ORGANIZATION'S MANAGEMENT VIEWS REGARDING MASS COMMUNICATION

VIZIUNEA MANAGEMENTULUI ORGANIZAȚIEI PRIVIND COMUNICAREA ÎN MASĂ

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Abstract: *Mass communication media already plays a dominant role in the life of everyone. Helped by the growth and convergence of global telecommunications and information technology, the role of these media is only becoming more and more important. Few people, let alone organizations, dare to forecast where this will lead in years to come other than to suggest that the media will play a vital role in the survival of every organization.*

Key words: *management, mass communication, media, public relations*

INTRODUCTION

Usually large organizations employ agencies to monitor the media and to communicate with journalists, proprietors and other significant people in institutions who could be instrumental in the maintenance of an organization's corporate aims and objectives. Strategically, this role can be seen as a defensive, asymmetrical relationship or, in more enlightened far-seeing organizations, as a creative, symmetrical relationship, through which the organization can obtain the information necessary to be able to adapt to a changing environment.

MATERIALS AND METHODS

The importance of mass communication media on an organization cannot be overestimated. Some authors present five characteristics to the media that explain their importance to society as a whole, relevant to the modern organization for a public relations campaign:

- A power resource - this is highly relevant to organizations, given that the media are the primary means of transmission and source of information in society. A disgruntled shareholder wishing to unseat a member of the

board will find it difficult to communicate with other shareholders in the face of the power that the organization's managers can rally.

- As an arena of public affairs - for business organizations, this may seem less important than for governmental organizations, which are often the target of media attention, but many recent controversies involving government agencies have been played out in the arena of the media.

- As definitions of social reality - at first sight, this is a nebulous concept which explains that the media are where the changing culture and values of society and groups are constructed, stored and visibly expressed. What society perceives to be the reality of organizations will be formed from a limited or non-existent personal impression gained from direct contact with the organization and from those images and impressions the media choose to present. Different sections of the media attempt to project different realities.

- As a primary key to fame and celebrity status - this used not to be particularly important for business organizations. However, more and more leaders of organizations have used the media to project a desirable image. This is also true for authors of management texts who have become highly rewarded 'gurus' on the international lecture circuit.

- As a benchmark for what is normal - this is particularly important for organizations where ethical issues are concerned. Economic criteria used to take precedence over the views of fringe environmental groups, but the media now define normality as one in which an endangered environment must be protected and form part of the criteria for competent management.

RESULTS AND DISCUSSIONS

Some of the key issues affecting corporate strategy relate to globalization and new technology, which have brought about the development of worldwide networks, a widening of membership for pressure groups and a broader analysis of competition. As a fact we must think global, act local. It therefore seems an almost pointless exercise to plan strategically in a chaotic environment in which the notion of managing risk appears to be an oxymoron. If the power of individual nation states to control national economies has become limited, the problems of a borderless world become more acute.

Campaigns have to be planned at the global level, but acted out at the local level. The importance of regions or areas is defined by some

degree of economic logic which may lie within a nation state or cross-nation state boundaries. So, just as the relevance of the nation state is being called into question, it is apparent that the modern multinational is continuing to lose what was let of its national character. Company's most important competitive assets, especially when competing in a global economy, are the skills and cumulative learning of its workforce.

As evidence of a global public relations strategy, a company must be able to demonstrate selective contestability and global resources. Selective contestability is where the corporation can contest any market it chooses to compete in, but can be selective about where it wishes to compete. It is prepared to contest any market should the opportunity arise and is constantly on the global lookout.

Sometimes, the corporation may have to bring its entire worldwide resources to bear on a particular competitive situation it finds itself in. Customers know that they are dealing with a global player even if it is employing a local competitive formula. Thus global strategies are not standard product-type media strategies that assume that the world is a homogenous border-free marketplace. Nor are they just about global presence. If what the corporation does in one country has no relation to what it does in other countries, which is no different from dealing with local, domestic competitors. Globalization is not just about large companies now that the internet makes it possible for small companies to trade worldwide.

The full potential impact of the internet on media relations cannot yet be assessed, but there is clearly strategic potential for using it as an information and transaction channel, for distributing news and for building communication channels. A new question arises: Face-to-face or Facebook? Web pages need to be constantly updated, which requires investment in multimedia expertise. The design and research aspects of managing an organization's worldwide website are offering growth potential for many public relations agencies and consultancies, albeit their use is increasingly complex in terms of corporate communication planning. 'Think global (big), act local (small)' is no longer enough unless evaluation stands up to the rigor of quantitative and qualitative audits across barriers of culture, language, traditions and beliefs.

Research techniques such as web analysis using tools like new generation eye-trackers to collect objective data are changing the face of promotional planning via 'saved time', employing IT talent and offering new

challenges to creativity. The management of press and other public relations deadlines and the creative public relations talent that goes into campaigning, the ever-changing demands of media law should never be underestimated. European laws on issues such as libel, copyright and intellectual property are critical to the underpinning of any public relations campaign or strategy. If an organization's reputation is to be protected, there must be respect for the spirit as well as the letter of the law. In the not too distant future, there is likely to emerge a rash of comprehensive and sophisticated books on the new technologies from mass communication specialists.

CONCLUSIONS

Statistics shows that about 260 million texts are sent daily, but people are increasingly suffering from a sense of isolation where human interaction is substituted by technology. This is a recipe for confusion and misunderstanding in personal and professional lives because 'real life' through eye contact, verbal and non-verbal responses becomes displaced. To avoid online and offline dislocation, it is more important than ever to meet journalists and other stakeholders face-to-face to reduce the possibility of message distortion, whether delivering good or bad news.

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