



PISSN : 2571-9904 - EISSN : 2602-7763

The power of Taylor principales of conversational communication in shaping an organisations online reputation

Taleb Ibtissem^{1,*}, Soualhia Zohra²

¹ Université Badji Mokhtar (Annaba), Communication studies and research laboratory,
talebibtissem23@gmail.com

² Université Badji Mokhtar (Annaba), zoypa23@yahoo.fr

Received: 08 / 07 / 2023

Accepted: 12 / 10 / 2023

Published: 30 / 11 / 2023

Abstract:

This study seeks to theoretically shedding light on the wide spread of social networking sites and their positive and negative effects, due to their endless characteristics and advantages in reaching the largest number of Internet users, to break the barrier of time and place that was the only obstacle in the failure of many institutions to form strong relationships that help strong then their name and brand and building its reputation, where most of the institutions moved towards implementing a new strategy in the communication process, using Taylor principles of dialogue communication, this model that has proven its effectiveness in many studies, and it raised many problems about Werther the institution should adopt it and the ways to be followed to do so..

Keywords: digital réputation, communication, institution, dialogue theory.

*Corresponding Author

I. INTRODUCTION

As a result of the significant growth and continuous expansion in the use of the network the Internet, and its huge numbers of electronic pages, social networks and other means of communication, which carry a huge amount of messages, information, data, notes and comments about what is happening in the world, which has made it difficult for any institution to control the volume and type of news that is characterized by its speed in Unlimited transmission and spread, so it had to carry out the process of managing its reputation electronically so as not to be embarrassed if we did not say the demise Perhaps the hypothesis: When acceptable profitability is under pressure in most Internet-affected industries,an the best and a Walls of individual institutions ExceptIt squeezes it self out of all other institutions, but a We strive to distinguish ourselves from this crowd, and a It will be more profitable compared to the regular player".

drag us to talk about The only way to achieve this is the nail Positive reputation on search engines, through Apply the Five Principles ofinteractive dialogue theory, which stands out How to take advantage of the Internet and the tools that can be used by Establishment To reach a symmetrical connection that would open an indispensable boundary that links the institution to its audience and carries in its corridors loyalty and satisfaction with the institution's products and services.

1. Study on the concept of electronic reputation

The development in the media and communication imposed a qualitative leap for institutions of various orientations, so their fields and most of their activities moved from traditional use to contemporary use, and the greatest impact was how to access and deal with a virtual community It is fragmented and complex, where it must manage its reputation with modern methods and means of communication to adapt to the current situation.

Electronic reputation is defined as : “An integral part of the company’s reputation on the ground.” However, it originates from digital means (Chun R et Davies G, 2001, p. 315).

Fan defined it as the sum of the perceptions that stakeholders create for institutions according to the information they transmit on Web 2.0 sites and all other web sites that we can say are digital reputation or reputation on the Internet. (Dutot, 2016)

That is, it is all that is said about the institution, its brand, its products and services, even its employees on social networking sites. We can also say about the electronic reputation of institutions that it is more than being visible, but rather it is the sum of actions that turn into high-quality digital content for the institution, or it is the actual presence of the institution. At events and events, engage in discussions on certain topics and maintain their dominance to give an attractive sustainable image.

That is why there is no clear and explicit definition of electronic reputation, but we can say that it is the sum of the attributes attributed to the institution on the Internet, which would prejudice the brand of the institution and its profits in the long run.

As an indication here, the institution's attainment of a good reputation among its audiences depends on the extent to which it answers four fundamental questions (Ismail Al-Omari, 2018):

- who are we ?
- And what do we want ?
- And what distinguishes us from others ?
- What is the image that we would like others to see us ?

The electronic reputation management of institutions is one of the most important systems used in many foreign countries, and the Arab world still needs know ledge about reputation management via the Internet. Business owners need to be fully aware and fully aware of their

image in mind through what post about them In the cyber space of the Internet (Salima Bouzid, 2014, p. 440).

A good online reputation gives a good mental impression about the institution and its services, and helps greatly in increasing the number of audiences, including the increase in the number of sales, in contrast to the negative reputation on the Internet, which is not limited to a reduction in the number of sales only, but can extend to more than that, especially with the massive development of means of communication.

The social environment that produced new problems related to the social environment of those messages and in their excessive and unpredictable spontaneity, and therefore the organizations have become unable to fully control everything that is said on those means, as the dissemination of false or unauthorized information or even the use of social media Unethical social manipulation and information manipulation on behalf of competing organizations can lead to significant consequences in harming the reputation of the organization or its organizational side, so the involvement of organizations by taking proactive measures to achieve business goals by introducing Internet users to the organization instead of someone else doing it, and from over here a new term associated with reputation management has emerged, which is social media reputation management Social Media Reputation Management (SRM), which includes all the different processes and procedures that organizations take in dealing with social media users, from publishing content, responding to user inquiries and complaints, interacting with negative comments, as well as monitoring what users and competitors say on various social media sites (-Kumar, 2014, pp. 306-313).

2. Good Reputation Components :

1.2. Mental image Made up of the organization and its audience

This advantage can be achieved by hard work and not by actions an unrealistic tendency to win positive public opinion to wards it, so it is important that the organization takes its image into account by ensuring hard work and effective practices. By developing effective planning programmese Ensure that her weaknesses are addressed and preserved I heard it The good you have come to (Ahmed Farouk Radwan, 2012, pp. 204-205). Perhaps this reminds us of the Spanish proverb : “A bad wound heals, but à bad reputation kills.” (Jean François Guédon et autres, 2014, p. 517) And this is what the public relations function within the institution seeks by using many appropriate and appropriate strategies and tactics for each audience in order to manage and maintain the institution’s reputation, and to consolidate its relations with these audiences through permanent and continuous communication, and good dealing with them to gain their trust and loyalty, by knowing their tendencies and desires and achieving under standing Mutual exchange between the two parties to reach the best results, which is the good reputation of its audience.

2.2. Social Responsibility

Any institution must take its relations with the local community seriously and put it as its first activity. The continuation of its success depends to a large extent on the inevitability of the success of its relations with this type of audience. The members of the local community are the starting point from which the institution begins to gain fame and great reputation and ensure Support and support this community in performing its functions to the fullest (Al-Uqabi, 2015, p. 285).

3.2. Product or Service Reputation

When the product or service provided to the public is efficient and of distinctive quality, we say about the institution with a good reputation (- Shermerhorn, 2010, p. 107).

4.2. Skills creativity Yeh

They are those behaviors that contain methods of specialized know ledge and their application and use in an efficient and purposeful manner to accomplish routine and innovative work, or they are skills and experiences that are in the form of positive behaviors by workers to clarify their distinct abilities to carry out the tasks given to them (Iman Samira Odeh, 2012, p. 34).. i.e. that The level of creativity of the organization Checks Continuous administrative and creative practices that everyone interacts with.

5.2. Constant contact with the public

Through continuous communication with the masses and inform him Get all information and developments about the type of service provided and the privileges obtained by relying on several means such as broadcasting media programs and accepting the public's point of view about the institution (Tari, Juan Jose,, 2011, pp. 623-638).

6.2. The financial performance of the organization

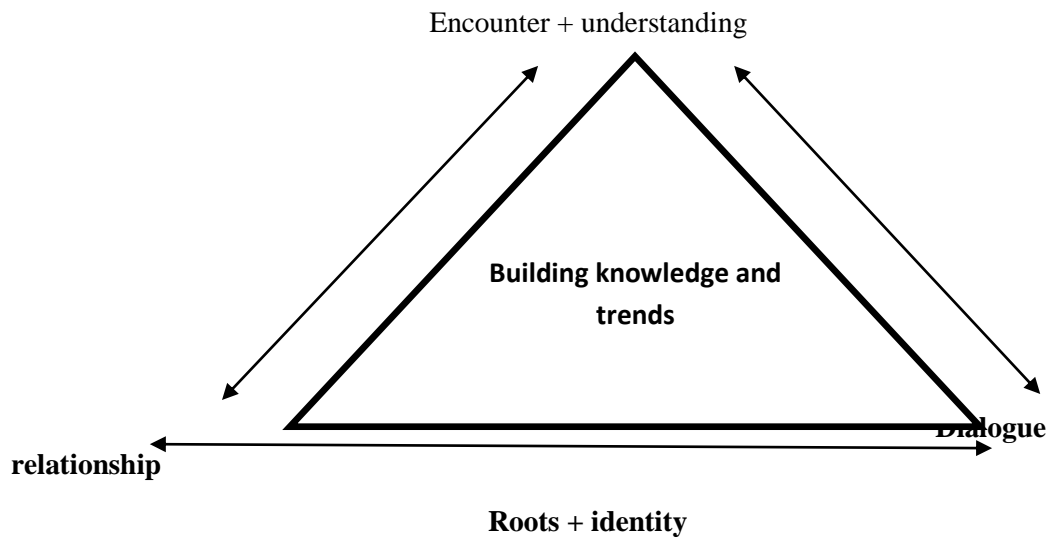
The financial level of the organization allows many advantage sat Perhaps the most prominent of them is the access to many successes, including the good reputation. The high level of activities and services provided to the public or the customer allows it to win public opinion and from it the growth of its profits and obtain support from various sectors, which gives a strong indication of the strength of its relationships that support its reputation at all levels.

It is noted that building and managing reputation is a function that characterizes public relations through its communication activities. Maintaining the reputation of the institution and its continuity is an activity that depends on continuous research and analysis of situations and information to find performance from a personal or professional point of view. Or commercial or industrial...The reputation of the institution is formed from three basic components that make up it (Stéphane Billiet,, 2009, p. 102): Look, relationship + dialogue = convergence, in addition to the roots, and the following is an explanation of these elements :

- ✓ **outlook** : It is the view that the various masses hold about the institution, which has an effective role in building its reputation or distorting it.
- ✓ **Relationship + Dialogue = Encounter** : It is the point that explains the organization's skills in creating a base of relationships with different audiences based on mutual trust and credibility.
- ✓ **Roots** : It represents the origin of the institution, whether it has an identity based on it or not, which shows the reputation of the institution. We always resort to the origin of the person before engaging in discussions with him to avoid problems that can be caused by dealings with people with a bad reputation.

Accordingly, the production of reputation and its builders depends mainly on the stages of development of the institution's relationship with its audience, as it is embodied first from its audience's vision of it and then from its ability to establish honest relationships based on respect for opinions and feelings, and this is what is called the formation of the identity of the institution in the minds of its followers, which is gradually formed according to each stage Any error in the aforementioned stages would affect the reputation of the institution, and this can be clarified through the form shown below:

Model No : 01 illustrates the method of interactive dialogue between the institution and the public



Source : Prepared by the researcher based on previous studies

Reputation stems from the public's awareness of the institution's actions since its inception, and this is very similar to the image formed by advertising, but the reputation proves its worth over time, which is formed from the sum of events and it can be said that it is a reflection of the history, morals and culture of the institution. In this regard, the famous and American business man pointed out "Warren Buffy" The Wizard of Omaha² When he said, "It takes twenty years to build a good reputation and five minutes to destroy it. If you dream of achieving that, you have to do different things."

What we notice is that the relationship is the basis of the reputation management process. There is no reputation without a relationship, even if this relationship is hypothetical. What matters is that it be a strong relationship that cannot be easily destroyed, and this is confirmed by the definition of "Nicolas Dalmaida" The reputation as: it develops and flourishes from dialogue, in addition to conflict and conflict that makes it go in a wrong direction, and we are talking here about an unstable and stable relationship, and what It is well known that any crisis that an institution may face is largely due to the rupture of a relationship built mainly on deception and lies

In order for the relationship to be achieved in an integrated manner, the institution must build its relationships through à successful and effective dialogue. Taylor and his colleagues have developed a stand-alone theory called the dialogue theory. This theory can be adopted by the institution to achieve its goals in achieving understanding with all parties.

The theory of dialogue is one of the theories that have gained great popularity in the field of public relations, especially in the job that seeks to strong then the bridges of love between the institution and its audience. On this basis, we wanted to shed light on the importance of this theory in managing the reputation of the institution, especially if its principles are implemented.

3. Conversational communication theory

The word dialogue refers to the organization contacting its core audiences to discuss issues This theory is a development of the fourth model of PR models for "James

²Omaha : Benbraska region, USA.

Grunze", which discussed two-way symmetric communication, and support transformation from concentration On the management of communication to emphasize communication as a tool for negotiating the relationship between organization and its audience, asan "bthey are He stressed the importance of dialogue in public relations, and building a system for this dialogue Dialogic System which Can Through it achieve understanding between The organization and its masses instead of one-sided politics Monologue Policies (Jamal Rasim Muhammad al-Jammal, Khairat Moawad Ayyad, 2005, pp. 73-76).

1.3. Principles of Dialogue Theory

Dialogue theory includes five basic principles (Praktiyat Souad, The righteousness of the flower, 2022, p. 638):

Interchangeability : indicate Mutualism refers to the recognition that organizations and their audiences are closely related to each other. Mutualism is characterized by what Known with cooperative guidance Collaborative Orientation, in the spirit of mutual equality between The organization and its audience.

Communication : You know ? Communication from the point of view of the organization and the necessity of the spread of the masses inissues that are of interest to them and from the public's point of view, points Communicate to the public's willingness and ability to gather their demands and interestsand present itfor the organization, can Achieving communication through three methods :

- **Immediate** : means syam Participants in the dialogue communicate immediately to discussissues raised before à decision is made.

- **communication chronological Temporal Flow** : DialogueIt includes They understand the past and the present of eachits participants It emphasizes a common and continuous future for them.

- **Subscription** : Engagement means Actual participation in the dialogue and not only listening to what It said, and be The lowest level in public relations participation in dialogue is to take the needs of the masse seyeconsideration, the higher level Fisherto syam The organization builds strategic relationships with Mits gatherings, understanding of international situationsand changeculture and dealing with it.

Reincarnation : The reincarnation is due to the climate of trust that the organization provides for the success of dialogue and taking the interests and needs of the masse seyeconsideration and consolidation These interests, i.e. the reincarnation of the organization to the public, It contains Embodiment of the following elements :

- **Reinforcement**: the dialogue It includes create at mosphere Encourage others to sharein it, And provide them with the opportunity to participate, in dialogueis being for all, and done in placeeasy Access to it, availablein it all media material,and makes it an effortto achievemutual understanding.

- **Social Orientation** : means The organization's keenness toconsolidation and development local community.

- **confirmation** : means Listening to and accepting the other's opinion, And confirm its importance Despite the organization's ability to ignore him And the confirmation is A previous requirement for dialogue if listening to different groups with them in their visions and orientations, loss of confidence Need to efforts big to recover it.

Risk : Shows Researchers that the dialogue Represent Problematic in public relations in the organization because it may lead to results not expected how ever must The organization should risk entering into a continuous dialogue with its fans because achieve The organization's strategic goals and risk appetite create a degree of understanding subscriber between the organizationand her fansreduce the state of nocertainty and remove Mis-understanding.

Commitment : To apply the theory of dialogue in public relations must Commitment to training practitioners on the foundations and rules of dialogue. Commitment to dialogue despite the risks that Canto produce it How ever, it is reflected The benefits to organizations are the public support and reputation good for the organization, and reduce from the possibility of Enter External parties to organizations such as governments.

2.3. Taylor Principles on Web for Dialog Communication :

Due to a change of scene communicative Consistently, many institutions began to use social networking sites to communicate with the public, so Taylor sought to develop the principles of dialogue theory and presented a five-part dialogue diagram that was used to assess the dialogue capabilities of a number of institutions and industries, as Taylor considered it a guide that determines the extent of success in integrating Dialogic relationships via WAP 2.0, including the following (Hassan Niazi Al-Saifi, 2018, pg. 52):

a) **Its ability to provide useful information to the public:**

The web site of the institution must include all information related to the institution, and take into account the differences between The smell of the public in terms of attractiveness, tips and benefits that can be in the public interest of both parties.

b) **Encouragement return to visits:**

An organization's ability to use applications to help the public automatically learn about the latest updates helps inc It is permissible to enter and return to the site because it contains valuable and useful information, and the feedback from taking and giving information about customers on the site contributes to strong thening the encouragement to return.

c) **Maintain visitors:**

Developing the organization's web site in line with the needs and desires of its audience helps greatly in maintaining them, and reducing the idea of going to other sites to get what they want, especially the idea of easy inter face and access to the site and the absence of complications that we noticed in many web sites such as entering a secret number or identification In person, these things make visitors not want to enter, but we cannot consider this as a basic criterion for retaining visitors, because it is considered a protection for pages that are exposed to piracy, especially commercial pages that are targeted by people with ambitions to collect money by impersonation.

d) **Establishing dialogue relationships with site visitors ;**

Retaining Internet users on the institution's web site is one of the very difficult things. Achieving an interactive dialogue connection to develop the relationship, which can be positive and allow visitors to return again. The page managers must possess a set of foundations and approaches that are acquired through continuous training and this What was referred to in the second semester of the study.

e) **Ease of use of the site :**

It means here that the institution should strive to build and design an attractive and organized web site in a smooth and easy to use way, where the browser can enter and exit the site and obtain the required information with ease and ease. (Qasim, 2021, p. 15).

On the basis of such principles, institutions can benefit from the theory of dialogue on social networking sites and manage their reputation in the manner that is appropriate It earns it a very high electronic reputation, which is what It reflects its ability to exchange, understanding, commitment, as well as taking risks, in order to instill its good veins in the minds of its usersa Internet and create for them a base of information bearing good qualities about the institutionand its products

Institutions that can control their presence on the Internet will control the organization's digital marketing activities, and there for online reputation management works to confront and remove negative comments and strong then the brand name in a way that ensures the strong thening of the organization's name in a fierce digital environment. The search that the organization owns on the first two pages of internet search, increased profits and revenues, and through this feature, the company can control what Internet users see in an automatic way.

The reputation of the institution's brand leads the institution to dimensions whose goal is to build trusted relationships with its customers to enter into new markets and occupy a very important strategic position, and accordingly it has become impossible to abandon or bypass the electronic identity of the institution, especially since all our transactions today are linked and connected to the Internet. (A villeneuve & E fillias, 2011, pp. 36-37)

4. Steps for the organization to manage reputation on the Internet :

To ensure the management of the electronic reputation, the institution must master the use and exploitation of WAP 2.0 tools through continuous attention to the information search published on search engines and measuring the comments of Internet users, either negative or positive feelings. , and this is what will make the institution either to move forward or to retreat, and therefore it must always be equipped with mechanisms to control the attributes attributed to it through the WAP and be in a listening position to monitor everything that is said and raises controversy about it as part of the institution's strategy to position itself in the market and obtain global leadership (Vicier Rommuald, 2020, p. 153).

There are a set of steps that institutions follow in managing their reputation electronically, as follows :

- a) **Detect weak signals** : What is meant here is that the information represents a strategic gain for the institution on which its survival or demise depends. Weak signs indicate the possibility of a crisis, which calls for taking precautions to avoid its aggravation, meaning that the institution is in a proactive position similar to its competitors, and this is done by browsing forums or Facebook groups Niche and other virtual community sites (Samuel, 2018, p. 58).
- b) **Effectively manage and analyze information**:The abundance of information on web networks about institutions and their products increases our confidence and beliefs, especially if the sources of information are of high value and credibility, but often the large amount poses a threat to the institution, so it is important to verify the information on the web and its purpose, through the enjoyment of the institution Through economic intelligence, either by forming a specialized team with distinct experience in using these means and controlling the spread of information within them, or appointing agencies and organizations such as study offices that allow things to run smoothly and effectively. (A. Villeneuve & E. fillias, 2011, pp. 36-37).
- c) **Discover negative contents** : The institution must discover negative contents, by addressing customer complaints and responding to their questions in a timely manner, in à decent and respectful manner, because this helps reduce the negative effects that customer complaints can have.(Séverine Demont- Duchaux, 2020).
- d) **Mitigate negative contents** : It is known that any institution cannot avoid the negative hype on social networking sites, but it can mitigate its severity, by not publishing controversial topics on the web, so it opens a discussion about it because rumors and gossip abound, which reflects negatively on its brand. Internet users are affected by each other, especially if The publication has reached a high level of follow-up, where stories abound, revealing the institution's past and present. There fore, it is necessary to

take into account the impartial nature and be intelligent when publishing and displaying the digital contents of the institution on Web 2.0. (Bielka samuel, 2018, p. 61).

- e) **Procedures Taken after identifying negative posts** : After discovering negative content about the organization on the web, it must take the necessary measures to address the matter before it escalates, by : (S  verine Demont- Duchaux, 2020):

Improving the results of search engines so that the negative content does not appear to Internet users, because we cannot completely remove the content from the web, but we can correct this by making the negative content not visible on the pages, by flooding it with a technical method «SEO» It is to improve search engine results by publishing a lot of positive content about the organization and its brand.

Provide justifications and correct the error by the mark :

In the event that the institution discovers negative content about the mark, it must address the issue by sending special messages via e-mail to the institution, which creates a feeling in the customer that his opinions and ideas are taken into account, which increases the loyalty of customers to the institution, but This does not mean canceling all negative publications, because that detracts from the credibility of the institution and makes the customer in doubt, because there is nothing perfect with its positives only. There fore, it is necessary to balance and treat publications that affect the reputation of the brand, and the institution should realize which publications should be commented on and which publications should deal with impartiality and transparency.

Resorting to the Law :

The institution sometimes resorts to the law if necessary in the event that the content is false defamation, or insulting, affecting the reputation of the institution, its trademark or its owner.

Conclusion:

In conclusion to what was discussed above and based on the idea of institutions adopting Taylor principles of dialogue theory in establishing their sites, communicating with their audiences, acquiring them and transforming them into an active audience that knows the identity of the institution and defends it in the digital environment, where the institution manages its reputation in a way that reflects its ability to exchange, understanding and commitment, as well as taking risks In order to implant its good artery in the minds of Internet users and create for them a base of information bearing good qualities about the institution, all this requires a very high skill on the part of the person in charge of public relations on the Internet to reach this level, and we can monitor one of these mechanisms that prevents the ability to achieve contact An effective dialogue with the masses of the institution to manage its reputation by the communicator, which is that the main problem is not training the employees of the institutions and users of these sites on electronic communication, but that the problem lies in the fact that the employees of the institution may be technically and technically professional to use the various sites on the Internet, but They are not skilled enough in dealing with annoying and difficult questions from the public, and in this sense, professionalism alone is not sufficient to build purely electronic relationships.

- **Referrals and references:**

1. Shermerhorn, FR.Sons (2010), introduction to management « 10th edition, Jhon wiley et sons, Inc.
2. A. Villeneuve & E. fillias. (2011). e-réputation stratégies d'influence sur internet. Dans A. V. fillias, *e-réputation stratégies d'influence sur internet* (pp. 51-53). paris : Elipses édition.
3. Ahmed Farouk Radwan. (2012). *Public Relations, Case Studies and Specialized Topics*. Cairo: .
4. Al-Uqabi, J. T. (2015). *Electronic Public Relations*. Baghdad : Adnan Library House for Printing, Publishing and Distribution.
5. Bielka samuel. (2018). le Guide du community manager : techniques avancées et boue à outils pour une communication digitale. Dans B. samuel, *le Guide du community manager: techniques avancées et boue à outils pour une communication digitale*, gereso: édition gereso.
6. Chun R et Davies G. (2001). E.Reputation : the role of mission and vision statements in positioning strategy. *journal of brand management*, 315-333.
7. Dutot, C. s. (2016). *Une analyse de L'e-réputation par Analogie ou contrste avec la réputation*. Revue française du marketing243 (3-5):35-51.: une Approche par les medias sociaux.
8. Iman Samira Odeh. (2012). *The ethereal relationship between the quality of electronic services and the reputation of universities, 2012*. Master's thesisyR in Electronic Business, published, Middle East University.
9. Ismail Al-Omari. (2018, 1 1). *Reputation Management Strategies*. Récupéré sur Reputation Management Strategies : <http://darfikr.com/node/13726>
10. Jean François Guédon et autres. (2014). *le monde économique par les citations : les bons esprits, les cancrs et les nuls se cultivent sous forme kindle*.
11. -Kumar, K. P. (2014). *Social Media in financial services- a theoretical perspective*., prodecia and finance.
12. Salima Bouzid. (2014). Electronic Reputation Management for Institutions. *Journal of Human and Society Sciences, University of Biskra, Algeria*, 440.
13. Samuel, B. (2018). le Guide du community manager : techniques avancées et boue à outils pour une communication digitale. Dans B. Samuel, *le Guide du community manager: techniques avancées et boue à outils pour une communication digitale* (p. 58). Gereso édition.
14. Séverine Demont- Duchaux. (2020, 09 12). *E-réputation : comment qualifier l'impact d'un contenu négatif*. Récupéré sur www.blueboa.fr : <http://www.blueboa.fr>
15. Stéphane Billiet,. (2009). *les Relations Publiques, Refonder la Confiance Entre l'entreprise, les Marques et leurs*. Dinod, Paris.
16. Tari, Juan Jose,. (2011). Research into quality management and social responsibility,. *journal of business Responsibility, Journal of Business Ethics*, 623-638.
17. Vicier Rommuald. (2020). réseau social d'entreprise. Dans V. Rommuald, *réseau social d'entreprise* (p. 153). Gereso.
18. براكتية سعاد، صوالحية الزهرة. (2022). استخدام ممارسي العلاقات العامة مهارة الحوار في تئمين المسؤولية الاجتماعية للمؤسسة. *مجلة الرسالة للدراسات الاعلامية*, العدد02، مجلد 06.
19. جمال راسم محمد الجمال، خيرت معوض عباد. (2005). *إدارة العلاقات – المدخل الاستراتيجي*. القاهرة: الدار المصرية اللبنانية.

20. حسن نيازى الصيفي (2018). استخدام العلاقات العامة في الجامعات السعودية لشبكات التواصل الاجتماعي، دراسة تحليلية لموقع تويتر في إطار نظرية الحوار ونماذج العلاقات العامة. *المجلة العربية لبحوث الاعلام والاتصال*، العدد 52، 21.
21. قاسم نور الدين البزور، عامر (2021). دور العلاقات العامة في إدارة السمعة الالكترونية من وجهة نظر الجمهور والمؤسسة، *مجموعة الاتصالات الفلسطينية نموذجاً*. فلسطين: رسالة ماجستير في العلاقات العامة، كلية الدراسات العليا، في جامعة النجاح الوطنية.