

Intellectual property development through informative and persuasive communication

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Abstract — The paper suggests that the readers should look at how informative and persuasive communication influences the development of intellectual property.

The more the informative and persuasive communication is practiced within an organization through a greater diversity of shapes, perfectly applicable to its activity field, quickly responding to its needs, the more the influence of communication on the development of intellectual property is positioned in a better balance.

Keywords — intellectual property, informative communication, persuasive communication, persuasion techniques, public image, public communication.

I. INTRODUCTION

A. Definition of concepts

INTELLECTUAL property represents one of the fundamental factors of the society's general progress, and investing in this domain is highly efficient, through the effects of training-disseminating, at individual, county, regional level and at the society, national and international level.

Intellectual property refers to the human being's creations, comprising: investments, literature, artistic creations and symbols, names and images used for trade. The intellectual property has two categories:

- The industrial property which includes the inventions, the brands and the geographical indications, drawings and industrial patterns;
- The copy rights refer to literature works like: novels, poetry and plays, films, music, art works like drawings, photography, sculpture and architecture. The additional rights to the copy right are the rights of the performing artists on their activity, of the mass media organizations over their radio and television programs.

The intellectual property parameters, which we offer to the reader through this work, comprise more than it has ever been

given to it. That is why the relationship between the intellectual property and the informative and persuasive communication becomes an implicit fact. Therefore it seems appropriate to treat the human factor in a communicator position in the framework of the intellectual property and not as a “monarchical and economic man” as before, but as a “harmonious and collective human” [1].

Communication, as a process, has received various definitions, of which the one belonging to the theorists R.E. Porter and L.A. Samovar [2] describes it as “a dynamic transactional process which influences the type of behaviour, where the sources and receivers willingly encode their own behaviours in order to deliver messages, sent through a channel in order to cause or obtain certain attitudes or behaviours”. We note that the definition completely captures all the eight specific elements of this process: the source, the encoding, the message, the transmission channel, the receiver, the decoding, the receiver response and the feedback process.

The communication that is able to influence the development of intellectual property process is of two kinds:

- the informative communication, where the activities aim the continuous transmission of messages to the targets, which describe operations, results, future intentions and its reactions to external factors. As forms of manifestation of the informative communication, we mention: regular press releases, press conferences, interviews, presence in radio and television programs, publishing newsletters or representative journals, organizing special events, workshops, seminars, Teleconferencing, audiences, internal newsletter, periodic surveys, training, installation of electronic mail and mailing pages in the firm's computer network;
- the persuasive communication is the means by which a message is transmitted in such a way as to cause targets to reconsider old concepts, or mental images or to form new ones, which, in turn, are to change their own behaviours. In order to achieve these objectives the media is mainly used to change, to neutralize, to crystallize or to retain opinions.

B. The purpose of the paper

The results of a complex research about the intellectual property are presented, the research having been carried out in all the eight development regions of Romania and their districts. The questionnaire regarding the intellectual property development through the informative and persuasive communication was given to 452 personalities which were involved in solving the intellectual propriety problems. 410 managers answered. The questions referred to:

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- Discovering the essence of the intellectual property and its place in the economic-social relation system;
- Establishing the intellectual property connections to the external and internal environment, especially with other forms of property;
- Materializing the specific features of the objects of intellectual property;
- Establishing the issues regarding the intellectual property development through the informative and persuasive communication;
- Researching the fundamentals and the achievement forms for the intellectual product, with an accent on methods of commercial assimilation and results of the intellectual activity of the companies;
- Knowing some mechanisms and patterns of solving the intellectual property issues.

C. The characteristics of the research

a) *the research domain* refers to the juridical, economic, social, psychosocial and managerial limits, which gave the investigation an interdisciplinary character.

b) *the research object* refers to the relations created by forming, distributing, exchanging and capitalizing the intellectual property, with an accent on the intellectual property development throughout the informative and persuasive communication.

c) *the methodological base* of the investigation is represented by comprising a wide population in a written conversation, under the form of an operative exact acknowledgement regarding the importance and the role of the intellectual property in the society's economic development, finding and solving the problems.

d) *the research hypothesis* regarding the problems of the presentation principles of psycho-socialization of the intellectual property development through informative and persuasive communication and the concepts of the property right based on the strategies of influencing were confirmed by the unfurled investigations.

e) *the analyze and the synthesis* unfurl during the research as an applied logic, by contributing to finding the results of the investigation. A special place is saved for the psychological analyze of the intellectual property, because this investigation process is being neglected in the literature. For the same reason, a special attention is paid to the cause analyze, with a large range of variables for establishing the quantity and quality dependency rapports between the intellectual property development and the informative and persuasive communication.

D. The informational base of the research

The official documents (the national strategy in the intellectual property domain 2010-2015, the laws regulating the domains – patents, copyrights, brands and industrial patterns and classified information), as well as the statistic data of the National Institute of Statistics, The National Standards and prestigious works issued by university members or specialists in the field of intellectual property represent the informational base of the researches.

In addition to these, the authors have done managerial and psychosocial research in organizations from the district of Brasov.

E. The practical value of the research

The research has numerous practical applications, such as:

- Issuing a guide of intellectual property management, which comprises especially operative managerial methods for acknowledging the managers regarding the intellectual property problems;
- Issuing harmonization methods for the national legislation with the one of the European Union;
- Defining the presentation principles for the two elements of the intellectual property and their management;
- Issuing a strategy for administrating the intellectual property at the company level;
- Issuing to the scientific-teaching environment useful materials for conceiving the class supports for the intellectual property management.

F. The research contribution in the field of intellectual property

The research contribution in the field of intellectual property relies on the following:

- Issuing the basic problems of the intellectual property development process through informative and persuasive communication;
- Drawing the psycho-social managerial mechanism for solving the problems concerning the creation, the use and the administration of the intellectual property and issuing necessary recommendation;
- Emphasizing the essence of the intellectual property through separating the subjective-objective and subjective-subjective relations;
- Establishing the relation between materialization and use of the intellectual product and the presentation principles for the intellectual property;
- Emphasizing the used conditions and premises of the persuasion techniques for the intellectual property;
- Shaping and developing the intellectual property according to a new type of influencing strategy through scientific information;
- Emphasizing the multifactor relation position of the intellectual property, with an accent on the consecutive division of the property right on the intellectual product between the creator, the state and the firm.

II. THE FUNDAMENTAL THESIS OF THE PAPER

A. Comparing the investigation with similar researches

The notion of intellectual property is found under a special attention in the legal, economic and philosophic literature. We emphasize that, at the present time, there are not issued and discussed the global definition of the intellectual property yet. The cause is the fact that the researchers in every domain try to formulate their own definition starting with the interests of the science they represent. And, secondly, the researchers from every branch have „their own proofs and reasons on the intellectual property”. In detail, according to the researchers’

philosophy, the intellectual property represents the ownership of the ideal (spiritual) beginning of the wealth. In their vision, the ownership, the administration and the use of the ideal, intellectual objectives reach the social attraction field of the human factor. According to the philosophers, this creates the appropriation of the ideas connected to the intellectual property.

The juridical researchers do not own a unique definition of the intellectual property. Part of the legal researchers sustain their point of view by mentioning the intellectual property as an objective result expressed through the intellectual property, as a material carrier of such a result. Another part considered that the intellectual property represents another type of property, which is not a form of the material property law, but an independent institution of law. Professor Cristinel Murzea, highlights the diversity of media and emphasizes the need for their protection [3].

The economist-researchers manifest a high interest towards intellectual property, which they approach as an economic category, issued by the essence of the technical-scientific revolution, which is based on the change of the human factor in the process of production and consumption.

Regarding all the things we said above, the influential factors plead for a wider and more diverse research of private properties in which the investigation methodology calls for philosophical, juridical and economic approaches in their organic interdependency. In order for intellectual property to get a complex definition, there must be added psychological and managerial approaches. Professor Angela Repanovici, in her broad intellectual property work, recommends various forms of communication which are able to preserve the competitiveness of enterprises through sustainable development of intellectual property [4]. We consider that, in this manner, there can be ensured the development of the intellectual property through the informative and persuasive communication.

B. The opinion of 410 Romanian managers

Through this research, we have called to the extensive experience of 410 Romanian managers from all the regions, and the counties inside them. From the point of view that we were interested in - the link between informative and persuasive communication and intellectual practice development - we wanted, through the investigation we carried out, to track the way the surveyed companies' interests harmonise with the environment in which they operate, and, last but not least, their final activities on the market. For this we have correlated the managerial functions with the communication process in an integrative manner, free of old theoretical and practical influences, involved in determining pro-active actions, which are oriented towards the recipients' meeting of their needs, and generating behaviours able to influence trends and to impose an innovative and useful spirit for the economic and social environment.

The survey conducted among 410 Romanian managers shows two types of communication in the development process of the intellectual property, as follows: orientation towards the informative communication was found in 72% of cases and the

persuasive communication in 28%. In the informative communication the most common practices were:

- installation of electronic mail and web pages on the computer network of the company: 29%;
- representative journals: 22%;
- training courses: 12%;
- periodical questionnaires: 9%;
- other practices: 28%.

In terms of persuasive communication, it has focused on media relations for:

- change of opinion: 38%;
- neutralization of opinions: 24%;
- crystallisation of opinions: 18%;
- maintaining views: 20%.

From the responses of those questioned there could not be distinguished the regions and, within those, the counties with the greatest need for the involvement of informative or persuasive communication in the development of intellectual property. All the respondents stressed the need for communication and analysis of its effects.

We asked for the managers' opinion regarding the journalists' position towards the issue of intellectual property development through informative and persuasive communication. Most respondents considered that some journalists are shallow in the acquisition of information, that they make incorrect selections, they distort the message, while other journalists are passive, do not develop 'news directories' and they do not do investigations in this field.

Another aspect of the analysis was focused on how companies build their efficiency of the communication activity, the message circuit among the employees and between them and the management. The questions focused on how the employees feel sufficiently informed or not about the company's problems. Most managers consider that the employees have enough information (46.8%), 27.4% believe that employees are not sufficiently informed, and the rest refused to answer.

C. Presentation of the principles of the intellectual property and the demands regarding the influential capacity

The presentation principle of the intellectual property represents fundamental thesis, guiding norms issued from the general laws and upon which the researches, the interpretations and the intellectual property system are oriented and built. They are a starting point, a primordial cause, a theoretical base and a guiding norm. Andreea Ciurea presents specialized details in the paper 'Modern Methods of Research in Legal Education using Information Technology' [5].

We register the following presentation principles of the intellectual property:

- The active participation principle which means creating the main answer to the intellectual property problem;
- The „small steps” principle which sustains that by dividing the difficulties appeared in the field of intellectual property, the researcher has the chance of giving correct answers;
- The gradually progression principle which means a logical chain of stages, the management from a stage to

another stage until full achievement of the object of intellectual property;

- The correct answer principle in relation to the repeating principle and the maximum closeness of the object's logic to the private property logic.

Among the requirements regarding the communication ability to influence the development of intellectual property we mention:

- message content to be built on real, complete data, expressed with a dose of determination and optimism;
- the timing for the message reception to integrate in the receiver's program perfectly for maximum reception;
- the used language is to inspire confidence, to give off the feeling of attachment;
- the transmission channel must provide maximum technical responsiveness;
- the attitudes caused by sending the message can not generate physical or verbal violence.

The communication process, viewed as a factor in the development of intellectual property process, should be regarded as an activity which includes verbal, nonverbal, contextual and social-structural elements. These elements together form out the so-called "total communication system" or the "multi-channel, name assigned to the integration aspect of the communication process" [6].

D. Persuasion techniques of the intellectual property

We will start with defining two notions:

- The technique represents a procedures, prescriptions ensemble regarding the successive operations while approaching processes and phenomena connected to intellectual property;

- The persuasion represents the activity of the intellectual property subject on its object or on any other subject with the purpose making it believe or do something [7].

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As persuasion techniques of the intellectual property, we mention:

- The technique of increasing the investment in the human resource as a non reachable investment, which is able to create the value and to depreciate in a relative manner the act of every industrial pit [9];

- The technique of re-conversion, professional insertion and continuous training, as important elements adapted to the new exigencies of the intellectual property;

- The professional training technique for the labour force as a key factor of the sustainable development for the intellectual property;

- The technique of developing the relation between the intellectual property and the economical, juridical, psycho-social and managerial variables;

- The quantity evaluation technique of the education professional training effects over the intellectual property.

E. The connection between the informative and persuasive communication and the intellectual property

a) The general and special connection

Intellectual property is very strongly connected to communication, and especially to informative and persuasive communication. Since it is all-pervading and fascinating, communication cannot under any circumstance be absent from intellectual property practice. The communication binds and separates the ones which try to define its meanings in relation to intellectual property. Informational elements like images, notions, ideas or affective-emotional elements, acceptance and refusal behaviors of consonance or physic dissonance are promoted in this process; needs, aspirations, interest focused on action or volitional contents for initiation, starting or stopping an activity, doing efforts are sent due to these motivational contents.

In the informative communication we communicate three types of information: (1) cognitive – linguistic signs content; (2) indicial – speaker-oriented, for defining and controlling the role during communication; (3) cognitive – changed between the interlocutors in order to achieve the goal of communication.

Persuasive communication tries to confute the social harm which attacks intellectual property and promotes the collective values necessary for the comfort and development of the intellectual property components. We try to obtain a voluntary attendance of participants by human factor training in this action which regards the well-being of each person, but also of the collectivity well-being. This is in fact the persuasive communication objective.

b) Public image, a result of the relation between the informative and persuasive communication and intellectual property

Nowadays, the notion of public image is widely promoted, the situation caused, continued and developed due to the relation between the informational and persuasive communication and the intellectual property. The effects of this relation cannot be overlooked by the attentive eye, more severe than indulgent and permanently curious, of the public opinion.

The fact that in advanced democracy societies, where the free market economy brought significant growth periods, placing them among the developed countries, becomes extremely visible the relation between the informative and persuasive communication and the intellectual property reflected in the public image constitutes one of the priorities, affecting in the same manner the economical, social and ecological sphere.

Within the modern vision regarding public communication, the emphasis on the speech importance, which was previously highly appreciated, is reduced, while, on the one hand, the rhetoric function of gesticulation and of vocal parameters' control and, on the other hand, the way in which the memory is required while exposing information are emphasized. From this perspective, several representation methods are remarked, concerning the nature of the message, but also the time required in order to prepare the message: the "manuscript" method, in which the information is read after a text that was previously written by one or an entire team of specialists; the "memorization" method, which involves the memory and reproduction of a text previously written; the "impromptu"

method that, on the contrary, requires a spontaneous, unprepared utterance of a speech.

Within the present public communication, speech can be supported by audiovisual media such as slides, banners, projections, magnetic strip recordings, that participate to the accurate communication of information from a certain domain or to the emphasis and consolidation of certain information.

While the commercial publicity praises the products' advantages in order to influence people to buy them, the public communication, whose techniques and means are similar due to the general usage of the media possibilities – presentation campaigns, TV messages, tries to make every citizen responsible for his choices regarding health and security and to provide his participation to the public life. The social communication is not satisfied only with information. An advertisement such as “Do not smoke! Tobacco is harmful to health” does not offer smokers enough reasons to change their behaviour. The scientific communication studies all the characteristics of tabacosis, the body dependence relations regarding consumerism, analyzing all the persuasive means able to modify behaviour.

Public communication regards four categories of effects:

- the modernization of the administrations' operation – especially the case of public relations devices or the information presentation and communication systems. The administrations must face more and more complex and precise requests; the people who are administrated expect information to which they are entitled and do not accept answers that hide themselves behind the secret of administrative decisions and give an arbitrary impression; the accommodation and modernization of administrations depend as much as on the changes of behaviour of those administrated who, more and more, consider themselves as being consumers, even clients;
- some companies establish as their objective the production of behaviour changes;
- for some administrations or enterprises, the main concern is to provide themselves a modern image through communication;
- searching the citizens' adhesion concerning a certain issue, through sensitization actions;

The essential feature of the informative and persuasive communication is that of acting at the social representations level and of allowing a fast modification of public speeches.

In this relational context, the public image in the perceptions conglomerate generated by different actions due to which an entity enters and maintains it on the image and action market. In fact, it is the perception of the auditor, of the surrounding public, of the groups which the entity enters in contact to and of the groups which create and represent it from the interior. Among the categories which interact we retain the informative and persuasive communication and the intellectual property. Of course, interaction is produced by communication under various forms. And, as long as communication observes the relation's parameters, it will better support the public image, offering the attribute of a major decisional factor. The demand emerging from here: in order to obtain the anticipated effect, the informative and persuasive communication must take place permanently and in a professional manner.

Public communication is based on *three communicational nuclei*:

- the administration
- the mass-media
- the public.

Every organization is interested in the way in which the image is promoted and perceived using, especially, the informative and persuasive communication. So, these forms of communication are those which provide the presence of the organization within the daily and perspective socio-economical reality. The public information is usually performed in two steps: a) offering the information that one needs to communicate it to the target audience; b) offering answers to the questions that may emerge concerning the communicated message.

Public information is done by offering press releases for the mass media and specialized media, both on paper and on electronic devices. Therefore, through the materials prepared by a certain institution, such as: newsletters, brochures, leaflets containing technical data, TV and radio advertisements, slides presentations and even movies, its image is enriched.

The informative and persuasive communication is directed to what we call public, because its actions can have an impact on the organization and the other way around. However, a certain aspect must be mentioned. “Public” is not synonymous with “audience”. The term “public” means, from a traditional point of view, an individual or group that has a connection with the organization that issues the communicational message. The public includes: the organization's employees, clients, competitors, competing institutions and the governmental institutions that have a regulatory function. That is, the reason for which we may say that the public and the organizations are interdependent. Unlike the term generically called “public”, the term “audience” suggests a group of individuals who are the receivers and the consumers of a communicational message. In the specialized literature field, the public is divided into two categories: internal and external public.

The “internal public” is used while practicing informative and persuasive communication in order to designate the organizations' employees and their management, as well as their investors. The “external public” category includes: the community, the government, the international public and, most of the times, even mass-media. For the “internal public”, the superior and average level management, the staff and the employees, the trade-union and non-governmental organizations, the directors – most used are communication channels: the personal contacts, audiovisual, publications, direct mailing, display, fax, CD-ROM, WEB pages.

Externally, the institutional communication regards two types of public: the direct public and the indirect public. For the “direct public”, the external institutional communication regards especially the marketing communication. It mostly addresses to: company clients, sales representatives, dealers, distributors, providers and to the competing companies.

For the “indirect public”, institutional communication is provided. It is directed towards: the potential clients and investors, financial community, institutional community,

government and the community that deals with the environmental issues. The communication channels used are: the personal contacts, audiovisual, mass and specialized publicity, direct mailing, specific visual elements presentations, CD-ROMs, fax, Internet.

The three communicational nuclei mentioned above are meant to create, what we call “the institutional image”, because every organization has an image. Its only problem is whether it has the image that it desires to have in reality or, as well, as a fantasy.

Following this process, we have observed in 14 investigated companies that the organization of the informative and persuasive communication and its relation to intellectual property starts from the general strategy and the functional strategies and adapts to the managerial politics. For this reasons, the process leads to an efficient communication. In order to fulfill this task it is necessary that the general manager and its managerial team is totally involved in the systems of relations between the informative and persuasive communication and the intellectual property, also developing the company’s staff participation by major and on topic actions. The ways by which the company communicates and develops its relations with the intellectual property are multiple and essential, like: products, corporative market politics, managerial behavior, staff’s professional behavior, exterior signals of headquarters and its working points.

In the entire above mentioned process, it is necessary that the actions interact according to the environment, with target groups which are the point of interest.

c) Public relations, the triggering point of the relation between the informative and persuasive communication and the intellectual property

The organization of this relation is achieved due to public relations activity, a complex field which includes among other the publicity part.

Both in marketing management and in managerial psychosociology the notion of publicity is approached as public stimulation of the demand for a product, a service or an idea, by placing significant commercial information in the mass-media, without receiving payment from a sponsor. As compared to publicity, advertising represents a paid form of public presentation and idea, goods or services and promotion which is financially supported by a sponsor who makes his name public. This type of activity is also involved in the relation system between the informative and persuasive communication and the intellectual property.

Within the investigated companies we have noticed that public relations are mainly based upon strategic communication which in their turn, have an informational and persuasive side, and which, together with the intellectual property support an efficient character of the company’s behaviour.

d) Mass communication, as informative and persuasive communication means in relation to intellectual property

In our opinion, mass communication represents the ensemble of institutions and techniques by which the specialised groups use technical modalities (prints, radio,

television, films etc.) in order to send a symbolic content to the large, heterogeneous and widely spread public. From this definition results the informational and persuasive function of the mass communication process.

At the company level where we carried out our research on the topic “The relation between the informative, persuasive communication and intellectual property” we have observed that this relation is used in the marketing’s management instrumentation, in order to obtain stimulation effects for helping people pick the most adequate information for setting into motion the economical, social, cultural, political mechanisms. Therefore the effects of the relation between the mass communication and the intellectual property, accentuating the mentalities reformation are set into motion. As a consequence, we reach a land which pleads for the respect of the moral conduct norms, ethical standards in the press and causing a behaviour which is useful not only from an economical point of view, but also from the social and ecological point of view. The relations between mentalities are essentially reduced to two things which reciprocally influence themselves – communication and intellectual property. This is why mass communication, by specific means, observing a certain moral conduct and certain standards of professionalism and assuming all the signals that the communication generators and intellectual property generators harmonize, with consequences on the consequences’ effectiveness.

In an informational company, mass communication accompanies the computerised systems and determines the growth of the social and political means of mass-communication.

The development of the information distribution technologies through cable and satellite and through interactive means, such as videotext, draws more closely the interrelation manners between the informative and persuasive communication and intellectual property.

e) The relation between the informative and persuasive communication and intellectual property

The relation process between informative and persuasive communication and intellectual property can be approached from three different points of view: (1) technologies and native or required skills; (2) systematic organization to which the enterprises belong – as an organizational structure; (3) attitudes.

Several explanations regarding the three points of view presented above are imposed as necessary. First of all, there are explanations concerning the techniques and skills. These regard the accurate, concise and clear communication of information, instructions and ideas and emphasizing their relation with intellectual property. From the informative and persuasive communication methods we can distinguish: (1) communication of stipulations and instructions; (2) direct speech; (3) performance of the leader position; (4) notes recording; (5) elaboration of reports, analyses, letters and other. The techniques and skills regard the overcome of the following communicational obstacles: (1) language, with emphasis on the words choice as to insure the efficiency of the relation between informative and persuasive communication and intellectual property, with discrimination in using

technical, formal and informal (folk) language; (2) non-verbal signal and its use for the oral messages' feedback within the relations system that we are interested in; (3) listening, under the form of strong concentration upon the informative and persuasive conversation in relation to intellectual property; (4) the interpersonal relation should be developed mutually and the emotional reaction should not block the success of the relation that we bear in mind.

Secondly, under the form of systematic organization, organizations are parts or subsystems of other larger multi-organizational systems. At the same time, parts of the enterprises or institutions, such as sectors, departments, working groups are regarded, in their turn, as systems with orientations and purposes for specific actions concerning the relation between informative and persuasive communication and intellectual property. In their case, the relation must be carried on and manifests itself efficiently. We must consider the human capital, which governs the prior mentioned relations through decisions and efficient actions.

And, thirdly, the attitudes are represented by the stereotypes associated to the previous experience of the human factor, which change into beliefs and adds to emotions concerning objects and people and which influence an individual to act in a certain manner, most of the times in an unpredictable way for the surrounding partners. This circuit is influenced by the impact of two different components: (1) the rational component, determined by the cognitive process and (2) the irrational component, generated by emotions and affects.

From the aspects mentioned above it results that intellectual property is in an organic connection with the informative and persuasive communication. The increased interest for this object is being intensified along with the passing of the world economy to a post-industrial society, which is being described as a knowledge society. In this society, the concept of „intellectual capital” is issued. It consists of the human capital, the organizational and the consumption capital and the intellectual property.

The intellectual property knows crucial moments. At such times it is necessary to resort to wisdom in issuing the process of intellectual property development that establishes a balanced relation between the rights owners and the intellectual property users. Some specialists consider the copy right a key element for the intellectual property development. So, in Europe, the copy right industries have contributed in 2000 with over 1,2 billion euros, producing a value of 450 billion euros, balancing with 53% of the GDP of Europe [11], [9]-[10].

Also, in the case of our country, the strategic approach of the intellectual property development process will contribute to the Romanian economy development, to the valuation of our culture and research in the European and international context.

f) Difficulties at the informative and persuasive communication levels in direct relation with intellectual property

The fundamental problem, at the first level of the informative and persuasive communication, the informing level, is the existence of involuntary or generated errors,

caused by the almost permanent existence of the “noises” that disturb communication. At cognitive level, another level of the informative and persuasive communication, the issue concerning the existence of reasoning structures, which are called “paradigms” namely principles, logical relations between key concepts, determine the cognitive manners.

The dominant reasoning structure of our society is disjunctive and simplifying. It is disjunctive because it has the capacity to separate deeds, data, issues, disciplines and it is simplifying because it tries to explain an organized assembly starting with a simple element, which is part of that assembly. Thus, we become blind to what systems, assemblies mean. We believe that the reasoning structures are mutually unintelligible. If a reasoning system that reduces human to natural elements is used, everything that will be explained relating to human could be summarized to the action of the genes. If a disjunctive reasoning structure is used, then everything that constitutes the biological part of a human being, the body, the brain will be eliminated and only the cultural and psychological dimensions will be kept. Each situation like this deals with a limited vision to what human being means.

In order to reach comprehension, understanding of meanings, the paradigms, reasoning structures that govern them and the other must be recognized.

Comprehension is possible only from inside the same paradigm: an assimilated paradigm which allows us to understand the ones which we do not understand. This allows us not to be lead by thinking structures which we don't know. Due to these premises, we can build what they call “meta-point of view”.

The first obstacle which has to be overrun in the understanding process of the other is the incapacity to understand ourselves, the capacity to “self-ocult”, thus a deceit, the lie linked to oneself, a process which functions without stopping. There is a part of us which deceits us, which lies to us, which makes us forget what we dislike and points out what we like.

The second difficulty in understanding the other is objectified in the tendency to reduce him to a stereotype personality, to close him in a rigid image, ignoring his multi-potential and multi-personality.

These communication difficulties which have appeared at information level but also at understanding level are overrun at public institutions level by means of inter-personal communication use, which is otherwise the most used communication manner in the public relations loaning a lot of characteristics which the informational and persuasive communication has.

g) Interpersonal persuasive and informational communication and intellectual property

The most reports between the informative and persuasive communication and the intellectual property are impersonal. In these interactions, the interlocutor is approached by means of his social status, of his profession or the role played in a given situation, without taking into consideration the individual

characteristics which distinguishes him, offering that uniqueness which constitutes the defining characteristic of a person.

The interpersonal relation is founded on the knowledge of psychological data regarding the interlocutor. Due to this information, we can anticipate the reactions of the dialog partner in a more efficient manner than in the case in which we address to complete unknown persons. In certain limits, the compartmental predictions are possible also in interpersonal communication, but they are based exclusively on socio-cultural factors and not on psychological ones.

Besides the possibility to foresee the interlocutor's reactions, the interpersonal knowledge confers and also offers explanations to these reactions. The observation that someone has become nervous or has become sad when he heard our words is an impersonal one, but if we have sufficient data regarding the manner and his personal life, we can say why he behaved this way.

Different from impersonal behavior, submitted to some companionship rules with general social norms character, interpersonal strategies are based upon the individual rules application determined by the interlocutor's particularities knowledge. The differences regarding the behavior and psychological profile between our friends oblige us to treat them differently, discussing with every single one differently.

It's understandable that any interpersonal relation starts by being impersonal and obtains gradually an interpersonal character. The gradual transition from one type to another makes impossible the moment settling in which the interpersonal stage has been definitely achieved.

The informative and persuasive communication has six main objectives as follows:

- *Interior knowledge* – self-knowledge – based on the invitation to reciprocity which is caused by communicator honesty.

- *Exterior world knowledge*, by information exchange with other persons, process which offers the subject the occasion to add to his personal experience, deadly limited, a part of the experience of the people having interpersonal relations. Also, let's not forget that the information obtained in a direct way is better fixed in our memory if it was the object of some interpersonal discussions.

- *Settling and maintaining significant relations with other human beings*, with the goal to satisfy fundamental needs like solidarity, friendship or love.

- *Interlocutor persuasion, influence or opinion, conviction, beliefs, attitudes or conduct change.*

- *Helping others*, either in cognitive plan by counseling, information, study, or in the activity plan, when they need solidarity, moral support, spiritual assistance.

- *Game and fun*, category in which, along with the actual games, a large number of communicational strategies is included which presents a playful unknown.

The proper course of the informative and persuasive interpersonal communication depends on the number of conditions, among the most important being:

- *Honesty*, manifested by an open attitude, without any secrets capable to assure the trust, even when the opinions expressed contravene your own convictions.

- *Solicitude*, in the sense in which the interlocutor expects also something else from you, an advice, something nice, a helping hand. Many times he comes to you asking for support given with friendship and morality. The solicitude is exactly made of this availability to help your interlocutor with the word and fact. By its manifestation, the relation has only to gain.

- *Empathy*, defined as specific human ability of psychological transposition of the self in the other's psychology. It presumes in imaginative penetration of an individual in thinking, feeling, action manner, by means of a resonance phenomena, of affective communication.

- *Positive attitude*, reflected on the interaction's components. It is a favorable opinion regarding the interlocutors. It doesn't have to remain at the level of a simple un-externalized spiritual disposition, and it is necessary to be communicated explicitly to the partner, because it will make him feel good, to actively participate at the interaction and to have a predilection for self-revealing, positive consequences on the reciprocal understanding.

III. CONCLUSIONS

Within companies there is a major concern for the communication to influence people's thinking. They use slogans, symbols and stereotypes. In this way opinions are formed and the degree of change is shaping. Opinions may be influenced by the persuasive and informative communication. Censorship of communication has a negative impact on intellectual property development. Inconvenience of censorship can be physical, psychological or semantic and they can occur in different moments of communication. It may also appear the self-imposed obstruction under the form of removing certain pieces of information from their own mental spheres of interest. This is where comes the effect generated by the informative and persuasive communication on the opinion shaping, which, in turn, generates attitudes and mutual influences.

The key of influencing the intellectual property development process can be found in the fact that the persuasion comes from the compatibility of the sent message by the dynamic equilibrium found at the receiver.

At the same time, the researches carried out and based on the analyze of the fundamental works of the scientist-philosophers, lawyers, economists, psychologists, managers emphasize that the notion of intellectual property must be

approached in a complex manner, by using different positions in their organic connections. Thus it can ensure the development of intellectual property, with contributions on the future development of the country's economy and creating competitiveness on the world market.

The research carried out by the authors, referring to the intellectual property development through informative and persuasive communication, allowed establishing the fundamental problems connected to shaping the objectives of the intellectual property in Romania, more exactly: a) the insufficient concern of the state regarding the market institutes; b) the weak preoccupation for producing and marketing the knowledge; c) the insufficiency of the financial resources for the inventors and scientific researchers activity.

As measures of eradicating the insufficiencies and developing the intellectual property in Romania, we recommend: a) continuing the establishment of the innovative infrastructure, through an innovative state policy, judiciously issued; b) forming an efficient system of financing the innovative activity; c) the large use of the tax exemption for the participants to the innovative process; d) conceiving an efficient mechanism of informational insurance for the innovative activity; e) the variation of the reward forms for the inventors and scientific researchers.

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