Forms of communication used by BasicNet Group. Birth of a new communicative way: Internet, study of a site
by Elena Francesca Garnero
Supervisor Davide Vannoni

A prominent phenomenon that characterizes the development of mass media in the last two centuries is the tendency to connect, and integrate, different forms of communication that, in origin, were rigorously distinct among them. **Internet**, as new medium made possible this convergence. Internet offers enterprises to activate different forms of communication thanks its tecnology with various potentialities and opportunities.
Internet introduces concepts as multimediality, hypertextuality, hypermediality interactivity, demolishing of space-time barriers, disintermediation, prosumer.
In the **case history "BasicNet"**, through a description of the enterprise evolution way regarding the adopted forms of communication, means and marketing strategies, Internet rises above the others as it can offer greater developement potentialities for a network as BasicNet Group.
The thesis proceeds with the description of the **project phases of the consumer site** http://www.kappa.com. The process of building site consists in a series of integrated tasks: definition of necessities and requirements, analysis and general definition of the project, creation of hypermedia's project, realization of hypermedia, check of hypermedia, diffusion and use.
A **semiotic analysis** follows this description and it concerns the most interesting web pages of the mentioned site, which are showed with the ones of the e-commerce site. The **qualitative desk analysis**, that constitutes the heart of the thesis, tries to investigate the inverse process of the addressees codification and to interpret deep structures generated by web communications.
Davide Vannoni (1998), according to the psychological current of Gestalt, thinks that in a communication the informational level is very low when the stimulating condition is homogeneous and therefore, in order to increase the attention level, is necessary to produce some dishomogeneous elements, different levels and breaks between different parts. In the same time, however, it is necessary that every communication, to be understood and perceived as an unitary structure, keeps in its parts some common elements. So we can speak about **"opposition isotopyc whole"**, where homogeneous and dishomogeneous elements coexist, that, on one hand, help the reader to develop unitary and global vision, on the other hand, concur to active the attention and the motivation in the meaning search. In practice the connections of opposition and of isotopy ("iso-topyc", same typology), present in the different levels, concur to the sense definition.
The semiotic analysis of web page begins with a description of **expression level**, continues with the subdivision in **perception areas** and in further **semiotic blocks** and finishes with a description of **functional-symbolic level**. In the expression level the pages are simply analysed from an expressive point of view. The subdivision in

perception areas individualizes different areas experienced by consumers, the subdivision in semiotic blocks probes previous division through the search of single expressive forms that compose different areas. In the functional-symbolic level the functions of single blocks and their reference-marks symbolic are defined. The division between the functional level and the symbolic level wants to signal both aspects of different parts, whether the function, of key e.g., or the reference-mark symbolic, the reference-mark to the home page for example. The symbolic level (connotative) is used in order to explain metaphors or meaning's reference-mark that demand a complicated reading.
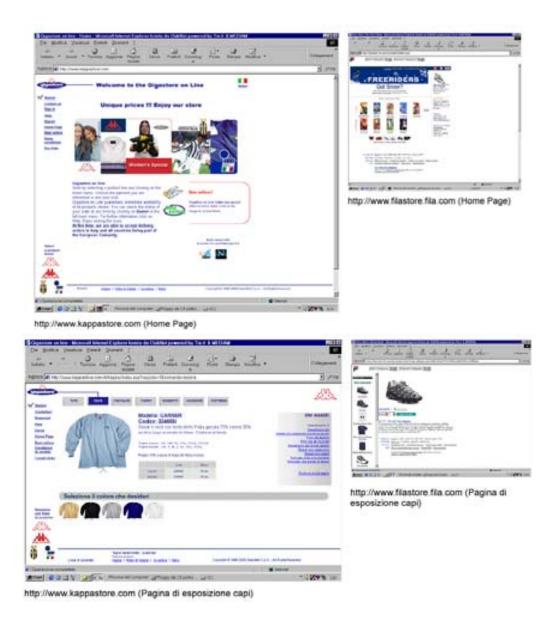
In the particular case of analysed sites, the web pages have a good balance between images and text and they do not sacrifice contents to graphic effects. Images consent in different web pages a more intuitive communication and immediate comprehension. This desk analysis conducted in a second moment permitted to value every used form of communication and to have interesting cues for eventual corrections to improve communication product. For example, some misunderstandings appeared in the home page of the e-commerce site, because of two expressive forms of the same nature, expressively similar, but different for the functional point of view.

At last it is presented an important **comparison** between BasicNet's analysed sites and correspondent sites of another competitor enterprise: FILA. The comparison is about the **style of communication (symbolic level)** and the **possibility to moving (functional level)**. Significant differences were found vs. forms of communication used coherently with enterprise's different communicative strategies for the two competitors.

The pictures of the analysed web pages:

http://www.fila.com (Home Page)

http://www.kappa.com (Home Page)

http://www.kappastore.com (Home Page)

http://www.filastore.fila.com (Home Page)

http://www.kappastore.com (Pagina di esposizione capi)

http://www.filastore.fila.com (Pagina di esposizione capi)

For further informations: Elena Francesca , e-mail: egarner@tin.it