

APPLICATION OF SEMIOTICS IN ORGANIZATIONAL COMMUNICATION

A. Rasakumaran

University of Jaffna, Sri Lanka
rasakumaran1957@gmail.com

ABSTRACT

This article presents the brand management process based on the Peircean principles of Semiotics, for sign analysis. Based on the application of semiotics for brand management, it is argued that consumers are able to receive a brand that allows the appropriation of information that leads them to build knowledge and, therefore, make purchasing decisions. Bibliographical survey and theoretical discussion were employed as the research method. Results reveal that the application of semiotics theory reduces the differences between the brand identity communicated by the organization and the brand image perceived by customers or consumers. As this study is theoretical, neither direct description of empirical object nor an experimental process being offered may be a limitation.

Keywords: Semiotics, Organizational communication, Information flows, Brand management.

1. Introduction

With the development of competitive markets in the last two decades, organizations have come to experience a scenario in which communication models and processes are considered essential for organizational survival (Harvel, 2006; Richmond, McCroskey & McCroskey, 2005; Spaho, 2011). Today, with the expansion of several markets that have become part of the global context, there has also been a need for greater investments and marketing research, so that the public consumers have a clearer vision as to the quality and specificities of the products. There has been increased competition, the creation of new products and the development of technologies that increase the attributes of products and services, as well as the expansion of innovation. All this makes managers look for ways to highlight organizations, especially by highlighting their brands.