

THE COMMUNICATION AND ITS CULTURE IN THE BUSINESS ECONOMY

SUMMARY

The central theme of the business communication in the perspective of the nineties is symbolized — under an international and national level — by the communication's culture and the requirement of its achievement among the most part of the production companies.

It depends:

- from more and more incisive meaning of the business image;
- from the important part had in the business identity and through this one in the image by the communication activity of the same production company;
- from the necessity that the administration of such an activity can be unitary and in a middle/long temporal perspective.

So, referring to the first point of view, the empiric evidence has led — during the eighties — to theorize the contribution of image to the business economy, either abroad — if we only think of the very well known work of Itami about the invisible resources — or in our country through the intervention of very authoritative business specialists.

On this matter, it's basic — for a correct analysis of the problem — the same definition of business image as very complex « result » of the presence of business globally and distinctly, of the communication moved by such a presence whatever kind of form may have been assumed (interpersonal, impersonal or collective) and, finally, by the communication anyway promoted by the production company.

The economic valuation of such an image, making up of the business economy isn't yet — on account of the complexity of the same image — easily settled.

The suggested opinions, with regard to this point, concern, on the one hand, the reproduction's costs in connection with the creation of an utility like that noticed in the peculiar case and, on the other hand, the distinctive contribution coming from that peculiar image to the business profitability.

The proposed supposition is however that the correct valuation of the business image — far from the simple consideration of costs concerning the only communication activity of the business — tends to take up — in that it has the object of a projection toward the outside, besides toward inside, of the business in its lump and its potentiality — the valuation of every other configuration of intangible asset.

Now, if a propitious image — passing to identify the part of communication — founds an important economic part of the business patrimony and if its presence allows to transfer just at patrimonial level the competitive potentiality of the same business, so the communication activity, specifically promoted in order to spread an exact business identity and, through this one, to offer a characteristic contribution to the relative image represents a strategic factor.

Also in this way, it's necessary to recall the concept of business communication in that it's referred to « every display through which the business can put in action a course of communication with one or several publics (of people, businesses or corporations), to which it proposes one or more sides of the own identity ».

It's important that the real behaviour of business in the considered field takes to individuate — in time and in space — an evolution that from situations where the purpose of the identity for the most had been committed to displays having a communicational potentiality, whose realization had

been left to various publics, comes to situations where the business wants to finalize and, consequently, to rule every own communication display.

It's an evolutive process, whose interpretation has taken the international and national opinions to formulate a lot of ideas of which integrated communication, global communication and total communication.

First two opinions bear — with intention of explaining the present developing phase or, still better, preferable for the nineties — the question of the business identity and of the necessity to apply to this one every effort and intervention of communication.

Concerning the « integrated communication », however, the opinion — far reaching in its explication — gives a peculiar emphasis to the media and their ability to become ways of business identity at which — anyway — a lot of other media participate besides those usually and specifically recalled.

About the opinion « of global communication », this one gets going from the ascertainment that every element, aspect or business activity is susceptible to influence the identity and, consequently, the same business image, so that the rule of such an identity consists in administrating the above mentioned elements, aspects and activities globally or totally considered.

This fact, however, means to manage the globally considered business in favour of the purpose of a particular identity, agreed as an intermediate finality as regards the last finality, formed by the achievement of the typical aims of the same business: so it's possible to configure a form of business management just called viewpoint of communication.

The expressions « global communication » and « total communication » are perfectly similar, but the granted preference to the last one is justified by the prevailing meaning — in space sense — of the adjective « global » that can be source of ambiguousness and mistakes.

Now, if the communication activity — really complex — clearly promoted by the business — activity aiming at the proposal of a peculiar identity, real or aimed, and consequently agreed like a system in the form of the total communication — stands for a basic factor in order of the reception of such an identity by the different publics and the consequent settlement of an image, so the examined activity necessarily assumes a strategic value at the general business level.

About the methodology of achievement of the total communication, it expresses a process, whose identity and, consequently, the business image found the beginning and the « end », but an apparent end because it's really a circular process that, consequently, just taken up, tends to achieve the balance between identity and image and to foster the maintenance in time.

The consideration of the importance of the economic resources assigned to the business communication — however we have very insufficient data — makes more urgent to probe the real rationality of employing such resources and the temporal visual of the same employment.

Particularly, if the strategical character, typical of total communication, must not remain confined to the theoretic limits, but it must be exactly and systematically instilled in the events, so it's necessary that businesses consent a communication culture, stimulator of such a character.

In order it happens, it is generally necessary that business culture to accede to some typical rules of communication and its relations with being and becoming of the same business, which means to accede to the communication viewpoint we have already lingered.

The methodic proposed statement doesn't yet accord with a methodical business action — as already pointed out — in the most cases owing to a cultural gap that our country like other well developed (from the point of view of the communication) countries cannot easily fill.

The important theme of the business communication in the nineties is consequently represented by the circulation of a specific and solid culture that is really able to achieve that preminence that makes the communication a strategical and cohesiv factor of business and its image an important element of the economic capital and, contemporaneously, the source of important advantages from the point of view of the competition.

Concerning our country, the presence of authoritative contributions in the different theoretical and practical levels — according to a constructive and articulate synergy — could and should allow to reach besides the right meaning of a distinctive and incisive business communication, the same meaning of a business culture suitable for the following times and challenges.