Discourse Strategies. Pathemisation through Digital Media.

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Abstract: *Currently, young graduates face the wrong mentality of the employers according to which a large experience represents a criterion compulsory for employment in any field. We, the Y generation, have felt the negative effects of the preconceived ideas that the employers have in this respect. However, we, the Y generation, have also decided not to accept this situation, but we have chosen to fight back. Thus, this article focuses upon this topic, respectively upon the relation between the large volume of knowledge and the lack of experience regarding the employment of young graduates. Thus, we, the Master's Degree students at the Faculty of Communication Sciences, the Communication, Public Relations and Digital Media specialization, have drawn up the ideas for an information campaign or maybe for a campaign focused upon changing the employer's attitude. The campaign is based on a video meant to generate awareness among the large employers regarding the advantages of young graduates, such as vast knowledge, energy and courage, and good technology knowledge. The video is meant to show that young people are prepared to get employed and are willing to develop professionally as much as possible. For this campaign, we have used knowledge regarding the development of messages (studied in the classes "Principles and Strategies of Discourse" and "Written and Oral*

Communication"), and technical knowledge (studied within the "Digital media" class).

Keywords: *discourse strategies, digital media*

1. Description of the context (introduction)

The current reality regarding the working environment is that employers recruit only persons with vast experience. Based on the aspects mentioned above, we have developed the concept of a short video meant to draw attention upon the graduates' need to be offered confidence by the employers and to be able to work in the field they are specialized in in order to gain the experience requested in each area. In order to achieve this concept, we used the brainstorming technique. We went through the following stages: we split ourselves into different teams, each coming up with ideas. We selected the ideas and then we selected the most appropriate ones. We started with a general idea (the intrigue and also our need, of the young graduates, to be employed), finally reaching a specific idea (how an employer could trust the professionalism of a graduate – based on his/her knowledge). At the same time, the teams have drawn up the specific replies for each field which the children (representing the graduates) would tell in the interview. We thought of children aged between 6 and 10 years, who could show emotion and will, and who could make the employers and the future or current graduates think about the change in mentality and the granting of chances. We also chose pathemisation as an overall strategy to which hermetisation is subject to through the children's replies using a specialized language. The hermetisation strategy is meant to make communication specialized or, moreover, encrypted.

2. The premise of our study

The real situation that the graduate has to face (is requested to have a minimum experience of 1 year upon employment) has led to the idea of

a possible change in the actual situation - an attempt to change the employer's perception and, implicitly, this requirement which sometimes is against reality and the natural way of things), namely, the need to have experience/a large number of years of experience, without taking into account the knowledge of the graduate, the latter having no chance in this case.) The video is meant to counteract the preconceived idea of the employer regarding the requirement linked to relevant experience. Thus, students have come up with the idea of a video in which the main characters are children aged 6-10 years to whom the recruiters (the secondary characters) will ask questions specific to certain fields. In order to show that experience should not represent an elementary criterion in selecting the candidates, the video's characters answer the recruiters' questions with a lot of enthusiasm and professionalism. Through this video, the students wanted to underline that the difference between a recent graduate and a candidate with large experience resides in fact in the enthusiasm and the will to learn new things of the former.

3. Research goal

Our research goal was to make video which should lead to the change in the recipient's opinion (employer) and which should draw attention to the need of the graduate (transmitter) of being accepted in a society which is developing continuously. At the same time, the research is meant to draw attention to the unemployment of the young graduates in Romania, in the sense that more and more students with a graduate's degree prefer to go abroad and work in other areas than their specialization because in Romania they are rejected due to their lack of experience. Thus, the goal of this video is to make the employer be aware of the fact that, despite the lack of experience, the young graduates have a large volume of knowledge which they would want and need to apply.

3.1. Research

In order to reach the purpose set, we searched for information about practical interviews conducted by communication specialists, areas in which there is no workforce, and articles in which the employers mentioned the fact that many times the social media represents the business card of a future employee. They propose a meeting with the possible employees, they visit their profile page, and if the manner in which this page is displayed is not compliant with the image of the organization, the interview does not take place or the dialogue between the two parties starts off on the wrong foot for the one who wants to get employed.

3.2. Description of the project

a) Setting the frame: the carrying out of the project involves the use of communication concepts, on the one hand, regarding the drawing up of the message (the courses Principles and strategies of discourse, Written and oral communication), and on the other hand, the use of technical knowledge (the course Digital media). Within the Communication, public relations and digital media Master's Degree program, we have learnt how to efficiently communicate online using different tools which should draw the attention of the target public and transmit the message intended directly.

b) Content of project:
Stage I – Selecting the concept through the brainstorming method
- Documentation
- Establishing the work teams and the tasks

Stage II – The message - creating the message / setting the scenario involved:
- Documentation
- Public analysis: Whom is the message targeted to?

Questions (regarding the public):
- What does the recipient know?
- What would s/he like to know/what is s/he interested in?
- What reaction would the message generate for the recipient (did s/he understand it, did it make him/her angry, etc.)?
- What helps the recipient understand better?
- How does s/he perceive the message (well-written/ clear/ rude)?

Setting the purpose (information and interest):
Questions:
- Why do I write this message?
- What do I want to gain?
- What are my objectives?
- How will I get the results I want?

Mentioning the context: Characters. In order to show the lack of experience of the recent graduates we have chosen children aged 6 - 10 years. The idea is that, once they are faced with the recruiter (adult - superior) they should answer very professionally and enthusiastically to the questions asked.

Situation. Scenario. In order to show the knowledge of the inexperienced graduates, the recruiters ask them questions from specialized fields. A relevant exchange of questions and replies would be as follows:

Recruiter (upright, superior, sober posture):
"What are the skills that recommend you for the position of manager?"
The child (representing the graduate):
A1: "I consider myself a specialist due to the fact that I know the management and business principles used in strategic planning,

resource allotment and production methods together with employee coordination. I am also able to identify complex problems and review information related to such in order to develop and assess alternatives, and to implement solutions and skills that I acquired in specialized training courses followed after graduating."

A2: "I consider that I could face any crisis. I am ready to face challenges, I can come up with new ideas for social sustainability campaigns within the company."

Setting the persuasion strategy – pathemisation

The pathemisation strategy which underlies this project is used to determine the employer to identify himself/herself in the recruiter in the video and, thus, to see beyond the advantage of experience, to have the ability to see the qualities of the recent graduates: the enthusiasm, the courage, the new knowledge, updated to help such to develop professionally. Through pathemisation, are thus transmitted, emotions which are meant to change the attitude of the employer and communicate that a healthy mentality resides in knowing and appreciating the people around you.

The pathemisation intervention involves the use of a set of strategies which may raise awareness and persuade the recipient. We focused on the fact that this strategy through the affective-emotional mobility informs the individual even if this happens subconsciously as a second purpose of pathemisation.

When we talk about pathemisation, we talk about a range of linguistic devices which are able to express emotions. It is known that, in language, emotions could be codified through emotional words. However, the affect covers more aspects of the linguistic system. Therefore, any of these aspects could express an affect very easily. Thus, there are more expressive forms of the language which may be connected with emotions so we can talk about a variety of levels such as:
- phonetic: rhythm of the speech and length of sound; silent periods;

- graphic: specific marks (of exclamations), features of letter (e.g. capital letters), emoticons;
- phonological: intonation and prosody;
- morphological: tenses, diminutives, augmentatives, adjectives and verbs of inner state, amuse verbs, admire verbs, marvel verbs;
- syntactic: expressive sentence types;
- sociolinguistic;
- textual;
- pragmatic.

The choice and selection of the verbal messages for each business area involved in the concept – setting the components of each verbal message through:

- the elimination of the non-relevant information;
- the grouping of related information;
- the selection of the manner of expressing oneself/communicating the content (verbal communication, non-verbal communication, music);
- text-imagine association;
- message style (adequacy, drawing attention, preview of feedback);

The technical component (the role of the search engines) implies:

- the setting of the frames
- selection
- filming
- cutting/cutting out
- grouping
- use of search engines

A search engine is a search program that can be accessed and which accesses the Internet automatically and frequently and which

stores the title, keywords and partially even the content of the web pages within a database. When a user uses a search engine to find information, a certain sentence or one word, the search engine will look into this database and, based on certain priority criteria, it will create and display a list of results. Google, Yahoo!, Bing, AOL, Ask are the most frequently used search engines.

These search engines host social networks such as Facebook, Twitter, LinkedIn, YouTube. The concepts behind the social media networks are not new – from the start of the human existence, we have always looked for ways to get close to one another, to connect and promote one another – just that they have reached a completely different level in the digital era. Once we used to have handshakes, verbal communication and stamped letters, while today many relationships start and are developed on LinkedIn, Google+ and Facebook. This means that the entrepreneurs should know how to use various social networks in order to remain relevant, without mentioning the use of the opportunities, which appear, and the fact that recently the recruiters have relied on these social networks.

Taking into account the aspects above, we searched for information about practical interviews conducted by communication specialists, areas in which there is no work force, and articles in which the employers mentioned the fact that the social media many times represent the business card of a future employee. They propose a meeting with the possible employees, they visit their profile page, and if the manner in which this page is displayed is not compliant with the image of the organization, the interview does not take place or the dialogue between the two parties starts off on the wrong foot for the one who wants to get employed.

By focusing more closely on the role of the search engines and the social networks, we realized that by distributing this video on the Internet we could create a real avalanche of ideas, replies, attitude and behavior changes. The higher the number of views, the higher the number of distributions. A student will certainly distribute and like the

post because he or one of his friends already faced the sentences: "We're sorry, you don't have the necessary experience" when he wanted to make his first steps in his career. A professor will support this idea because he wants that his students could apply everything s/he has succeeded in communicating to them during the study years. A parent will consider that each time his/her child will get ready for an interview, s/he will have greater changes of being accepted and will no longer be worried that his/her child will not succeed in making progress and will have to give up the field for which s/he specialized in and prepared for. An employer who wants that his/her organization make progress go forward and benefit from the field it operates in will take part in the transmission of our message. One common individual will join us because they will be aware that a society that does not offer any chances will not get any chances in return.

We, the students, the transmitters of this message, want to inform by undertaking the message through our attitude, involvement, by taking into account the recipient. Our target public is mainly the employer, but the force of this message is represented by all those who consider that their right to work in their field of specialization is the chance of a country to make progress, to differentiate itself, to appreciate each individual equally.

4. Conclusion

In our attempt to change the employer's attitude towards the recent graduates, we have used the pathemisation strategy which covers the entire concept of the project, a strategy used for transmitting emotion and creating empathy. Within this strategy, we have also used the hermetisation strategy through which we wanted to underline the specialized language of the graduates and, thus, their knowledge. Thus, the digital media contributes to the shaping and spreading of this concept among the employers in Romania. Taking into account the

persuasion strategies and the digital channels for transmitting the message, we believe that this project will generate the desired effect.

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