counties of Timiş and Arad, the social responsibility activity also contains an important financial component, contributing annually to the economic development of the area, by a significant amount brought to the budget of these settlements, with over 5 million RON annually.

3. The research purpose

The purpose of this research is to identify ways to streamline the organisation's communication.

4. The current state of the organisation's communication

At present, the current status of the organisation's communication is quite good, as there is a fruitful collaboration between the departments and especially between the company and the local community. Internal communication and external communication play an important role and are some of the core values of the company.

Every year, social, environmental, or educational engagement programs are being organised, which are always developed with the support and voluntary involvement of the employees.

Even if the communication is maintained, within the company, there are still several recruitment issues in certain rural areas, where the company operates with farms.

Therefore, in terms of recruitment, for these disadvantaged areas, I have proposed to expand the employer brand by participating in events such as "Days of the X village", with our own stand for the recruitment of candidates, as well as to sponsor this type of events. However, in order to attract more potential employees, we will also have a company video presentation, where they are faced with what is happening in the production department and in the other departments, as well.

The observation I have made was due to several repeated requests, from the production department, regarding the lack of people on the farms located in the troubled area. Despite resorting to other recruitment resources in those areas, we have made an analysis, together with the Human Resources Manager, the Production Director and the Director of the Communication and the Public Relations Department, concluding that the proposal that was made might prove to be beneficial for the company.

5. The actual proposal - Ways to make organizational communication more efficient in rural areas

In the first phase, it is desired for the company to be present in the villages near the farms, especially in the areas where recruitment is quite difficult. Because the activity is divided between the two counties, we decided to participate first, in two events, one in the Timiş County and one in the Arad County, and further along, we will also be present in other villages.

The first event would be the participation at the "Days of Nitchidorf", in the Timiş county, and the second participation would be at "Days of Ineu" in the Arad County.

5.1. Objectives

The overall objective of the project is to recruit and select rural candidates from the rural area and to create a positive image of the company.

Short-term objectives:

- Attracting candidates from targeted locations by reaching a number of X interested persons at the stand.
- Gathering at least 100 CVs for the department of Production, by participating in the two events.
- Promoting the company through an announcement made by the organisers.

Long-term objectives:

- The company being present at two more events by the end of 2017.
- More than 200 CVs gathered.
- Hiring at least 150 people by the end of the year.
- Promoting the company`s participation at events through various media channels.

5.2. Plan of deployment

First event "Days of Nitchidorf", July 10th, 2017 – Timiş county

- Setting up the company stand with the help of volunteers and placing banners to attract attention.
- Preparing the promotional materials and distributing them, with the help of volunteers, among the crowd, to stimulate the interest of as many people as possible, and direct them towards our stand.
- At the stand, the following people will be present:
  - the recruiter, who will give details regarding the available positions within the company and invite those who are interested to fill in a CV.
  - the training coordinator, who will be discussing with the interested people about the opportunities of development within the company.
  - the zootechnical engineer or veterinarian, who can describe what is actually happening in production and what tasks would be given to the person interested in working in production.

Second event: "Days of Ineu", September 25th, 2017 – Arad county

- Setting up the company stand with the help of volunteers and placing banners to attract attention.
- Preparing the promotional materials and distributing them, with the help of volunteers, among the crowd to stimulate the interest of as many people as possible and direct them towards our stand.
- At the stand, the following people will be present:
  - the recruiter, who will give details regarding the available positions within the company and invite those who are interested to fill in a CV.
  - the training coordinator, who will be discussing with the interested people about the opportunities of development within the company

- the zootechnical engineer or veterinarian (who should be from that area because s/he is known by the residents and attracts more interested people) can describe what is actually happening in production and what tasks would be given to the person interested in working in production.

5.3. Resources needed

1. Human: 1 recruiter, 1 training coordinator, 1 zootechnical engineer or veterinarian and 8 volunteers.
2. Material: 500 standard CVs, promotional materials (customised pens – 500 pcs, flyers – 1000 pcs, company information leaflets - 600 pcs, anti-stress piglets 300 pcs).
3. Time: The event will take place in 1 day, in July 2017 and in 1 day, in September 2017, 6 hours / day.

5.4. Evaluation

A project evaluation in its first phase can be done, based on the number of people hired between the two events, and after the second event, by December 2017.

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Comparative Analysis Between different English Exams: CAMBRIDGE, IELTS, TOEFL

Tatiana Luchian

Abstract: *CAMBRIDGE, IELTS, or TOEFL Exams, are the most popular among the English-language certifications. Their equivalence is internationally recognised and they are also known as "linguistic passports". Through this thesis, I would like to expand the researches in order to understand the practice and the classification of these three examinations as well as their relevance and their usefulness in our daily life. I will briefly present their history, a comparative analysis of them, and I will draw the conclusions on this subject debate.*

Keywords: *CAMBRIDGE, IELTS, TOFEL, international exam, linguistic passport.*

1. Introduction

The purpose of this thesis is to analyses the importance of English language exams worldwide: CAMBRIDGE, IELTS, TOEFL. At the same time, I would like to present the advantages, disadvantages, and the

relevant statistics on the number of people who choose to participate in one of these exams.

In this article, I have chosen to examine the essential and most necessary facts about these important exams, namely English examinations: TOEFL, IELTS, CAMBRIDGE.)

For this project, I have searched for specific information on reliable sources in order to document precisely the meaning of these exams and their specific characteristics. I will summarize a short description of each exam and the requirements that they assume for general purpose. The main chapters of my thesis are: Abstract, Introduction, Bibliographical research, Exams characteristics, Conclusions and References of the project.

2. Bibliographical Research

All the information used in this paperwork has been extracted from multiple sources, either from online sources such as official websites reviews, blogs or from magazine articles and books. This article describes each part of the exam from the initiation, through development and general aspects, to the final results. In order to carry out this research, I have decided upon more research, analyses, studies, from a specialist point of view, with a wide experience on the research and the development of these types of examinations.

2.1. The CAMBRIDGE Examination

The Cambridge examination was initiated in 1913 by a nonprofit organisation. Their official headquarters was in Cambridge, United Kingdom.

The method of assessing the English language is taken from the University of Cambridge, a method that includes both English courses as well as language qualifications for over 100 years. The first

Cambridge English examination took place in 1913 and it took 12 hours.

During its 100 years of activity, the Cambridge Centre for English Examination, has progressed significantly, having currently more than 20 exams to students and teachers, with a passing rate of more than 5 million people each year.

Today, they operate in more than 130 countries, having 5 million candidates each year.

The Cambridge exams are, without doubt, the most valuable international certifications of linguistic competence in English language certifications.

(https://www.britishcouncil.ro/examene/cambridge, accessed at 10.01.2017).

2.2. The IELTS Examination

The IELTS exam was introduced on the English examination market, in 1989. IELTS (International English Language Testing System) is the most popular English language exam in the world. More than 2.7 million tests are passed annually. This exam is promoted as the "English test" necessary in an international career or when choosing to study abroad.

IELTS is available in two formats: Academic and General Training. The Academic format evaluates the candidate's ability to study or to follow a training program in English language at a

University and at the postgraduate level. (https://www.ielts.org/what-is-ielts/ielts-for-study/, accessed at 11.01.2017).

The enrollment to undergraduate and postgraduate courses is based on the results from these examinations. The General format of the module focuses on general skills of communication in a wider context, both social and educational. Therefore, it is suitable for candidates who live in countries where English is spoken to finalise their education, to work or to participate in training programs, but also for candidates who want to emigrate to Australia, Canada, or New Zealand. (http://www.britanica.ro/cursuri-examene/examene-de-limba-engleza.html, accessed at 10.01.2017)

IELTS is the only English language exam which is accepted for the purpose of immigration from all countries that request an English language test.

2.3. The TOEFL Examination

The TOEFL examination was firstly initiated in 1964.

TOEFL (Test of English as a Foreign Languge) and TOEIC (Test of English for International Communication) provide international recognition for studies and job opportunities. (https://www.ets.org/toefl/institutions, accessed at 12.10.2017). This exam is addressed to students or graduates in search of scholarships and post-graduate studies, mainly in North America. (http://www.britanica.ro/cursuri-examene/examene-de-limba-engleza.html accessed at 11.01.2017). TOEFL exams are part of the requirements in particular for the enrollment into the American universities, and the Fulbright Commission is one of the organisations which issues these diplomas. The TOEFL exam has four parts: listening, reading, writing, and speaking. It takes about four hours to

complete all four parts. (http://www.toeflgoanywhere.org/, accessed at 13.10.2017).

3. Comparative analysis

In the above paragraphs, I have briefly presented some general characteristics of each type of these exams. This article is based on a scientific comparative analysis between these three major types of accredited certifications in English. In order to be able to view the accessible and correct information for each exam, I will present the comparison in a table below.

In this presentation, the differences between these 3 exams (CAMBRIDGE, IELTS, or TOEFL) are shown based on the requirements and preferences of each individual, on the field of activity, or on the scope of studies.

CAMBRIDGE	IELTS	TOEFL
❖ Available for life	❖ Available 2 years	❖ Available 2 years
❖ European Certificate	❖ European Certificate	❖ American Certificate
❖ Degree of difficulty: advanced	❖ Degree of difficulty: medium	❖ Degree of difficulty: medium-advanced
❖ 3 Versions: legally; financial;	❖ 2 Versions: general; accademic.	❖ 3 Versions: general;academic;business.
❖ On paper exam	❖ On paper exam	❖ Computer based exam

❖ Examinations: Reading and Use of English Writing Speaking Listening	❖ Examinations: Reading Writing Speaking Listening	❖ Examinations: Reading Writing Speaking Listening
❖ Exam results available in about 2 monts	❖ Exam results available in about 15 days	❖ Exam results available in about 10 days.
❖ Recognized in more than 130 countries.	❖ Recognized in more than 140 countries	❖ Recognized in more than 130 countries
❖ **5 million candidates per year**	❖ **2,7 million candidates per year**	❖ **3 million candidates per year**
❖ **Recognized in more than 18,000 institutions and universities**	❖ Recognized in more than 6,000 institutions and universities	❖ Recognized in more than 9,000 institutions and universities.

3.1. The CECR Analysis

The Common European reference framework for languages (CECR) is the international standard that can determine the language proficiency level of a speaker, irrespective of the language (http://www.cambridgeenglish.org/, at 10.01.2017).

Experts have created a chart so that everyone interested can easily understand the grades, the characteristics and the classifications of these exams. It is important to know the real level of the English language for each person who has obtained a certificate issued by one of these three exams.

The Common European Reference Framework for Languages (CECR) is the international standard that determines the level of linguistic proficiency of a speaker, irrespective of the language.

Classification of the 6 levels:

 A1 - Elementary (Breakthrough)
 A2 - Pre-intermediate (Way stage)
❖ B1 - Intermediate (Threshold)
❖ B2 - Upper-intermediate (Vantage)
➢ C1 - Advanced (Effective Operational Proficiency)
➢ C2 - Proficiency (Mastery)

Nivel CEFR	CAMBRIDGE	IELTS	TOEFL
C2	CPE	7.5+	276+
C1	CAE	6.5 - 7	236 - 275
B2	FCE	5 - 6	176 - 235
B1	PET	3.5 - 4.5	126 - 175
A2	KET, YLE Flyers	3	96 - 125
A1	YLE Movers		
Sub A1	YLE Starters		

All three English-language examinations described above are based on the levels of the European common framework of reference) → CECR: A1, A2, B1, B2, C1, C2.

They allow validation of a level of English in the context of studies, in order to follow higher education abroad at a University from an English-speaking country or not - many universities or schools request an examination of CAMBRIDGE, IELTS, TOEF for registration, or professionals.

These diplomas actually help with the professional mobility and educational studies, enriching your CV at any age, occupation you have, from every corner of the world.

The exams listed above are available in the normal version, on paper (PB: paper-based) and in the electronic version (CB: computer-based)
(http://www.cambridgeenglish.org/ro/exams/, accessed at 13.01.2017).

All these exams (Cambridge, IELTS, TOEFL, TOEIC) are recognised by over 20,000 employers, universities, and government offices, which accept and recognise those qualifications in the world.

4. Conclusions

It is necessary that children and young people around the world study the English language. Responding to the requirements of the present context, the level of knowledge may not be asserted in any area where there are no communication skills in English.

The need to make progress in many areas motivates students. People look for ways to increase their value through trainings in order to obtain a diploma that is accredited and internationally recognised. Such a possibility is available by obtaining a certificate in the most important English-language exams: CAMBRIDGE, IELTS or TOEFL.

I have analysed and discovered the importance of having an accredited diploma in English for everyone, from youngsters and students to graduates working in vast areas of the country and across the globe. Analysing the situation, I have observed that it is very important to recognise the linguistic competencies of accredited certificates and diplomas that are supported by the most important English exams: CAMBRIDGE, IELTS or TOEFL.

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