

Strategic Organizational Communication Archetypes - Vodafone Romania Case Study

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Abstract: The purpose of this study is to examine the archetypal models encountered in the organizational communication performed by Vodafone Romania. Following the revised literature which included studies completed by Jacobi (2012), Băiceanu (2014), Jacobi (2015), Hristu (2015), we were able to identify in Vodafone Romania strategic organizational communication different archetypal models such as child archetype, women-mother and women-loved archetypes, old wise archetype. The research of archetypes met, run into the communication executed by certain companies provides valued information to the academics and organizations. The present study allowed us to observe what archetypal models are relevant, significant in the strategic organizational communication accomplished by a considerable private company from Romania.

Keywords: organizational communication; strategic communication; archetypes

1. Introduction

Communication is important in the view of Hallahan, Holtzhausen, van Ruler, Vercic, Sriramesh, (2007) because without communication the science roots and the disciplines like management, advertising, and public relations lose their conceptual and methodological apparatus. (Hallahan, Holtzhausen, van Ruler, Vercic & Sriramesh, 2007, p. 16)

Hackley (2005, pp. 18-19) stated that the most visible aspects of the organizational communication for customers are advertisements placed in media, such as TV, outdoors, press or commercial radio. For customers the world of marketing represents a kaleidoscope of communication, and consumers frequently view marketing and promotion as advertising. Customers encounter, run into the corporate

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communication through corporate advertising, staff uniforms, telephone conversations with organizational workforce, and press coverage of organization's activities. (2005, pp. 18-19)

Strategic communication is "about informational, persuasive, discursive, as well as relational communication when used in a context of the achievement of an organization's mission". (Hallahan, Holtzhausen, van Ruler, Vercic & Sriramesh, 2007, p. 17) Strategic communication performed by organizations incorporates several different areas, such as management communication, marketing communication, public relations, technical communication, political communication, information/social marketing campaigns. (Hallahan, Holtzhausen, van Ruler, Vercic & Sriramesh, 2007, pp. 5-6)

For example, Hallahan, Holtzhausen, van Ruler, Vercic, Sriramesh (2007, pp. 5-6) highlighted that:

- marketing communication has the purpose to create awareness and promote sales of products and services, and to attract and retain users and customers, while public relations establish and maintain beneficial relationships with consumers, customers, investors, employees, volunteers, community leaders, and government officials.

Strategic in the opinion of Hallahan, Holtzhausen, van Ruler, Vercic, Sriramesh (2007, p. 16) comprises the study of all communication practices, including public relations, advertising, marketing, as well as the other above stated disciplines.

The emergence of strategic communication as a unifying paradigm for studying purposeful communication by organizations offers a significant opportunity to refresh and refocus the study of organizational communication on how organizations present and promote themselves and interact with their audiences. (Hallahan, Holtzhausen, van Ruler, Vercic & Sriramesh, 2007, p. 16)

Similarly, Gillis (2006, p. 54) revealed in regards to the strategy of organizational communication, that internal communication, corporate communication, public relations, advertising, marketing plan how the organizations describe themselves to the various publics. Moreover, Gillis (2006, p. 54) said that planned organizational communication involves strategic direction, changed initiatives, new products and services, competitive positioning, or responses to crisis.

2. Archetypes

Advertisements inform the public and present the benefits of the promoted products in order to sale them. Commercials often use archetypes and myths to produce emotions and mirror the attitude of the public towards reality.

Jacobi (2015, p. 58) mentioned that the archetype has, on one hand, an upward-looking aspect to the world of images and ideas and, on another hand, a downward look towards the natural phenomena and instincts.

Additionally, Jacobi (2015) said that it is impossible to give an exact definition of the archetype. Perhaps we need to understand the word “contour” in the broadest sense: not to describe, to specify, but to draw a contour. The archetype is a deep enigma that goes beyond our rational ability of understanding. (Jacobi, 2015, p. 49)

Moraru (2008) remarked that archetypes as terms are derived from two structures which motivate their unique sense - the arche (unit, starting point, principle) and typos (form, figure, model). From this perspective, archetypes represent the patterns of a series of phenomena quoted in both chronological and logical order. Their conceptual clarification has become the concern of several research fields, including psychoanalysis, literature and anthropology. (Moraru, 2008, p. 33)

Munteanu (2014, p. 143) highlighted that archetypes are centres of energy that concentrate millions of immemorial, ancient, antique experiences and are translated into emotionally charged images and symbols, crossing epochs and civilizations, taking life in mythologies, religions, legends, ritual gestures, works of art and language.

Often, the archetype appears to people in the form of something wiped out, insignificant, which is not attracting attention; this is true, proper for the figures of the outer, external world as well as for the figures of the inner, internal world. (Jacobi, 2015, p. 90)

3. About Vodafone Organization

The Vodafone multinational company has the mission to help, to support people to communicate more easily. Vodafone has implemented the first GSM network in Romania and furthermore Vodafone is the first operator who launched the 3G and 4G services on the Romanian market. In more than 12 years of activity in Romania,

Vodafone has significantly contributed to the development of the business environment by launching new products and communication services.

4. Research Objectives

The current study aims to analyse the strategic organizational communication performed by Vodafone Romania through the commercials and the most commonly used archetypes. The research questions we are aiming to answer in this study are:

- Do Vodafone organizational communication and advertisements build our current lifestyle and our own image?
- What are the most used archetypes in the Vodafone organizational communication and commercials?
- Why does it help us to recognize the archetypes encountered in the organizational communication and commercials?

5. Corpus of the Study

This study includes Vodafone advertisements from 2016 and 2017.

Analysis of the Vodafone Romania commercials:

1. *You have the power to make everyone happy* (<https://www.youtube.com/watch?v=cpJ0CuiOig0>) - in this advertisement we see a common and usual family from our current life. On Christmas holiday, the child writes to Santa Claus what wish, desire the members of his family: mother, brother-Alex, puppy-Toto, grandpa and father. All personages are filmed around the ornate Christmas tree where governs the traditional family atmosphere. The Christmas tree, symbol of winter holiday, is an element that reminds us of childhood. The image of the Christmas tree brings us the spirit of holiday in our houses and souls. The archetypes encountered in this commercial are child, old wise, woman-loved and woman-mother.

2. *Mother's gift* (<https://www.youtube.com/watch?v=hVdHmqZlrfQ>) - is an advertisement in which the child thinks about the mother's gift. Mother, endowed with artistic qualities and a special sense of aesthetics, desires the world to admire her artworks. Dad encourages her work, knowing that she needs support to develop her artistic qualities. The woman painter is filmed as being endowed with great

creativity, capable of high and noble emotions. The public feels that the true spirit of Christmas means kindness and generosity. In this commercial are met the child, woman-loved and woman-mother archetypes.

3 Brother's gift (<https://www.youtube.com/watch?v=NfkIUyatGX0>) - in this commercial we are still on Christmas Eve in the same traditional family when the child thinks to brother-Alex and puppy-Toto. Alex's girlfriend appears in the advertisement with the "Alex Toto Show" poster - a show that will take place in the summer. The child enjoys the rock and roll atmosphere. The archetypes revealed in this commercial are child, woman-loved and woman-mother.

4. Merry Christmas (<https://www.youtube.com/watch?v=Ui7YD2xxdow>) - we are also in a traditional family on Christmas Eve; this time mother and father, along with some friends, come unexpectedly to the house of their child wanting to surprise him with many gifts. This commercial transmits us the feeling of holiday, of celebration, and the tradition of offering and receiving gifts expresses us the family affection as well as the spirit of generosity. The archetypes emphasized in this advertisement are child, woman-loved and woman-mother.

5. How to do a happy holiday for your girlfriend (<https://www.youtube.com/watch?v=iR-mzMN9JwM>) - in this advertisement we see the same Christmas Eve atmosphere in a couple of two young people when the partner presents to his girlfriend a mobile phone. The partner is glad he was able to buy a discounted mobile phone for his girlfriend, and furthermore he is imaged as wishing to have many beautiful girls with the Christmas occasion. The woman-loved archetype is emphasized in this commercial.

6. How to support your colleague to forget his ex-girlfriend (https://www.youtube.com/watch?v=rUp_IpFAC9c) - the commercial shows the main character as consoling and encouraging his upset colleague abandoned by the former, ex-girlfriend. The main character offers to his colleague a layout, a mock-up with two beautiful girls and encourages him to reach his charm on the internet. Currently, young people have a higher preference for friendship through social networks in the detriment of the usual in person relationships. The archetype evidenced in this advertisement is the woman-loved.

7. How to do a happy holiday for your mother (<https://www.youtube.com/watch?v=Hf1w0zyYrUo>) - the advertisement shows two young boys who express their gratitude, appreciation, thankfulness in regards to their mother. Mother is surprised when cooking and preparing the goods for Christmas

that offers the chance for the family members to reunite in an atmosphere of peace, joy and when a special mood, ambiance predominate differently from the usual days. The archetypes encountered in the commercial are child and women-mother.

8. How should you celebrate on the internet (<https://www.youtube.com/watch?v=pReu7vx2idc>) - there are numerous, various characters filmed in this commercial that include grandmother and lovers; the personages have different ages, genders, and are showed in a day-to-day atmosphere in the old Bucharest city centre. The archetypes accentuated in this advertisement are the old wise and the woman-loved.

9. How should you celebrate on the internet (<https://www.youtube.com/watch?v=-68EQ3mySVA>) - in this commercial the actions take place in regular, usual venues, places, for example: in the elevator, in the club, at the shower, or at the gym. Both the women and men characters filmed in the advertisement are young, sensual, enthusiast, exuberant. The archetype remarked in the commercial is the woman-loved.

10. You have the power to create the future of your business (<https://www.youtube.com/watch?v=QNDzzubxRYk>) - the businesswoman is represented as being aware of the importance of adopting an inspired and impeccable fashion style. The advertisement informs us that in order to build a sustainable, a viable business it is essential to uphold the advanced technology. A modern and non-conformist woman, who appears to be original, inventive, and friendly, proving elegance, sophistication and good taste, represents the main personage. The woman archetype is remarked in this commercial.

11. See in the future (<https://www.youtube.com/watch?v=h7hnj5nHE1w>) - the general framework of the commercial is at school, in the classroom. The advanced technology allows children to choose their professions for the future. The child archetype is noticeable in this advertisement.

12. You have the power to make your future (<https://www.youtube.com/watch?v=qD7mIfBONXA>) - the action takes place between 1997 and 2017, during the winter season, in a difficult mountainous area. The main character appears in the commercial evolving from the stage of scholar to the stage of teacher. During this period, the technology advanced, too. The child and women-mother archetypes are observable in this commercial.

6. Research Findings

Following the commercials presented above, we have observed that Vodafone Romania highlights the child archetype in the organizational communication. Jacobi (2015, p. 159) pointed out that children's dreams are often a very good material to observe and study on them the nature and actions of archetypes. The soul of the child is completely linked to its original foundation, and consequently from its depths spring up unexpected and great archetypal images. (Jacobi, 2015, p. 159)

Vodafone Romania strategic organizational communication, through the above presented advertisements, shows an active, a dynamic, a fervent, an enthusiastic child to play, learn, and socialize with others. At the same time, Vodafone Romania publicity shows more children, school students actively participating in discussions, learning and discovering new things. The child is also surprised, filmed as living with both parents, as it is normal in an integrated, unified family.

Another archetype noticeable in the Vodafone Romania organizational communication, advertisements is the woman archetype. Băiceanu (2014, p. 273) mentioned that the woman archetype continuously moves between two images the woman-loved and the woman-mother, the life-giving woman, the symbol of fertility and stability, the essence of the term *donna angelica*, and the woman-demon, the origin of all human immoralities, wars, symbol of evil and inferno.

Băiceanu (2014, p. 274) considers that the distinction of the colour of each soul state is the essence of the feminine of all time. The eternal feminine, the magic, the mystery, the elements that define the woman as existence are, in fact, the projections of this sensitive chromatic and the difference between woman and man seems to be in colour. (Băiceanu, 2014, p. 274)

The woman is gifted, is capable to make orderliness, discipline in the home universe. The woman, in the conception of the researchers, is the one who approaches the sacred, the blessed, and the fabulous through her work of ordering the household, the family space. (Băiceanu, 2014, p. 275)

In Vodafone Romania organizational communication done through commercials, the woman archetype represented by the mother conveys, expresses protection, wellbeing, care, support, love, joy, warmth. Mother's feelings towards the rest of people are promoted in the Vodafone advertisements. Women-mother is represented in the Vodafone Romania organizational communication and advertising as being always magnificent, wonderful, and charming in the presence of her children. In

Vodafone Romania commercials and organizational communication, all characters feel safe, protected around the mother. In Vodafone advertising and communication, the woman-mother appears to be responsible for organizing the domestic life, caring and educating her children. The woman-mother, in the commercials and Vodafone organizational communication, has an expected attitude being able to provide protection, emotional stability and great spiritual warmth. The personages representing the mothers are surprised and showed as taking care of others, as having the desire to make themselves useful. The mother personages from Vodafone organizational communication and commercials are endowed with the sense of aesthetics having purity and naturalness; they show compassion and have a great power of sacrifice being very sensitive. Mother is represented through Vodafone organizational communication and advertising as having great affective power and inner balance.

Jacobi (2015, p. 129) mentioned that the maternity archetype is endowed with all the aspects and variations in which the mother can appear as a symbol, for example being the cave that shelters, the throat of the whale, the breast of the church, the goddess who help, the ancestress or the own biological mother.

In addition, in the Vodafone Romania organizational communication and advertising we meet and observe the woman archetype represented by the girlfriend, wife, loved person. The active, dynamic, employed girlfriends and spouses who have the ability to take initiative, to inspire us autonomy, independence, verticality represent the women-loved characters from the studied Vodafone advertisements and organizational communication. The women-loved impulse others to become accountable for the actions they take. In Vodafone commercials and organizational communication, the woman archetype, model is showed as helping others to resolve difficult concerns and situations. Women are imaged as being responsible, mature, consistent in actions, displaying good control of time, intuitive, receptive to the new and innovative ideas. Women are surprised to be dynamic, able to assume the risks, having a conquering attitude, as well as being independent and self-motivated. The women personages want and have a strong tendency to dominate, influence the other people. The feminine characters displayed in the Vodafone's publicity and organizational communication show initiative and trust, are optimistic and effervescent persons; ladies fascinate through intelligence, refinement, and communication is very important for them.

Jacobi (2015) said that every archetype is capable of infinite development and diversity; the archetypes can give branches like a tree with a tall trunk and bloom in

a wonderful floral splendour. (Jacobi, 2015, pp. 75-76) Moreover, Jacobi (2015) indicates that we could distinguish in the world of archetypes a certain hierarchy, for example, the primordial parents are the primary ones, their children are the secondary ones, and the children of their children are the tertiary ones. Such a hierarchy could be built of those archetypes that allow the manifest of typical features of the whole family of humanity. (Jacobi, 2015, pp. 76-77) Every group of people, whether called family or nation, can bring to light from the unconscious of the common soul's space important symbols. (Jacobi, 2015, p. 128)

The family, the oldest form of organization of people that offers security, appears in the Vodafone commercials and organizational communication. The main attributes of the family captured in the Vodafone advertising and organizational communication are respect, cooperation, responsibility, politeness, honesty, love for self and others, emotional support. In every family, there is a list of values, ideas and unwritten rules. By highlighting the family in advertising, a more humanitarian, caring society is promoted, in which communication, respect, the ability to tolerate are promoted.

The friends of family are also surprised, showed in the Vodafone Romania advertising and organizational communication. The friends are young, passionate, happy, and cheerful to spend time together. Friends personages are filmed as helping each other with advices, supporting themselves for no longer suffering after their former, ex-lovers, and moreover they enjoy to meet for spending time together in common places like at the gym, in the club, or in the old Bucharest city centre.

In this regard, Jacobi (2015, pp. 152-153) mentioned that love and hate, coupling and separation, transformation and sacrifice appear in the archetypal image and in situations which are valid and encountered by the all human beings.

Vodafone Romania organizational communication and publicity invoke as well the archetypal image of the old wise. Hristu (2015, p. 462) specified that the old wise, the elder represents a personality that expresses a vital force as a source of growth, a magic healing and remedial, and a transfer of mental energy.

Jacobi (2012) expresses the fact that the old wise, as an archetype, is part of the circle of Self-figures. The ancient, dateless, unlimited science and understanding are marked on the face of the old wise. (Jacobi, 2012, p. 182)

Grandparents are often meet and noticed by the public in the Vodafone organizational communication performed through commercials. Grandmother and

grandfather are represented in the Vodafone advertising around their grandchildren, taking care of them, addressing them good advices and wise words. On the face of grandparents, the public can see the kindness, the warmth with which they treat their grandchildren and the rest of the family members. Grandpa, Grandma are showed as helping the world through stories, offering counselling, and acting as mentors.

The old wise archetype has an infinite wealth of forms of appearance, and these are well known in the world of mythologies with good and bad aspects, bright and dark features (Jacobi, 2012, p. 183)

7. Conclusions

Jacobi (2015) mentioned that archetypes are exercising their effects even if they do not understand their conscience. Archetypes communicate through images common to all people and live on the original foundation of any soul. Archetypes are a generally valid image of the eternal humanity. (Jacobi, 2015, p. 152)

People in their moments of difficulty always seek to address myths, archetypes, which give them some spiritual security and emotional balance. (Lăcătușu, 2015, p. 755)

The archetypes identified in the Vodafone Romania organizational communication and commercials are models we encounter in the daily reality, in the usual life. In the organizational communication and advertising of Vodafone Romania are used archetypal models common to the entire society. The public, the audience discover themselves in the archetypes used in these commercials because they illustrate the everyday life.

Vodafone Romania organizational communication performed through advertisements is positive and impulses the public to buy Vodafone products and services, having as main purpose the marketing of these products and services. In all commercials, we see our own image and the archetypes revealed above influence the human behaviour, the behaviour of each of us.

The archetypes contain well-defined themes (child, old wise, woman-loved and mother-mother) each of these fascinates us, influences and impresses us. Archetypes represent our need to look better than we actually are. All these models are determined, know what they want and keep their desires. Archetypes evoke profound emotions, while publicity encourages the materialist side and cloudiness of reality,

influences the public, the beneficiaries being the producers who make profits from them.

Relevance of the research

This research is relevant because highlights the fact that both commercials and archetypes give more meaning to everyday life. Organizational communication made through advertisements build the current lifestyle and image, while the archetypes increase the customer motivation to purchase the products and services provided by the companies.

Understanding and recognizing the archetypes used in the organizational communication done through advertisements are relevant because these determine a better positioning of the products, of the services marketed by the organizations and increase their chances to achieve a successful business.

The archetypal identities of companies show the pattern, the profile of consumers. This study reveals that people often meet the archetypes described above, and in order to increase sales, organizations need to know and understand people's motivation to buy, to purchase the offered products and services.

Research boundaries

The present study only considers the Vodafone Romania advertisements from 2016 and 2017, without referencing for example older advertisements made before 2016. This research only studies the advertising made for Vodafone Romania products and services. Organizational communication done through advertisements is not analysed in regards to other products and services when supplementary archetypes may be discovered than the ones presented, discussed in the current study. The present study includes 12 analysed advertisements and this small number of studied advertisements represents another limit of this research.

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