

MULTIMODAL DISCOURSE ANALYSIS OF ZOOTECHNICAL STRUCTURES. CASE STUDY

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***Abstract:** In today's digital age, social media has become an integral part of our lives. It has revolutionized the way we communicate with each other and also the way businesses interact with their customers. In this context, posting on social media platforms has become an important aspect of any organization's marketing strategy. The study of Multimodal Discourse Analysis is important because it allows us to better understand how communication works in our daily lives. In today's world, we are constantly bombarded with messages that utilize multiple modes of communication. This can include advertisements, social media posts, news articles, and even everyday conversations. By analyzing these messages, we can gain insights into how meaning is constructed and conveyed through different modes of communication*

Key words: communication, social media, marketing tools

INTRODUCTION

Social media has become an indispensable tool for companies to reach and engage with their customers. The rise of social media platforms like Facebook, Twitter, Instagram, and LinkedIn has given companies a more direct and personal way to connect with their target audience [10].

Posting on social media platforms helps organizations to increase their brand visibility and reach a wider audience. By regularly posting on social media platforms, organizations can keep their followers updated about their products, services, and any other important announcements [2]. This helps to keep their customers engaged and interested in their brand. Also social media provides companies with valuable insights into customer behavior and preferences. By monitoring social media activity, companies can gather data about their customers, and use this information to improve their products or services, and tailor their marketing strategies [6].

Another important benefit of posting on social media platforms is that it helps organizations to establish themselves as thought leaders in their industry [9]. By sharing informative and educational content, organizations can build a reputation as an authority in their field. This helps to build trust and credibility with their audience [4], which can lead to increased sales and customer loyalty. Posting on social media platforms is essential for any organization that wants to stay relevant in today's digital age [3]. It helps to increase brand visibility, keep customers engaged, and establish the organization as a thought leader in their industry.

MATERIALS AND METHODS

In the present work we used the bibliographic research method and multimodal analysis. Multimodal Discourse Analysis is a field of study that focuses on analyzing communication that utilizes multiple modes of communication, such as visual images, sound, body language, and text [15]. This approach to analysis recognizes that communication is not limited to just one mode, but rather employs multiple modes to convey meaning.

One of the key benefits of Multimodal Discourse Analysis is that it allows us to better understand how different modes of communication work together to create meaning. For example, an advertisement may use a combination of visuals, text, and sound to convey a message. By analyzing how these different modes work together, we can gain insights into how the message is constructed and how it is likely to be received by different audiences [11].

Overall, Multimodal Discourse Analysis is an important field of study that can provide valuable insights into how communication works in our daily lives. By analyzing communication that utilizes multiple modes, we can gain a deeper understanding of how meaning is constructed and conveyed in different contexts.

RESEARCH RESULTS

For zootechnical companies, social media can be extremely beneficial in several ways. Firstly, it allows these companies to showcase their products and services to a wider audience. By sharing pictures and videos of their animals, farms, products and facilities, they can give potential customers a glimpse into their operations and build trust and credibility with their audience [6].

Secondly, social media can help zootechnical companies stay up-to-date with the latest industry trends and news [9]. By following industry experts and thought leaders on social media, these companies can gain valuable insights into the latest innovations and best practices, and stay ahead of their competition.

Finally, social media can be an excellent tool for customer engagement and feedback [2]. By responding to customer comments and messages on social media, zootechnical companies can show that they care about their customers and are committed to providing them with the best possible experience. Additionally, they can use social media to gather feedback and insights from their customers, which can help them improve their products and services.

Social media is an essential tool for zootechnical companies looking to grow their business and connect with their customers. By using social media platforms effectively, these companies can increase their brand awareness, stay up-to-date with industry trends, and engage with their customers in meaningful ways [4].

We carried out an analysis of the Facebook and Instagram pages over a period of one year, from June 2022 to June 2023 of the Comtim brand. Comtim is a 100% authentic Romanian brand, originating from local and national standards for pork production, produced by Smithfield Romania from Banat [18]. Smithfield Romania is a subsidiary of Smithfield Foods, the world's largest pork processor and hog producer. Smithfield Romania operates multiple facilities throughout Romania, including farms, slaughterhouses, and meat processing plants [19]. The company is dedicated to producing high-quality pork products while also prioritizing animal welfare, environmental sustainability, and community involvement. One of Smithfield Romania's core values is animal welfare. The company follows strict protocols to ensure that its pigs are well-cared for, including providing them with nutritious food, clean water, and comfortable living conditions [19]. Smithfield Romania also prioritizes environmental sustainability, implementing technologies and practices to reduce its carbon footprint and minimize waste [19]. In addition to its commitment to animal welfare and sustainability [1], Smithfield Romania is also dedicated to giving back to the communities in which it operates. The company supports local organizations and initiatives focused on education, health, and social welfare [12]. Overall, Smithfield Romania is a responsible and reputable player in the Romanian pork industry.

It is important to mention that a logo is an essential aspect of any business's visual identity [8, 16]. It is often the first thing that potential customers notice and associate with a brand. A well-designed logo can help a company stand out in a crowded market [7], convey its values and mission, and build brand recognition and loyalty [5, 14]. Thus we will also analyze a little about the logo of Comtim brand (Figure 1.) [19].



Figure 1. Comtim brand logo

Source: [19]

The Comtim brand logo is memorable, simple, and versatile. It is very easy to recognize it, even when scaled down or seen from a distance. Also reflects its brand identity that resonates with its customers and sets it apart from competitors.

Facebook has become an integral part of our daily lives, and it has also become an essential tool for companies to connect with their customers. In today's digital age, it's hard to imagine a company without a Facebook presence.

The Comtim Facebook page was created on September 20, 2020. From that moment, the foundations of a community were laid, which in 2023 reached approximately 42,000 followers and 41,000 likes. Posts per page average 9-10 per month (Figure 2). Thus we cannot talk about an average of daily posts.

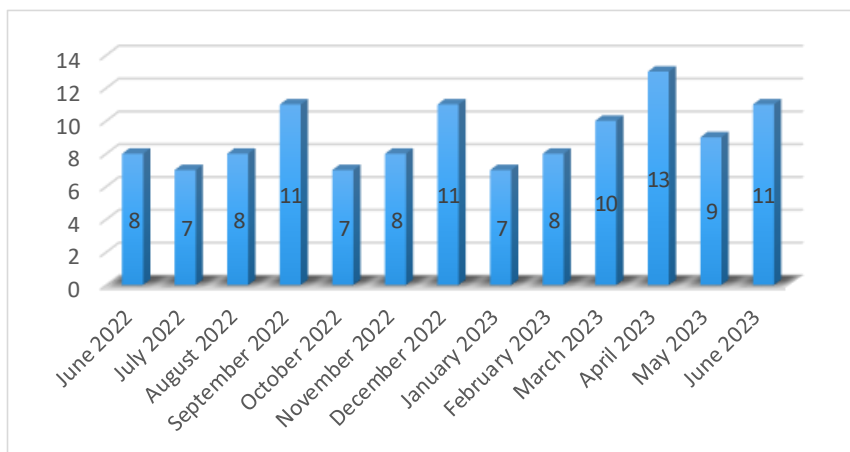


Figure 2. Comtim Facebook posts

Source: Own calculations

Facebook provides an excellent platform for companies to engage with their customers. By creating a Facebook page, companies can share updates, news, and promotions with their followers. They can also respond to customer inquiries and feedback in real-time, which is invaluable for building customer loyalty.

Also, Facebook is an excellent marketing tool [20]. Companies like Comtim can target specific demographics and interests with Facebook ads, making it easier to reach new customers and increase brand awareness. Facebook's advertising platform also provides valuable insights into the effectiveness of ad campaigns, allowing companies to

refine their efforts and get the most out of their advertising budget. The average of the likes on the posts can be seen in the Figure 3.

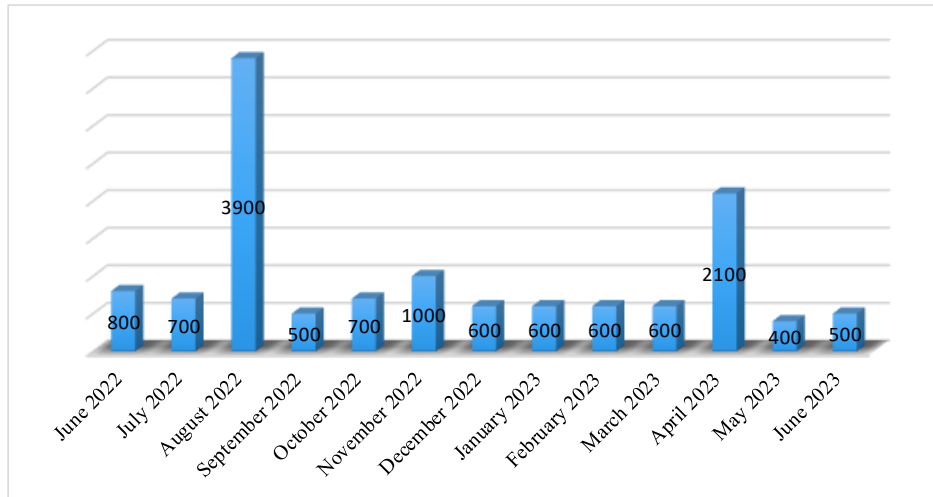


Figure 3. The maximum number of likes on Comtim Facebook post

Source: Own calculations

The large number of likes related to August 2022 and April 2023 can be explained by running a contest on their page.

Instagram is a powerful social media platform that has been steadily growing in popularity over the years [21]. It has become an essential tool for companies to connect with their customers and promote their brand. In fact, having an Instagram account has become almost a necessity for businesses of all sizes.

The Comtim Instagram page was created in September 2020 and has a total of, at the beginning of October 2023, 165 posts and 1,136 followers. Posts per page average 4-5 per month (Figure 4). Thus, it can be seen that half of what is published on the Facebook page is actually posted on Instagram.

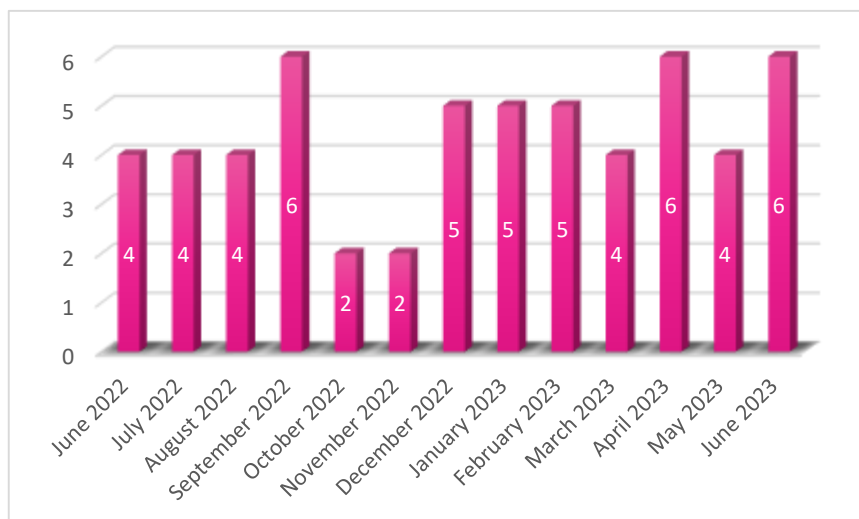


Figure 4. Comtim Instagram posts

Source: Own calculations

One of the biggest advantages of using Instagram is the ability to reach a large audience quickly and easily. With over one billion active users, Instagram provides companies with a massive pool of potential customers. It also allows companies to target

specific demographics, making it easier to connect with the right audience. Additionally, Instagram's visual nature makes it an ideal platform for showcasing products and services, which can help drive sales and increase brand awareness. Another advantage of using Instagram is its ability to provide real-time engagement with customers. Companies can use Instagram to interact with their followers, respond to comments and messages, and even run contests to engage with their audience. This creates a sense of community and builds brand loyalty, which can lead to long-term customer relationships.

As for the number of likes, they vary between 7-10 likes per post. The high number of likes (55) in November is due to a black Friday promotion on the Emag website (Figure 5)

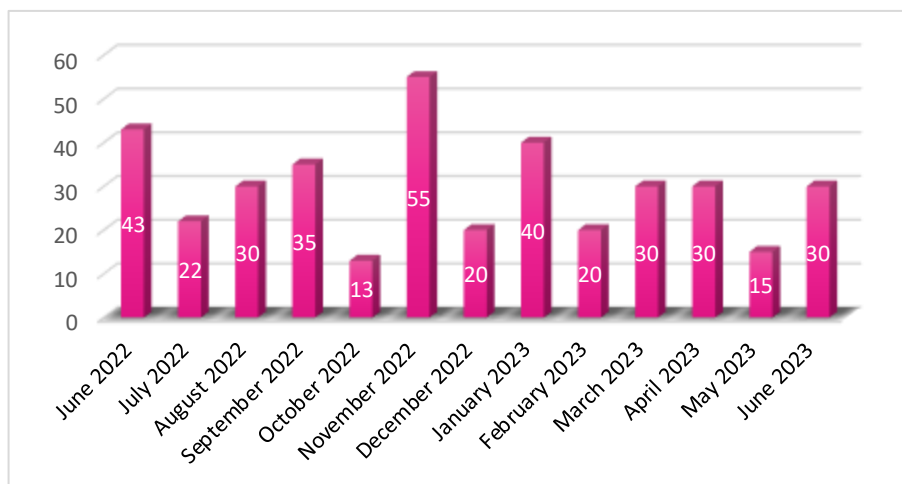


Figure 5. The maximum number of likes on Comtim Instagram post

Source: Own calculations

CONCLUSIONS

The content of the posts is appropriate, based on a design in which the visual identity elements of the brand are always harmoniously integrated

In order to increase the number of followers, implicitly of the community, especially among young people, a consistency in posts is necessary. Thus, an integrated program of posts must be adopted to reach an average of 1-2 posts per day, because Facebook has become an indispensable tool for companies looking to connect with customers, build brand identity, and increase their online visibility and Instagram plays a significant role in the life of a company, it provides companies with a powerful marketing tool to connect with their customers, showcase their products and services, and build brand loyalty. Facebook and Instagram are essential tools for building brand identity and establishing a company's online presence. By regularly posting engaging content and interacting with followers, companies can develop a strong online reputation and build a loyal customer base. Since the workforce in the livestock sector is very important [13], it is necessary for the company to also promote employees on these training platforms

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