

COMMUNICATION – PICTURE WITHOUT WORDS

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Communication occurs when a transmitter transmits to a transmitter, information or messages related to a specific subject (product, service, idea, etc.) for the purpose of this receptor messages, make it known to awaken a certain emotional reaction. Communication through images offer multiple advantages over media communication, it uses the most modern means of collection, processing and transmission of the image with which beneficiaries can build brand company / person using marketing techniques and gaining important benefits in terms promoting products or services. Image is an important communication support, which should give it considerable attention generation, transmission and its reception by a coded language, well structured and efficient. Method and methodology – for the study we used the literature in the field and direct observation. The results were processed by methods of literature and practical examples taking place in an unstable competitive environment.

Keywords: communication, image, service, potential customer.

Comunicarea are loc atunci când un emiț tor transmite la un transmiț tor, informații sau mesaje referitoare la un anumit subiect (produs, serviciu, idee etc.), în scopul acestor mesaje de receptor, face cunoscut pentru a trezi o anumit reacție emoțional . Comunicarea prin imagini ofer mai multe avantaje față de media de comunicare, acesta folose te mijloacele cele mai moderne de colectare, prelucrare i transmitere a imaginii cu care beneficiarii pot construi compania de brand / persoana folosind tehnici de marketing și de a obține beneficii importante în ceea ce privește promovarea produselor sau serviciilor. Imaginea este un sprijin important de comunicare, care ar trebui s -i dea o atenție considerabil generarea, transmiterea i primirea acesteia de c tre un limbaj codat, bine structurat i eficient.

Cuvinte-cheie: comunicare, imagine, serviciu, client potențial.

JEL Clasification: M3, L82, L83, D83.

Introduction. Communication occurs when a transmitter transmits to a transmitter, information or messages related to a specific subject (product, service, idea, etc.) for the purpose of this receptor messages, make it known to awaken a certain emotional reaction.

According to the Explanatory Dictionary of the Romanian Language (DEX) 1998, p.475 "Image is meant by Sensory reflection of an object in the human mind, in the form of sensations, perceptions or representations, visual or auditory representations, object perceived by the senses or reproduction of an object obtained using an optical system; plastic representation of the appearance of a being, a thing, a life scenes, a painting from nature, etc., obtained through drawing, painting, sculpture, etc. Artistic reflection of reality through sounds, words, colors, etc. in music, literature, the arts, etc. The figure obtained by

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joining the points where they meet the light rays reflected or refracted or their extensions and image comes from French and Latin imago "-inis".

Communication through images offer multiple advantages over media communication, it uses the most modern means of collection, processing and transmission of the image with which beneficiaries can build brand company / person using marketing techniques and gaining important benefits in terms promoting products or services. Image is an important communication support, which should give him considerable attention generation, transmission and its reception by a coded language, well structured and efficient.

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Essentially communication of any message or several messages must answer five questions [Balle, F., Padioleau 1973, p.31]: Who communicates? What messages? By what means? To whom? With what effect?

Today visual communication flooded the media; the images are fixed in our memory, marking our feelings fingerprint type at the same time unique and memorable. To be efficient, direct and lasting impact on the image receptor, it should aim emotions, sensations, information and resonances triggered the memory of those whom it is addressed. Without knowing the central role of the image, we can not intervene enough on it. Entering into an image crisis is a risk that no one can take.. Therefore, image management involves a number of alternative strategies and concrete actions for prevention, to avoid the image of a victim of the crisis. Most of the information we receive from the outside is about 80% visual, the man having the best suited eye to see this.

Personal image can be created from words, sounds, pictures, gestures, symbols, posters, internet, etc. It is easier and more economical to serve a flyer with photos or videotape, rather than sending the entire subject. For example, the waterfall or mountain Duruitoarea Ceahl u, we can easily know them from pictures, than to move the spot.

Often the picture may be improved, beautified or hated by a person by saying: "it looks better than in reality. "From here derives the right of each image. The objectives of the marketer are getting based on common things, anonymous, reaching obtain an image distinct brand that characterize the attractiveness of belief, notes consumer's image. The image created by marketer, must design an action, a politician, a product, a country in a possible future default. The image used badly can become in the future a vector dangerous, with the risk of getting you out of reality. Transmitters of images, marketers must engage with the public memory footprint object that has modulated image as a symbol, a unique benchmark for consumer audience. The success lies in the submission by marketer of a synthesis of the essential elements characterizing the product and the audience among which wants to promote, having regard to: datasheet Market research findings, social needs, negative and positive reactions from the public, consumer motivation, fashion, etc.

The marketer must have a well-defined social profile, strengthened skills and well motivated because the image that you create should not suffer. He must raise the anonymous mass, a "product" in people's consciousness in such a way as to make it out among existing products, creating convincing consumers that its product is the best. Marketer, creator of the picture, either as an individual or in a team, becomes an opinion leader, which is why he must enjoy a good reputation. It is interesting to find the answer to the question: In what world we live? Using our items that we offer image theory, the answer would materialize through two image: in a changing world (Romania) and in the information society (globally). Each of us has a self-image world in which we live. But it is necessary strategic vision, precisely, a clear picture of where we want to go and then organize ourselves to achieve that goal. In this case, the image serves as a means of understanding the goal.

Specialists are preparing a plan image, plan containing principles and mandatory actions to follow when creating the image. In the bigger picture, the marketer can use means that:

- press specializing in creating the image such as magazines, newsletters, the Internet, where the marketer can submit images created about the product you want to promote it;
- create professional publications and newsletters and promote the image of their product.

Specialists in the field of image are very few nowadays, because they still do not realize now the importance of the specific image.

The images represent visual challenges. For example, images of Niagara Falls, Canada, USA, presented color in images that move gives us the impression that we are near the torrent of water that

"throws" of 49 meters high, causing around her a fairy-tale atmosphere, power, majesty and eternity. But we have some example images with the most beautiful goals indescribable in Romania:



Source: [www. Images of Romania](http://www.Images of Romania)
Or Moldovan representative images:



Source: www. Images of Moldova Monastery Tipova and Soroca Fortress.

By creating brand image producers seek to define clear and distinct legitimacy which is nothing but a plot summary values that it endorses an organization / company / person, it represents the concentrated all the feelings and values that contribute to promoting reputation, all validated consumer / public opinion on which market positioning in the field working. By promoting communication and marketing, brand values are converted to images that are evaluated and received by viewers / scavenger’s images.

By its content, the image must be understood as a complex whole which includes knowledge, belief, art, law, morals, and customs, known to viewers who are part of a certain system and certain psychological skills and educational [Adapted Guri , D 2013].

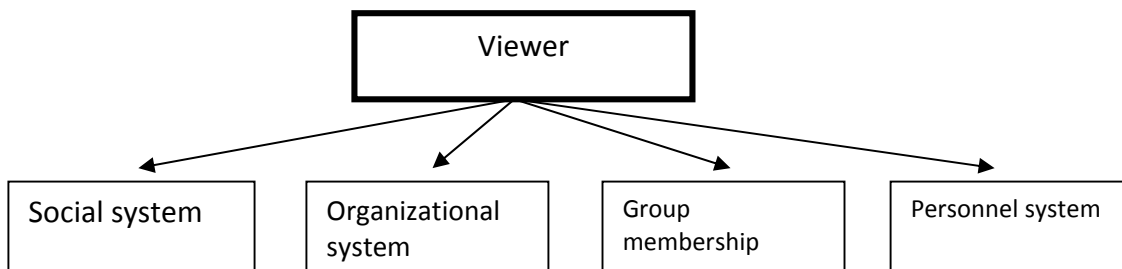


Fig. 1. The system which can make an image viewer

In the organizational system image can take certain forms depending on:

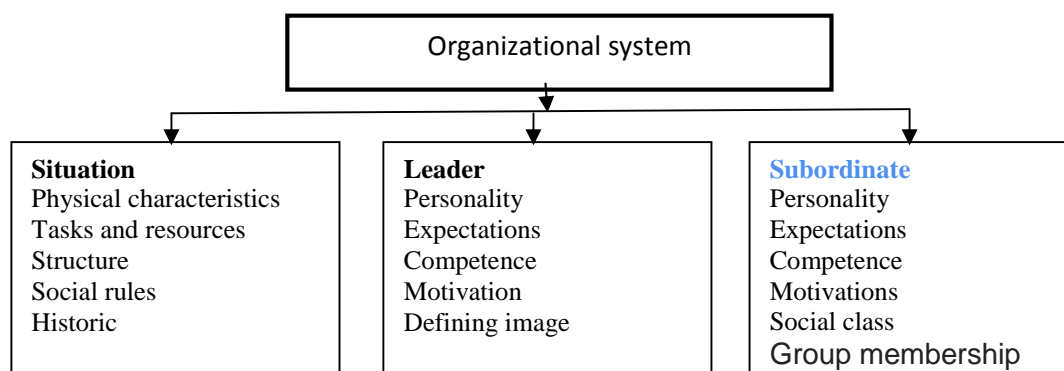


Fig. 2. Situation, leaders, subordinates

In everyday life, the individual as a consumer must always take decisions, decisions that are taken most often in the real situation, but depending on how it is perceived situation. This image plays an important role. The image of a product or an institution is to awaken the client or consumer confidence.

Swedish researcher Mats Alvesson lists four main reasons why the image has gained prominence in recent decades:

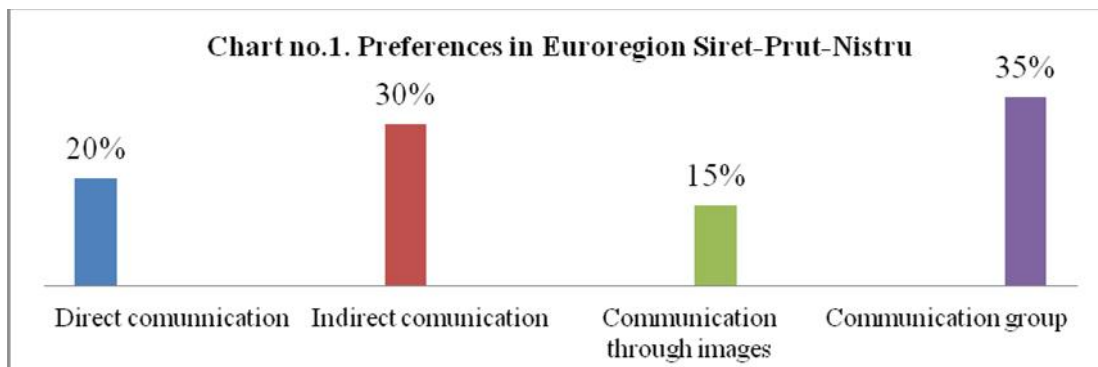
1. People have become much more flexible in terms of norms, values and their views of the world and life, which led with it a certain amount of uncertainty.
2. The second argument is based on the idea of developing society whose complexity does not allow its members an overview.
3. Another reason for the increased relevance of the image in contemporary society is linked to the development services segment expense of industrial goods whose quality materials are easily testable.
4. Developing media is in turn responsible for intensifying intensifying concern to develop and image management.

As leaders it is necessary to do a lot of quality in a short time unit. Process analysis led to the identification of key components in the art of leadership:

1. Patience is a competence necessary for the development of sound and effective leader. Its practical utility is supported by the belief that people's values and underlying success. Receptive to new ideas, open for cooperation and understanding in the transmission and imaging tasks, delegation of authority and accountability for decisions fail to become the architects of the future.
2. Enthusiasm is the measure of faith and creative energy, contagious to others, clarity and experience are acquired along the way, acting with perseverance towards achieving objectives. I believe strongly in their vision and imagination in transforming diligently seek useful ideas. Emotional experience that leaders really need when they act, barometer inner state is good that you have confirmed they have made the right decision.
3. Direction, is known in common parlance as the intuition or flair. Rotter and social learning theorists promotes the concept of "locus of control" (LOC) to define "specific modulus of an individual to perceive the connection between his own behavior and that it offers backup environment." [www.lideri architects of the future]

If subordinates perception plays a very important addition is a subjective reflection of an image in line with the conscience of the facts, objects and phenomena of objective reality that act directly on the sense organs. Compared sensation, perception is a higher level of processing and integration of information about the outside world. Superiority perception is to provide a synthetic images unit where objects and phenomena that act directly as a fully integrated and reflected in their particular individuality.

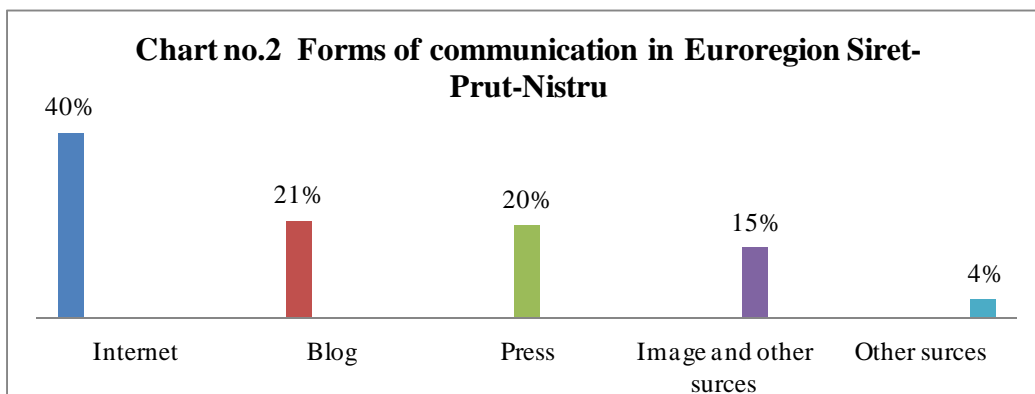
After material existence from subordinates as important is the perception of time: objective (seconds, minutes, hours, etc.); subjective (depending on age, mood, etc.) perception of space: right; egocentric. But every man is a unique personality, training, experience, aspirations elements together or separately influences understanding of messages and images transmitted.



Source: Data processed by author.

Our study revealed preferences of the Siret-Prut-Dniester following:

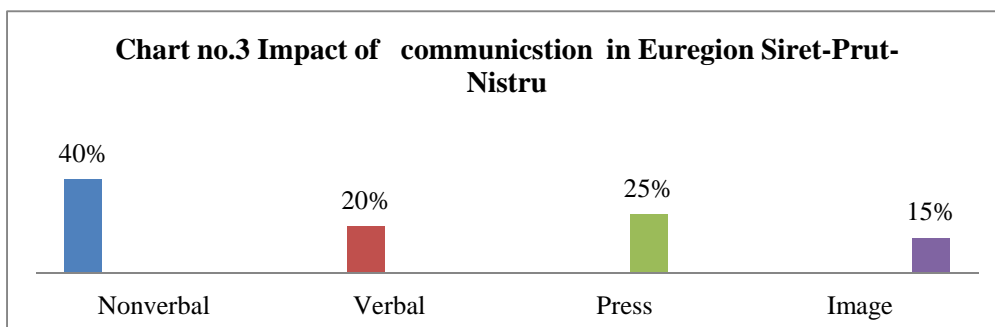
- 20% of respondents prefer direct communication;
- 30% of respondents choose indirect communication;
- 15% admit communicating through images;
- 35% prefer group communication.



Source: Data processed by author.

Other form of communication preferred by customers in Euroregion Siret-Prut-Nistru is highlighted by the following study:

- 40% of respondents use the internet as a form of communication;
- 21% of respondents use the blog;
- 20% of respondents use tooth print media (newspapers, magazines, leaflets, brochures);
- 15% of respondents use tooth image;
- 4% other sources.



Source: Data processed by author.

- 40% of respondents admit nonverbal communication;
- 21% of respondents practice verbal communication;
- 25% of respondents recognize the impact tooth media (newspapers, magazines, leaflets, brochures);
- 15% tooth respondents recognize the impact a good image.

In conclusion, the communication is an integral part of the media, new concept, which was developed particularly in the postwar period, as a direct consequence of the emergence of new forms of information transmission, or by which radio or through images.

Image they convey must be distinctive and not blurry, dull, unconvincing. Hence the main task of the creator of the image or marketer "to do stuff without personality and valuable picture of something brand with individuality, the power of attraction and persuasion" [Matei Gherman, C, 2015]. Creator must be: "...in step with the times, appreciate and exploit scientific knowledge and social" [Burlui, V., Marinescu Gh., C., 2013, p.31].

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