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The Corporate Video and Achieving Social Acceptance of the Institution: A Semiological Analytical
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Abstract

The institution relies on relationships with its audience in the development of its economic, especially customers, as they constitute its ultimate target. One of the fundamental principles governing the establishment of these relationships is engaging in communication to provide them with accurate information about its activities. Among the most essential communication methods that have become necessary and utilized by institutions, particularly with the prevalence of the Internet, are "corporate videos."

Based on that, this study aims to examine how corporate videos contribute to the acceptance of the institution by its audience in the global community it engages with through digital corporate videos. We have identified the acceptance domain to diagnose it in two dimensions: social and cultural. To achieve this, we conducted a semiotic analysis with a socio-communicative perspective on a purposive sample represented by the corporate video of A-TECH Algerian, a producer of personal protective equipment against risks and fire-fighting. We relied on the intellectual foundations of Heider's balance theory. Through this study, we have reached the following important results:

- A-TECH institution appears in the video, emphasizing its social and spatial belonging, and showcasing its inclination towards advanced ideas and technology.

- The cultural identity of the institution as depicted in the video, combines local values referencing the society to which the organization belongs (Algeria), as well as elements resulting from interaction through communication technology.

In conclusion, we were able to confirm the state of balance achieved by the symbolic messages contained in this video concerning the beliefs and attitudes of contemporary society, which expands the domain of acceptance and reduces the domain of rejection.

Keywords: corporate video, social acceptance, audience, global community, A-TECH institution.

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Introduction

In the era of the technological revolution, the culture of an institution has become shaped by communication channels. By utilizing audiovisual tools, the management of an institution now speaks of communicative fluidity embodied in corporate videos. These videos possess distinctive characteristics that set them apart from other communication methods, such as advertising. "A study conducted by Hupspot revealed that approximately 55% of the audience consumes videos more than other content carriers"[1] .

What is remarkable in this regard is that the internet has become the backbone of the current era. With its evolution, we now discuss videos for online publishing: web videos and videos on social media platforms (especially YouTube).

In this regard, the internet has provided the necessary environment for the dissemination of corporate videos, and its development has not been as effective through traditional communication methods. The current format of corporate videos has been able to achieve a higher degree of impact, thanks to the following factors:

1. Social media platforms: YouTube, Facebook, LinkedIn, Instagram, and others. "A study conducted by Pro, a social media analytics website, highlighted that the display of corporate videos on YouTube has been increasing annually"[2] .

2. On the website of the concerned institution: According to statistics from the same website, visual content is utilized by 85% of web marketing professionals[3] .

One of the significant issues related to the impact of corporate videos is marketing the identity of the institution through an appealing image that speaks about its human, material, and technological resources, as well as its history and more. The aim is to influence its external audience, especially customers, by providing them with information about the institution and creating a strong connection that gains their satisfaction, acceptance, and loyalty. Hence, our focus lies in studying how corporate videos contribute to creating social acceptance of the institution within a broader environment, the global community, within a socio-communicative framework and using the method of semiotic analysis.

Our selection of this topic is closely linked to the importance of technological advancements in the field of communication, which have significantly transformed the traditional aspects of institutional activities and their communication quality.

Problem Statement:

Marketing communication is essential for the success of any institution. Understanding how its methods and tools interact with the audience and effectively convey promotional messages represents a vital challenge. This process involves more than just transferring information about products or services. It also includes achieving a positive impact on the mindset of the recipient audience, influencing their opinions and facilitating the flow of this influence within society. This

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contributes to strengthening the institution's connection with its target audience by highlighting a positive image of the institution as one that serves the community.

In this regard, Harwood Childs states, "Our problem in every institution or industry is to discover those activities, to know their social effects. If they conflict with the public good, we must find ways and means to modify them so that they serve the public good. The public good is what the public says it is. "[4]

With the technological revolution, the era of information and digital communication, new communication methods and channels have emerged, which institutions employ to strengthen their connection with their audience and create social acceptance. These methods also enhance their position in the local and global community, thereby promoting their products or services both domestically and internationally. One of the most significant methods is corporate video, which plays a vital role in this field by conveying symbolic messages through moving images to an audience that interacts virtually. This brings us to discuss the "global recipient," the user of electronic networks. Therefore, investigating the persuasive effectiveness of corporate videos, with their symbolic and digitally interactive nature, in achieving acceptance for the institution in the contemporary society, the global information society, is essential. This involves exploring the visual and auditory elements, analyzing their meanings and connotations within a cultural and social context. Considering that corporate videos are a language rooted in social space, this is expressed by Barth, who referred to it as the social text.

Based on this understanding, we will strive in this study to explore how corporate video, with its digital identity and its connection to the socio-cultural conditions of the global community, contributes to achieving social acceptance for the institution. To answer this question, we will take the corporate video of A-TECH, an Algerian institution, as an applied model and subject it to analysis according to Roland Barthes' semiotic methodology. We will identify acceptance in two levels: cultural and social. Based on this, the sub-questions are as follows:

- How does the video reflect the identity of A-TECH institution through its communicative messages to the institution's audience?

- To what extent do the messages in the video align with the trends of this society?

- To what extent do the messages in the video align with the cultural beliefs of the global community it is connected to?

Study hypotheses:

Based on the theoretical framework of Heider's model, we hypothesize the following:

The corporate video of A-TECH institution achieves social acceptance when it balances the beliefs and social attitudes relevant to the community it is targeting, specifically the global community to which it is connected. This creates a favorable impression of the institution.

Study objectives:

Our current study falls within the scope of semiotic analysis (semiotics of meaning), which focuses on studying the relationship between signs and their meanings. We aim to analyze an interactive

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corporate video of A-TECH institution, which specializes in producing protective equipment, as an applied model. The objective is to examine how its content, including signs and symbols, contributes to achieving social acceptance for the institution. This will be achieved by providing realistic information about the following:

- The connotations of the messages conveyed by the institution (A-TECH) about its identity to its audience through its corporate video.

- The level of alignment between these messages and the cultural beliefs and social orientations of the target community: the global community.

Significance of the Study.

The importance of the study: lies in light of the following facts:

From a theoretical perspective, its significance is as follows:

- The lack of applied works within the field of communication heritage that highlight the importance of this type of communicative activity and its marketing significance in the social sphere.

- Emphasizing the importance of the corporate video as a marketing activity for the institution, contributing to enhancing the audience's understanding of the institution and achieving social acceptance.

- Investigating the process of interaction and influence within an open society, employing a semiotic analytical methodology.

From a practical perspective, it manifests in the following ways:

- Understanding the social vision reflected by the institution in the video as content that is produced within a socio-cultural context.

- Understanding the socio-cultural mechanisms employed by the institution through the corporate video technique to positively influence the response of its audience.

- Providing information about how the corporate video interacts with the socio-cultural background of the local and global communities it is directed towards, and how this affects the construction of cultural and social understanding of the institution and its implicit messages. This helps in assessing its social impacts and documenting its connection to its audience in the local geographic community and the interconnected global community.

Concepts of the Study : the most pertinent concepts to the study are:

1. **The institution:** It is defined by Michel Barbel[5] and Olivier Meier as a final system with its own specific goals (profit, growth, profitability), open to the external world (economic, political, and technological environment), and consisting of subsystems (departments, services, units, teams) with human, material, and financial resources that interact according to specific rules to engage in economic activity. In our current study, we have defined it within the model of A-TECH Algerian institution, specializing in the production of protective equipment .

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2. **Corporate video:** It is defined as a" video produced by a company, institution, or organization, often used to assist and increase awareness of the brand"[6] .

Operationally, it refers to an audiovisual promotional content in a digital format (on YouTube) aimed at presenting the institution and promoting its products, with the objective of gaining the marketing trust and acceptance of its audience: the corporate video of A-TECH as an exemplary case.

3. **Social acceptance:** Social acceptance of the institution is defined" as its ability to become socially embraced, acknowledged, and recognized for its contributions to serving the community and its members"[7] .

Operationally, it signifies the institution's capacity to engage in positive interactions with both the community in which it operates and those beyond its immediate reach. This capacity encompasses leveraging communication technologies to connect with its audience both internally and externally. By weaving a relational bond with its recipients, the institution conveys the message that it shares the same social orientations and aligns with their cultural beliefs. These efforts enhance the audience's understanding and appreciation of the institution, its products, and services, while maintaining a positive image. Consequently, it facilitates persuading them to repeat the purchasing process or adopt new products if available, as well as generating interest in the institution's services.

Therefore, achieving social acceptance is contingent upon aligning the institution's positions, activities, and messages with the direction and culture of the community it seeks to engage with.

4. **The audience:** It comprises "a large number of individuals who actively listen to or engage with a regulated means of communication. Although the audience consists of diverse individuals who are not bound by any social organization, they respond to a shared cultural stimulus in a relatively unified manner"[8] .

Operationally, it refers to the marketing audience: the customers targeted by the institution through social media platforms, especially YouTube. These individuals utilize the internet and receive the institution's messages through YouTube.

5. **The community:** In terminology, it refers to "a group of people who live together in an organized form within a structured society. Therefore, it is a collective of individuals residing in a specific location, connected by cultural and social relationships, with each member pursuing their own interests and needs"[9] .

Operationally, it signifies a group of individuals who live and interact together on a broader global scale through communication technology, facilitated by cross-border cultural and economic exchanges.

Previous studies:

In our search for previous studies on the topic of digital corporate videos, we found only one study conducted by Zalizam Muda, MohdNizaam Saad, Siti Nor Hamidah, and Hidayah Abd Jalil [10], titled "Corporate Video Development: DAE Consultancy, Services." This study aimed to provide

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insights into the development of a corporate video for DAE Consultancy and Services, an institution that produced the video to introduce its services to employees and the local community in the era of technological advancements. The study applied multimedia elements, including images, texts, and augmented reality, in the corporate video. The researchers concluded that incorporating multimedia components makes the video more engaging and capable of attracting potential audiences to watch and understand its content.

Commentary: In this study, we find that its subject has been discussed in a practical experimental manner, aiming to develop suitable content for promoting the institution and its products.

The theoretical approach:

We embark on the research topic of our current study from Fritz Heider's Balance Theory, which is one of the significant models for studying the functioning of media information in society. "This model is based on the concept of balance or symmetry, which represents the state in which beliefs, ideas, attitudes, behaviors, and relationships stand in relation to one another and are capable of resisting negative influence"[11] . This model provides an explanation for the process of communicative influence from various aspects, notably the relationship of emotions, such as acceptance and rejection, as the audience tends to gravitate towards content that aligns with their emotions, indicating balance.

The Theoretical Framework of the Study:

1. Concept of Corporate Video:

With the advancement of communication technology, what is now known as "corporate video" or "corporate film" has become available in the field of corporate communication. What do we mean by a corporate video? What are its characteristics? And what is its historical reference?

1.1. Definition of Corporate Video:

It is a communicative, informative, and marketing approach.

- Communicative Approach: It aims to present the institution, its brand, products, or services to the public.

- Informative Approach: It utilizes media, especially digital and mass media.

- Commercial Marketing Activity: It is employed by the institution to promote its products, services, and activities to its audience and highlight its competitive advantage.

It is a specialized corporate communication activity that distinguishes itself from traditional corporate communication in terms of being an audiovisual production. It is not a conventional presentation; it presents the institution, its products, or services in a completely different way from advertising, differentiating in the following elements:

- Duration: Generally ranging from 5 to 10 minutes[12] , but it can extend to 26 to 52 minutes for television documentary-style presentations or those stored on directed-use CDs[13] .

- Audience Size: Smaller compared to television advertising audience (Internet users).

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1.2. Characteristics:

The characteristics of a corporate video include:

- It aims to introduce the institution and present it to its audience.

- It has diverse content, conveying the institution's expertise, culture, activities, products, or brand.

- It is produced by specialized audiovisual communication institutions or offices, upon request from the concerned institutions, such as Canal H, Aloest, Companeo, Lesbdm, SENAAT, Art 212 in Dubai, etc. These institutions are required to possess three features: artistic creativity, mastery of communication technology, and marketing process management.

- It targets both internal and external audiences.

- It is disseminated through communication channels such as reception halls, exhibitions using large display screens, television, or digital platforms (web or YouTube).

- Corporate videos are created within different contexts, both within and outside the institution. This includes participation in seminars, exhibitions, public speaking engagements, and other social activities carried out by the institution. For example, the public sanitation institution in Batna, CleanBat, filmed a video showcasing their employees' environmental beautification efforts in the municipality of Seryana and shared it on their Facebook page.

1. 3. Historical Origins:

The historical origins of corporate video are closely linked to the emergence of cinema. The first appearance of a "corporate film can be traced back to the French film "Departure of the Lumière Factory in Lyon" in 1895, which was the first cinematic corporate film project in France"[14] . However, its true emergence as a communicative activity within corporate communication occurred between 1980 and 1990 when organizations witnessed growth in audiovisual communication.

Starting from 1990, corporate video entered a new phase due to the widespread adoption of internet technology, which facilitated the production and distribution process. The internet revolutionized the accessibility and reach of corporate videos, making it easier for organizations to create and share their videos with a wider audience.

Figure 1: a scene from the French movie ""Departure from the Lumière factory in Lyon."

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Source: Wikipedia.org

2. Types of Corporate Video and Their Media Techniques:

As previously mentioned, corporate video is a communicative activity that disseminates information about an institution and its activities. Understanding its types and media techniques is essential to grasp its complete meaning.

2-1. Types of Corporate Video:

Corporate video encompasses the following types:

- Corporate Profile Video: This type aims to introduce the institution by focusing on its distinguishing elements compared to competing organizations. It highlights aspects such as human resources, available facilities and technology, production methods, and more. Utilizing statistical data and figures, "this video type typically has a duration ranging from 2 to 5 minutes"[15].

- Product Video: It serves as a promotional tool to enhance product visibility and boost sales. The primary goal of a product video is to showcase the product or service, emphasizing its quality and the benefits it delivers.

- Brand Video: This type of video focuses on marketing the brand identity of the institution. It aims to create brand awareness, establish a strong brand image, and communicate the values and personality associated with the brand.

2.2. Media Techniques Used for Conveying Information:

In the design of corporate videos, a specific media approach is employed, which may include:

- News-style Video: This style relies on interviews conducted with relevant experts or stakeholders (specialization is required based on the nature of the product or service). Its purpose is to provide abundant and accurate information about the activities, products, or services of a particular institution. Conducting these interviews necessitates the involvement of a professional journalist.

- Reportage: This involves presenting testimonials from the institution's manager, employees, or customers.

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- Event Video: This entails recording an event, such as a conference, exhibition, or meeting, in the form of a film. It can be presented either through live broadcasting or indirectly by including it on CDs or showcasing it on platforms such as YouTube.

- Promotional Video: These videos are disseminated through television channels, the web (referred to as web commercials), or social media platforms. They can appear as pre-roll advertisements on YouTube or be embedded within other content.

- Close-up or Motion Graphics Video: This type of video is specifically used for product promotion. It involves capturing shots of the product from various angles in a realistic context or against a black-and-white background. A voice-over is typically included to provide commentary on the product.

2.3. Persuasive Techniques of Corporate Video on the Audience:

Corporate videos have the ability to influence the target audience on cognitive, emotional, and behavioral levels. This influence is achieved through:

- Audiovisual Clips: These clips stimulate and convert the audience into customers of the institution. In this context," statistics from the social media platform Pro in 2017 indicated that the likelihood of sales increasing through video presentations can reach up to 97%. Additionally, 90% of users stated that product videos are essential in making purchase decisions" [16].

- 3D Media Shots: Utilizing three-dimensional media shots to enhance the visual appeal and engagement of the audience.

- Storytelling: Employing narrative storytelling techniques to represent the institution, its values, and its culture.

These characteristics work together to produce a dynamic, modern, and creative film that provides a better vision of the message. It is worth noting that the culture of motion graphics, which is the foundation of corporate videos, allows for the conveyance of emotional messages. Beautiful visuals attract the audience and are easily retained in memory. In fact, "statistics from the same social media platform, Pro, indicate that 1.8 million words have less impact than just one minute of video"[17] .

Designing the content of such videos requires considering specific techniques that greatly contribute to achieving an impact on the receiving audience. These techniques include:

Providing a video for the project that states "Your Project", "Your Activity", "Your Profession", which was produced by Studio Be Happix for films, titled "More Secure," we delve into Apave's training on quality standards in the industrial and environmental analysis sectors.

- Selecting an Engaging Background Relevant to the Message: Setting the Context of the Video

For the content, an attractive background that relates to the topic of the message should be chosen to establish the context of the video. This can be seen in Figure 2.

Figure 2: A snapshot from the corporate video of the Tunisia Jobs program.

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http://sans-parachute.com:2021

Title: "Tunisia Jobs: Empowering Job Seekers - USAID-funded Program"

This excerpt is from the corporate video of the "Tunisia Jobs" program, aimed at assisting job seekers and funded by the United States Agency for International Development (USAID). Its objective is to highlight the program's progressive nature and secure support from the entrepreneurial audience.

2- Adding a Humanitarian Touch to the Brand Name or Logo: Using social or environmental terms or symbols to infuse a sense of humanity. As shown in the example below:

Figure 3: A snapshot from the video of Mouzeuil-Saint Martin by Mosaïque San Martan.

Source: https://axiales.fr, 2020

As highlighted in the image, the content's title is "When Nature Speaks to the Sun." This is the slogan introduced by the French town of Mouzeuil-Saint Martin in their promotional video produced by Axiale Agency in 2020. The purpose of the video was to familiarize residents with the diverse natural landscapes that characterize the region.

- Placing the brand name or logo in the center or top left of the screen: This is because viewers' gaze is naturally directed towards the screen and towards the left.

- Utilizing keywords or phrases written on a background of colors (such as white and black) while simultaneously speaking them. As an illustrative example, we can mention phrases from a video by André Renault, the French furniture and upholstery company, including: Exclusive technology, 90% recycled waste, 40 years of practical knowledge, custom designs, exceptional craftsmanship,

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attention to detail, reliability. Similarly, in the video for Apave, the phrases include: Prevention, monitoring, innovation support, risk management, ensuring the importance of the institution.

- Highlighting the values of the institution, such as the "Will to Succeed" introduced by GCC Services, a company specialized in providing services in remote areas (oil and gas exploration, facility construction, catering, etc.) in one of their designed videos.

Methodological Procedures of the Study:

1- Methodology:

In our current study, we adopt the semiotic analytical approach, which, according to Roland Barthes, represents "a form of in-depth research on iconic or linguistic messages. The researcher adheres to the modesty of the message on one hand, while seeking integration by addressing other psychological, social, and cultural aspects on the other hand.."[18]. This methodology was employed by focusing on the signs and symbols contained within the corporate video messages (such as the video of Company A-Tech) about the institution. We analyzed the socio-cultural context in which these signs and symbols were used, shedding light on their socio-cultural significance. Barthes argues that "everything we see in our societies, such as clothing, media, and all visual production (television, cinema, newspapers, advertisements), is interpretive texts that express the society, its orientations, opinions, and standards. "[19]

In addition to the case study method, the corporate video of A-TECH (A-TECH institutional video) was chosen as a case subjected to semiotic analysis.

2- Methodological Tools:

The study employed the content analysis tool using elements of the Barthesian semiotic analysis to understand how meanings and symbols are conveyed through the video scenes.

3- Study Sample:

A purposive sample was selected, represented by a digital corporate video (on YouTube) of A-TECH, an Algerian technological institution specialized in the production of protective equipment. This includes firefighting and rescue helmets, advanced protective helmets for workplace safety, all of which were produced in 2021. The institution has a physical presence in Algeria as well as in 60 other countries, according to the information provided on its website.

Here is a technical profile of the video

| Title | Film presentation of the company, in favor of the leading Algerian producer of safety equipment.

Fire fighting and technical rescue helmets, protective helmets in workplaces, as well as law enforcement equipment. Invest in the latest technology in order to ensure |
|---|---|

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	customers' products comply with internationally recognized standards.
Genre	Digital
Communication support	You tube
You Tube Channel Name	PATRIMONIU Communication, Audiovisual
Source	A-TECH Company
The community that produced it	Local (Algeria: Algiers)
Domain	Industrial
Character	Promotional
Subject	Institution promotion
Duration	4 minutes and 5 seconds
Production date	2021
Video link	https://www.youtube.com/watch?v=bebs3-ft_Pg
Participation rate	1%

4- Study Limitations:

The analytical study was applied to the corporate video of A-TECH, an Algerian institution, during the period from 03 January 2023, to 27 March 2023.

Presentation and Analysis of Data:

The semiotic analysis of the interactive audio-visual text, "A-TECH A-Tech Protective Equipment (Helmets) Corporate Video," yielded the following results:

1- Denotative analysis of visual signs and symbols:

1-1- Video Format: The video is a corporate video that aims to introduce A-TECH institution. It is an audio-visual content with a duration of 4 minutes and 5 seconds. It consists of dynamic slow-motion scenes (frames) that depict the stages of helmet manufacturing using modern high-quality visual effects. These visuals enhance attractiveness and create a desire to purchase among the receiving audience. The visuals are accompanied by an intense, stimulating robotic-integrated music.

1-2- Message Compliance Level:

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The video begins with:

- Introduction: Lasting 7 seconds, consisting of 3 frames, where the designer introduces A-TECH institution, its logo, and its activities.

- Content Development: Starting from the 8th second until the 3 minutes and 46 seconds mark, it includes scenes explaining the product manufacturing processes, starting from raw materials, pouring, drying, infrastructure, product characteristics, and logos that reflect the institution's values.

- Video Conclusion: Starting from the 3 minutes and 47 seconds mark, it presents the institution's logo, reliability certificates, and institution's information until the end of the 4 minutes and 5 seconds video.

1-3- Visual Signs and Symbols: The video contains several prominent symbolic signs, including:

1-3-1- Institution Symbols:

1-3-1-1- Logo Symbols: Highlighted through shots that showcase the institution's logo, which also include:

- **Commercial Brand**: The brand symbol of the company, A-TECH, includes the abbreviation "A" for Algérie, representing the sense of belonging to the Algerian community, and "TECH" for Technique, representing the field of activity (technology). Thus, it signifies an Algerian technological institution. The institution's logo appears with its activity (production of safety equipment) in the opening scene on a black background to highlight it, as well as in the second scene. It also appears in the final scene with a black background, along with information about the institution, including phone numbers and references to its presence on social media networks such as LinkedIn, Facebook, and YouTube.

Figure 4: The brand symbol of A-TECH institution for the production of protective equipment as depicted in the video (in the introduction and conclusion).

The authenticity mark is established by linking the institution's brand to the country of origin (Algeria). It appears in the bottom left corner as a round shape with the national flag in the center. Around the flag, it is written "صنع في الجزائر" in Arabic and "MADE IN ALGERIA" in English, as shown in Figure 5. This reinforces the image of the institution as innovative and advanced.

Figure 5: Video frame displaying the authenticity mark.

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-The institution's logos at the end of the video, which included the phrases listed in the table below:

Table 1: Logos of the institution featured in the closing section of the video content.

Logos Logos in French as featured in the video	Translation
Conscient que la sécurité est un métier	Aware that safety is a profession
L'implication de nos équipes	Share our teams
Répond à un système de management avéré	Responds to a stable management system
Notre engagement ... Garantir une sécurité maximale	Commitment... Ensure maximum security

1-3-1-2- Work Uniform: The video shows workers wearing the company's work uniform, which bears the name of the institution "A-TECH" on the back. Additionally, on the front left side, reflecting social belonging and commitment to the corporate identity.

1-3-1-3- Industrial Filming: Through filming scenes of the production processes in the institution's factory, the video highlights:

- The infrastructure of the institution, showcasing details of its equipment (using close-up shots and employing written texts as illustrative communication tools).

The video focuses on the corporate colors, primarily blue, which dominates the surrounding environment (walls, floor, doors), along with white. This color choice symbolizes advanced technology as a distinguishing feature. "Blue is commonly used in the telecommunications technology sector"[20] .

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Figure 6: A screenshot from A-TECH's video highlighting blue as the primary color scheme in the institution's factory.

1-3-2-The product: helmets, and the video showcases the filming process with a focus on the following elements:

1-3-2-1- Description of the manufacturing process: The video illustrates how the raw material, ABS (Acrylonitrile Butadiene Styrene), is transformed. ABS is a type of plastic known for its strength and rigidity, making it an ideal material for structural applications that require impact resistance, strength, and rigidity. "It is widely used in the manufacturing of prototypes for production because it has excellent dimensional stability and is easy to paint and glue"[21] . The video captures the stages of this transformation process and highlights them with written texts. Additionally, the video mentions the institution's production capacity through the written message "Moulage de 518 tonnes" (Molding of 518 tons) of material.

1-3-2-2- Innovative Design: The video highlights the appealing details of the helmets, focusing on the following aspects:

- **Aesthetic Colors:** The video emphasizes four colors that have significance in terms of attraction and serve a symbolic function to clarify the industrial use of the helmets produced by the institution. These colors are as follows:

-Red Helmets: Represent Forest firefighting helmets for firefighters. They are prominently featured in the video.

-White Helmets: Indicate Forest firefighting helmets for officers.

-Blue Helmets: Symbolize helmets used by workers in the fields of electricity, carpentry, and technicians for personal protection.

-Gray Helmets: Signify helmets for urban firefighters.

-**The elements of creative design** are evident through the addition of distinctive features that effectively meet customer needs. They have been mentioned in the video and include:

- Night Signage Sticker (Adhésif de signalisation): This sticker enhances visibility and serves as a safety feature during nighttime usage.

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- Customized Front Plate (Plaque frontalepersonnalisée): The front plate is tailored according to specific usage requirements, providing a personalized touch.

- Lamp Adapter (Adaptateur de lampe): This adapter allows for easy attachment of a lamp to the helmet, enhancing functionality and versatility.

- Face Shield Holder (Levier de l'écran facial): The face shield holder ensures secure and convenient placement of the protective face shield.

- Inner Cover (Coiffe intérieure): The inner cover provides comfort and a snug fit for the wearer.

- Face Mask (Écran facial): The face mask offers additional protection and is designed to be integrated with the helmet.

- Safety Glasses (Lunettes de sécurité): These safety glasses provide eye protection, ensuring comprehensive safety measures.

- Chin Strap (Sangle de menton): The chin strap ensures proper helmet retention and secure positioning.

1-3-2-3- Quality Inspection: The video showcases scenes of the product undergoing performance testing to assess the strength and durability of the helmets under conditions that simulate real-world usage. The efficiency of the helmet is determined, including the ease of opening the strap system used to secure the helmet to the head, demonstrating its ease of removal in case of emergencies or for comfort purposes. Additionally, the video highlights the helmet's ability to withstand fire and external impacts.

1-3-2-4- Quality Assurance: Towards the end of the video, scenes are presented showcasing certifications such as Product Compliance, Continuous Product Improvement, and Customer Satisfaction Certificate (CIS). These certifications indicate that the helmets comply with approved standards and have been tested and deemed suitable.

Figure 7: Clips from the video showcasing product (helmet) testing.

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1-2-3-5- Packaging and Labeling: The video presented footage of the packaging and labeling processes, demonstrating how the helmets are transformed from the production stage into a state ready for transportation and distribution. The packaging included two essential steps:

-Placing the product (helmet) in a black bag branded with the company logo. The choice of black color serves as a marketing strategy to enhance "the visibility of the company's brand"[22] . Additionally, it aims to add a touch of elegance, prestige, and visual appeal to the packaging, thereby reinforcing the customer's impression of the product's quality and luxury. Black color is often associated with elegance and distinction.

-Then placing the helmet in a simple white box adorned with a green-colored helmet illustration, the company logo, and other writings. We can interpret this as follows: The simple design of the box may convey uniqueness, simplicity, and attractiveness. The choice of green color may be an attempt by the designer to showcase the safety of the helmets, environmental care, and an industrial touch, as they are intended for use in industrial environments.

Figure 8: A clip from the video depicting the product packaging process.

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1-3-3- Equipment Technology: The video showcases the latest technologies used in the company, highlighting the technological advancement and innovation in the field of helmet manufacturing. These technologies are highlighted in three levels:

-Level of Technical Equipment: In this context, the video primarily focuses on the technical devices used in the manufacturing process, indicating that the core foundation of the company is the technology employed in the industry.

-Level of Robotic Device: Through three close-up shots, parts of a robot are shown, indicating that the utilization of this technology is exceptional in critical tasks. This emphasizes its role as an advanced technology and a system that enhances product efficiency and precision.

Figure 9: Scenes highlighting the robotics technology used in the institution.
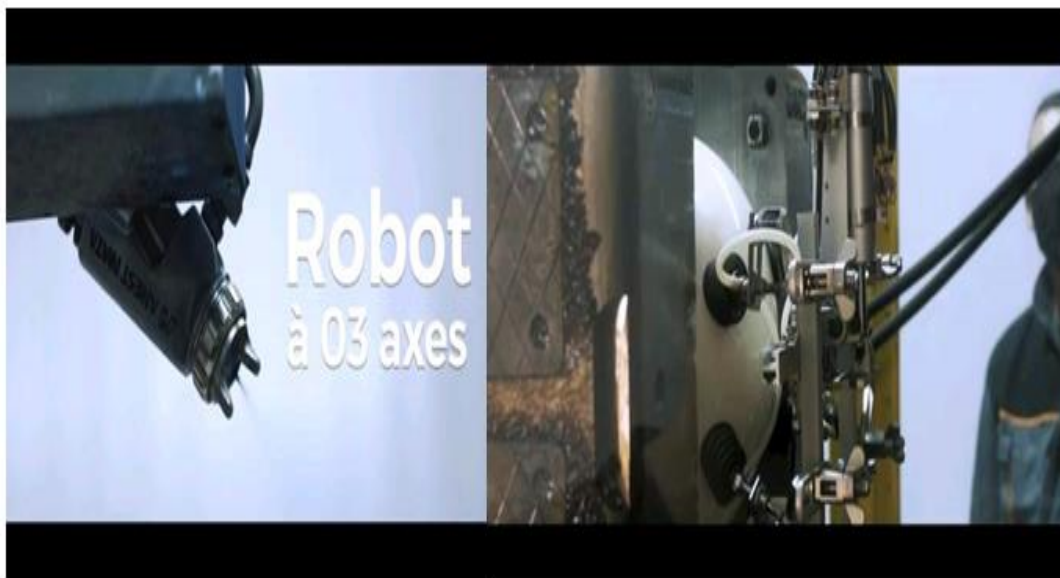
-Information Technology Level: To process product quality monitoring data and ensure compliance.

1-3-4- the workers : The video highlighted the workers of A-Tech Company in several scenes, emphasizing four specific situations:

-Their interaction with the equipment: This showcases their skills and proficiency in utilizing technology.

2. The use of technology in close-up shots: These shots capture their facial expressions and hand movements while working with computer technology. This is done to demonstrate their focus, control, and the comfortable working environment.

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Figure 10: Close-up shots highlighting the technical skills of the worker.

_**In their interaction with the product**, it signifies the skill and dedication of the Algerian worker. It showcases the worker's proficiency and commitment to their work. The video also portrays the diverse tasks performed by the worker, capturing them in different physical environments such as the workshop and the equipped manufacturing room.

Figure 11: Shots expressing the worker's skill.

-**With work uniform:** The video highlights the worker's attire in three different contexts:

-Full protective white suit: This suit is considered personal protective equipment and is worn in the equipped manufacturing rooms. It provides complete protection to the worker.

-Workshop attire: The workers are shown wearing gray outfits with some black accents in the workshop. The purpose of this attire is to ensure protection while allowing greater freedom of movement.

-Work blouse: Technicians are seen wearing blue work blouses in technical work environments.

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Figure 12: Types of professional attire used in the institution.

The images were accompanied by linguistic signs, in the form of phrases written in French, distinguishing between:

Table 2: Written texts that accompanied the images

Phrases about the organization's logos	Phrases about product features	Phrases describing the infrastructure of the organization	Phrases explaining the stages of manufacturing helmets	Introductory phrases about the institution.
Ace: Aware that security is business Involvement of our teams	Ace: NIGHT Signage Adhesive Safety goggles Flame Resistance	Ace: Robot equipped with a motor brain and pneumatic cylinders	Ace: Drilling operation Strict controls between each phase Preparation phase	Ace: A-TECH Production of safety equipment

2-The semiotic analysis of social symbols and their significance in the video:

The filmic image of the video under study represents a facet of social reality, where we see, in its overall design, a group of workers in an advanced technology helmet factory, working with dedication, professionalism, and technological expertise. They paint a vivid picture with their collective efforts in the world of production, embodying teamwork, joint effort, mastery, creativity,

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and technical proficiency. Analyzing these elements as a complex language is essential for understanding the social vision of A-Tech's institutional video. This analysis is necessary because these elements "are drawn from reality and are projected into a social reality, imbuing them with social meaning that the film integrates in one way or another, whether by conforming to it or challenging it"[23] . At this level of approach, we find that the social significance of the video emerges from three specific situations:

2-1- Structural Situation: It is manifested in:

- **Functional organization**: The video depicts the absence of leadership representation and showcases images that highlight the coordination of efforts and collaboration among group members. The prevailing organizational performance style in the institution is democratic.

- **function diversity**: The video content focuses on various stages of helmet manufacturing, highlighting the organized division of work based on a set of integrated functions within the production process, including:

- Production line: It starts with material pouring and proceeds to testing, assembly, and installation.

- Quality management: A worker specializing in helmet inspection is portrayed using information technology to ensure quality and compliance with specified standards.

- Product logistics: It includes packaging and labeling, as shown by scenes featuring a male and female worker, as well as transportation for storage and shipping tasks performed by other workers.

-Production management: It is represented by a specialized worker evaluating the production, which reflects a form of contemporary industrial production organization.

-The video also demonstrates job diversity for individual workers, as they are shown performing different tasks. This can be interpreted as their ability to handle diverse responsibilities across various functions, indicating the development of the workforce and their adaptability to the requirements of the work environment. This can be explained by the concept of division of labor by Adam Smith, where individuals can perform various tasks based on their skills and specialization. This enhances productivity and efficiency in the economy, allowing individuals to make effective contributions in specific areas. The video may embody the effectiveness of this approach in the context of modern work.

-Social solidarity is highlighted through the emphasis on collective work among the institution's workers, as depicted in scenes showing workers working together.

Figure 13: Shots embodying the unity of the institution's workers and their social solidarity.

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2-2- Relational Situation: It includes social relationships in the work context, which are depicted in the video through various symbolic:

- gestures indicating interactions between the workers, such as hand movements and coordination in work. These signs signify positive interaction among the workers, functional coherence, and teamwork integration.

-The video also portrays a relationship of mutual cooperation between men and women, enhancing positive dynamics within the work group and reflecting diversity and integration in the work environment. The dominant significance conveyed in these scenes is respect and understanding between genders.

2-3- Social Values: Based on semiotic analysis of the animated images in the video, the following meanings should be emphasized in this aspect:

- **Safety and security:** The video highlights the social orientation of the institution towards safety and security. This is evident from the prominent branding of "A-TECH" safety equipment company, which appears in the opening, second, and closing scenes against a black background.

-The focus on the production of helmets, especially the red ones, may be interpreted as attracting the viewer's attention to their strength in providing protection. "The color red is often associated with power, caution, and danger"[24]. The distinctive design of the helmets emphasizes their ability to protect individuals in the community who use them. The prominent elements in terms of significance in this aspect are the features of the manufactured and targeted helmets, performance testing, conformity certification, and accreditation. Additionally, there is a close-up shot focusing on the civil defense protection logo.

-**Innovation and Technology:** This is evident through recurring scenes highlighting the technology used in the production and design of helmets, such as technical equipment, robotic devices, and computer technology.

-**Social Responsibility:** The content emphasizes the institution's commitment to social responsibility, adding a human touch to its social objectives. This commitment is reflected in:

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-Internal environment (workers): The use of symbols such as protective suits, masks, and face shields.

-External environment (community): The product undergoes performance testing before distribution for actual use. The video showcases the institution's adherence to quality and safety standards through certifications presented at the end of the video, along with the institution's logo stating, "Our commitment... Ensuring maximum safety."

-Natural environment: The video demonstrates the institution's approach to minimizing its negative impact on the environment through a specific shot indicating such efforts.

Figure 14: A frame from the video illustrating the environmental protection system implemented by A-TECH institution.

- **Support for the Local Community:** This is evident in local employment, as the video highlights that all the workers are Algerian.

- **Promotion of Social Harmonious Position:** The video embodies a general reconciliatory vision that portrays the workers in a state of harmony and cooperation, disregarding various contradictions (such as those related to gender, generational gaps, and others). This can be interpreted as both a promotion strategy and a presentation of the institution's commitment to global values based on fostering harmony, coexistence, and reconciliation instead of conflict and contradiction.

3- **Analyzing the Cultural Symbols and their Meanings in the Video:** The way in which the institution carries out its role in any social context primarily relies on its understanding of the cultural aspect of the community it interacts with and communicates its messages to through various communication channels. Based on this understanding, we can identify the cultural symbols present in the messages conveyed in the A-TECH video, which serves as a case study in the context of institutional marketing. We have identified the following:

3-1- **Visual Structure Level: which include:**

- **Symbols of National Identity:** These are represented by the name of the institution (A-TECH) and the emblem of authenticity, which embodies Algerian identity. It highlights the institution's pride in Algerian industry and its commitment to supporting the local economy. This factor

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contributes to enhancing the institution's identity among its audience, particularly in terms of community affiliation.

- **Symbols of Social Belonging**: These symbols include:

- The factory: The institutional headquarters and a symbol of the social belonging of the workforce.

- The natural scenery that distinguishes the local environment, as shown in the second scene of the video.

Figure 15: A snapshot depicting the physical work environment of the institution.

- All the workers are Algerian.

- Products feature Algerian design in terms of the emphasized colors and custom markings as depicted in the figure below:

Figure 16: Focus in the video on the Civil Protection emblem in Algeria.
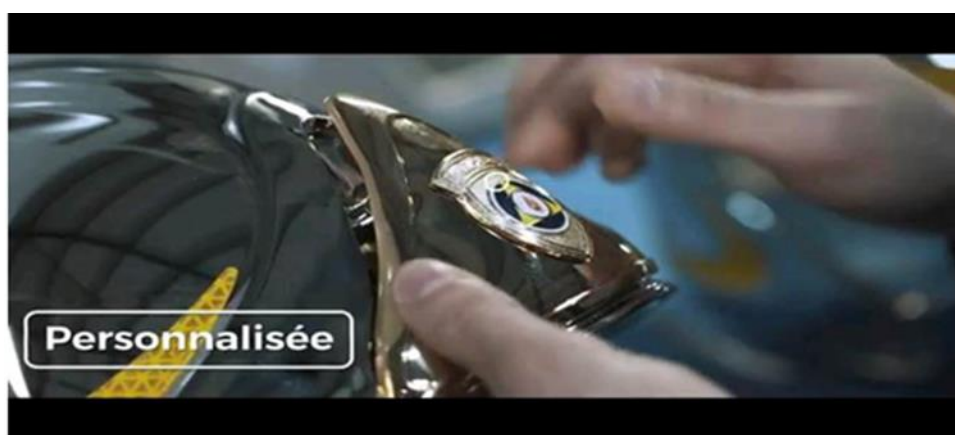
-Manual work: The video designer focused on shots highlighting the manual skills of the workers, representing the cultural specificity of Algerian society in the field of industry, as it is renowned for its craftsmanship.

Figure 17: Shots demonstrating the manual skills of the workers.

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-The division of function roles between women and men: The role of working women in the video aligns with the system of social life in Algerian society. When examining their representation in the video, we find that there is the appearance of one female worker in every five scenes, without focusing on her specifically (most of the time, these were general shots). She is wearing a hijab and is involved in assembling and packaging the product only. This reflects the institution's perspective on industry, considering it as part of masculine work, which aligns with the beliefs of Algerian society.

Figure 18: Clips depicting the representation of women in the video.

-**Symbols of Design and Elegance:** The helmets in the video showcase a modern design with a focus on highlighted features, as emphasized in the video, such as the night sign sticker, customized interface panel to meet usage needs, lamp converter, face shield holder, inner lining, and safety goggles. The helmets are presented in attractive colors including red, blue, white, and gray, reflecting elegance and professionalism in industrial design. Bright lighting is employed in the scenes to accentuate these aspects.

Figure 19: Shots showcasing the creative design of the helmets.

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-**Advanced technology symbols included:**

- Technical equipment, robotics technology and Information technology.

Figure 20: Various technologies used in the institution.
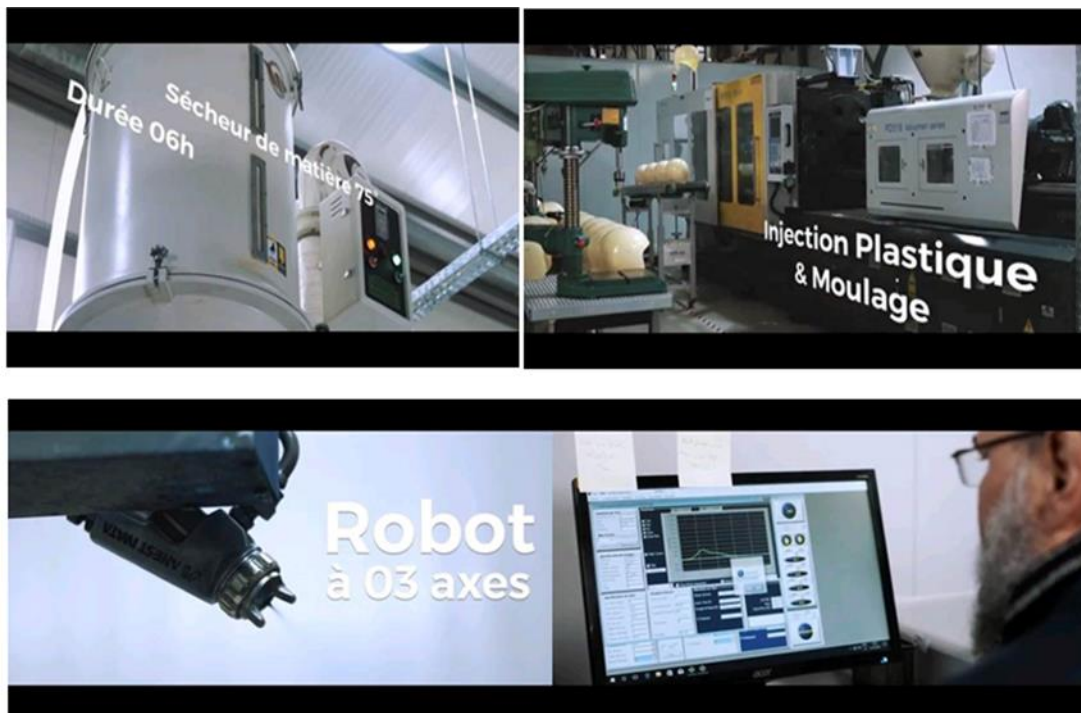
-**Quality symbols**: Through a scene depicting the process of processing compliance data, as well as images displayed in two shots in the final segment of the video about certification documents.

Figure 21: Video shots highlighting the quality symbols of the helmets (compliance data processing process and certificates).

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The result that can be derived from this aspect is that the culture of dialogue and interaction depicted in the video is a blend of national culture and values relevant to the social system to which the institution belongs. It also incorporates a new culture, which is the global culture.

3-2-The background music used in the video is a modern and innovative composition integrated with the robots. It starts with a regular rhythm and then gradually decreases before suddenly rising. It reaches its peak at 43 seconds, synchronizing with the phrase "Robot équipé d'un cerveaumoteur" (Robot equipped with a motor brain), which is the exciting moment. This can be interpreted as the video designer's intention to draw the viewer's attention specifically to this point, highlighting the importance of artificial intelligence in the institution's products. The rhythm continues to rise until 1 minute and 35 seconds, then decreases to a normal level. It then rises again with a repeated section at 2 minutes and 27 seconds, which coincides with a shot illustrating the workers' attention to helmet details. It remains elevated until it concludes at 3 minutes and 35 seconds.

The strategic use of rhythm in the video conveys a positive message about the utilization of advanced technology in producing helmets with innovative design and high quality. The music integrates with the visual elements of the video, helping to leave a strong impression on the viewer regarding the institution's focus on advanced technology and product quality.

3-3-The use of colors predominates in the video, with a prominent blue color scheme. The velvet blue background accentuates the images, while the helmets and the specially equipped manufacturing rooms are depicted in a deep blue shade. The light blue color is used for the factory walls and the floors of some equipped rooms. "Blue is the most commonly used color in the field of new technology, information, and social networks" [25].

Discussion of Study Results:

Our semiotic-socio-communicative analytical study reveals several important issues:

1-The communication messages in the video highlight the identity features of A-Tech, the manufacturer of protective equipment. These messages are connected to:

- Branding symbols, including the institution's name "A-Tech" and its activity of helmet production. The primary logo of the institution emphasizes our commitment to ensuring maximum safety.

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- National identity symbols: Represented by a round emblem incorporating the national flag and the phrase "Made in Algeria" in Arabic and English. This distinguishes the product as a local and national industry, enhancing the trust of the target audience in its products.

-Advanced technology symbols: These regularly appear in the video content, showcasing the types of technology employed by the institution in the manufacturing process: technological equipment, robotics, and information technology.

-Innovative design symbols: These encompass the aesthetics of colors, with attractive choices (red, blue, white, and shiny gray) to highlight the industrial helmets produced by the institution. The video utilizes bright lighting to showcase these helmets and their features.

-Symbols of quality and reliability: This is conveyed through scenes depicting product (helmets) performance testing, certifications such as compliance and monitoring, customer loyalty certificates, and the institution's logo.

-Symbols of the industrial physical environment: Represented by the institution's manufacturing plant and its facilities.

-Local workforce: Algerian workers are portrayed positively through scenes and shots that reflect their commitment to work, engagement in the production process, and mastery of technology (tool proficiency). This emphasizes the significant importance of the teamwork in achieving successful production processes and ensuring the quality of the final product (helmets).

Based on these symbols, we can infer that their meanings in the context of the marketing video, which is the study sample, represent the brand identity as well as the social and cultural aspects of the institution.

2-The level of agreement between the communication messages in the video and the social trends of the global community to which it is addressed:

_ Emphasis on social solidarity.

_ Embracing the shift in manufacturing trends: Through the use of advanced technology in helmet production.

_ Openness to the community through a focus on technology, global quality symbols, and colors.

_ Sustainability and social responsibility: Through symbols that reflect the institution's commitment to social responsibility towards the internal and external environment and the preservation of the natural environment.

_ Human values by focusing on helmets for civil protection personnel.

_ Honesty, credibility, and transparency through scenes that document the stages of the manufacturing process, starting from raw materials, how they are tested, the product undergoing testing, and certifications that validate this.

It becomes evident that the symbols present in the video messages convey information that aligns with the tendencies of the modern society. A-Tech is shown to be inclined towards innovation,

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progress, and being progressive. This can be interpreted in the light of the theoretical approach of achieving balance.

3- The level of agreement between the communication messages in the video and the cultural beliefs of the targeted community: We distinguish in this aspect:

3-1- Values with a local orientation include:

_ Emotional values associated with social belonging, where "the emotional dimension is always present in this subsystem, which humans assimilate since childhood through the process of socialization"[26]. This is indicated by elements such as the brand, the authenticity symbol, and the identity of the workers (all Algerians), as well as the industrial environment.

_ Values of participation and collaboration represented by symbols of social interaction among the workers.

_ Cultural homogeneity values represented in the video through the following symbols: Algerian workers, uniform attire, mostly male workers, mostly belonging to the same age group, and visually belonging to the same social class.

- Dedication and commitment to work portrayed through scenes of workers diligently performing their tasks.

_ Craftsmanship traditions highlighted through close-up and medium shots showcasing the use of hands and manual skills in helmet manufacturing (preparation, assembly, etc.), representing the cultural specificity of Algerian society in the field of craftsmanship.

_ Gender differentiation depicted through scenes symbolizing noticeable differences in the economic roles of men and women, with a tendency to highlight the image of men more than women (the working woman appeared wearing a hijab in some distant shots), as well as in tasks such as assembly and packaging. This can be attributed to prevalent cultural beliefs in Algerian society regarding gender roles.

3-2- Global-oriented values:

_ Innovation and technology values: Highlighted through a focus on advanced technology as a direct factor in the production process and showcasing the integration of workers with it, indicating the effects of contemporary society.

_ Excellence, quality, and compliance with global standards through symbols of global quality: conformity certificates and customer satisfaction certification (CIS), indicating the institution's desire for excellence and continuous improvement.

In this aspect, we can conclude that the cultural identity of the institution, as indicated by the cultural symbols in the video, is a blend of local and global values. According to Heider's balance theory, this means that the institution, through the video, seeks a state of harmony with its culturally diverse audience and avoids contradictions.

In summary, the content of the corporate video of A-TECH moves the audience towards common beliefs, ideas, trends, and social relationships. This indicates balance and makes it influential in this

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model by creating a positive impression of the institution, thereby helping to gain acceptance among its audience.

Conclusion:

Today, the corporate video has become one of the important communication methods used by organizations in conveying their strategic vision, values, and building a strong business, cultural, and social identity, which enhances their interaction with their audience.

Based on this premise, we chose the topic "The Corporate Video and Achieving Social Acceptance of the Institution." Through thistopic, we discussed how the corporate video contributes to achieving social acceptance. We identified social and cultural acceptance as two fundamental dimensions, and the society is the global information society that receives communication messages through internet users and social media platforms, and they interact with the institution through these channels.

In order to provide accurate scientific information, we conducted a semiotic-socio-communicational analytical study on one of the marketing videos. We chose the video of A-TECH, a company specializing in the production of protective equipment. In our study, we adopted the semiotic approach of Barthes and Fritz Heider's balance theory as a theoretical framework. Through the analysis of the video's data, we reached the following conclusion: The symbolic signs included in the video, as a sample of its communicative messages, emulate the local culture and the values of the community that produced it, while also supporting global culture and the culture of the targeted community. They endorse modernity and advanced technology. Thus, the similarity between the cultural and social identity of the institution being marketed in the video aligns with the cultural and social orientations of the global individual, which is a fundamental factor based on Heider's model, making them more inclined to accept A-TECH as an institution.

Finally, we would like to emphasize that this study opens up a wide field for the possibility of field application using electronic questionnaires to examine the impact and acceptance in the context of the community of belonging (local community).

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