



THE ROLE OF IMAGES IN THE ONLINE COMMUNICATION PROCESS

ANKA-ROXANA ȘUBA, IASMINA IOSIM, LUCIAN PASCARIU,
TABITA CORNELIA ADAMOV

Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from
Timisoara, Faculty of Management and Rural Tourism

Abstract: *The contemporary organizational space displays different images, aiming at convincing the population to act in the sense of the objectives communicated by them. The image, as a product of sociocultural and technological transformations, has shaped in time certain human typologies, shaping the values of the current Romanian society. The modernization of the society is the evolution determined by the development of competitive environments, on the one hand, and, on the other hand by the development of the informational and technological system of reproduction and dissemination of messages. The aim of this paper is to present the concern of some tourism companies, for the development of an attractive visual space, in which the interferences of the visual means and of the written communication methods are used, the emphasis being placed on images. The research aims to outline a current and real image of the consequences produced by the different images distributed among the population.*

• Introduction

Clearly, if we talk about the image of an organization, it takes into account both beliefs, attitudes and opinions, as well as the values of the society in which it is promoted. Values are those that are the main feature in forming the image of an organization, and the way companies arrange and shape the image is directly proportional to the information they want to convey to the public: public based on these two cognitive processes, the ability to communicate and imagine. *For this reason, the transmitted image must be accessible to the public to which the organization is addressed in order to be understood in its complexity.*

• Material and method

In order to carry out the research, data accumulation, processing and interpretation of the results that led to the formulation of the final conclusions we used: theoretical documentation, socio-economic analysis and synthesis, comparison method, data processing and graphing method and historical method.



• Results and discussions

The analyzed tourism companies are some of the biggest players in the economy, ranking in the first 5 places in Romania, in terms of profit, turnover and employees. Regarding the number of assessments, there is a clear upward trend within Agency 1, reaching from 7020

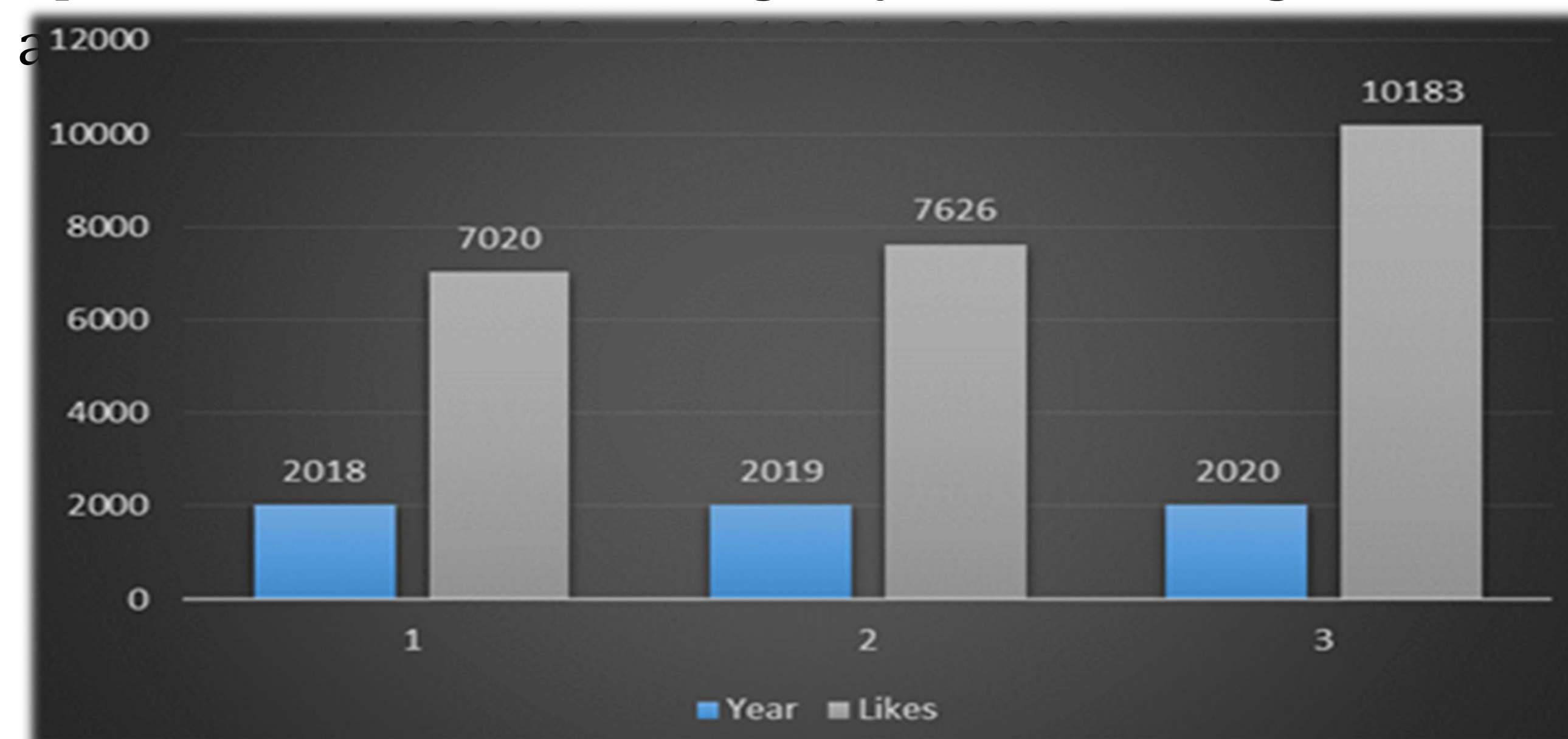


Figure 7. Number of assessments within the Agency 1

Conclusions

Based on the research undertaken, we came to the conclusion that images are the most emphasized elements in online communication, most individuals focusing on the graphic aspect, to the detriment of the background, the images being those that are required in the communication process.