

CREATE YOUR MEDIA-FRIEND: THE “SECRET MISSION” FOR UNIVERSITY NEWSPAPER

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Abstract

Taking mass media and especially newspapers as a floor for common arguments and even scandals we begin to ignore mass media like a source of irritation. We often expect from the newspapers organizing public opinion, agitation, lie and we are not ready to believe them. This way of taking media the old generation often gives to the young. That's why students are not open in communication as far as the university newspapers are concerned. In order to change it university newspaper is to fulfill the “secret mission”: to become for students a “media-friend” created on their own efforts.

Key words: *mass media, communication, newspapers, public opinion, university, community, generation, creativity*

Speaking about mass-media in contemporary world we are to remember about the “social environment” which they are influenced by. A lot of criticism about mass media turns into pieces our common chance to be informed about what is going on in the world around us. The author of this article recently found in Facebook a very “shouting” post – the person says that to his opinion propaganda and journalism are just the same. According to the replies an inordinate amount of people share this opinion. Now we can leave aside the dispute about traditions and social roots of journalism in Russia in comparison with the other countries where business relations develops for ages and speak about the things directly depended upon how journalism is taken by the society, in non-official context. If you get to know how many young people who graduated from school choose journalism as their further occupation you would be greatly surprised. What does the young generation want from this profession taken so badly by public opinion?

The changes that happened in the life of our society in the last decades inevitably lead to conceptual innovations in production processes and consumption of information. Democratization of activity of the domestic media in combination with the new realities of the information society has created, on the one hand, new requirements to journalism as a professional field, and on the other hand, new challenges, addressed the media audience. The basic operating condition of the modern media became, according to Professor of the faculty of journalism, Moscow state University E. Prohorov, “taking care of the security of the entire information space through the achievement of awareness of the different layers of the audience”. On the background of ongoing and past noticeable transformations of the information space is changing the role of “media involved” people in the process to inform different sections of the audience. In this context the role of large-circulation, now a corporate press is becoming more significant. Corporate press on the background of the facts, according to the President of the faculty of journalism, Moscow state University Professor J. Zasursky, depends upon the role of corporations in the development of the key components of the technological and economic potential of mankind in the emerging global information society. Corporate press becomes a very effective tool to ensure the development of human capital. This new role will inevitably require corporate media of a different quality of information delivered to the audience. Otherwise becomes the format of the corporate media, changing the principles of formation of its strategy.

As a rule, modern organization, whose leadership understands the importance of corporate communications, willing to spend their resources on creating a comprehensive corporate media, able to provide a decent level information contact the organization with all categories of its community.

We should take into account the fact that for a number of reasons, both economic and socio-psychological nature, the corporate media is now sometimes become quite successful professional

media in the fight for getting into the focus of attention of the audience. This situation, in our view, greatly exacerbates marked displeasure, which is the current audience in relation to the media. In particular, Professor E. Vartanova, Dean of the faculty of journalism, Moscow state University, writes in one of his last works, that "Russian journalism has appeared in a difficult position: the new political and economic realities led to conflicts between the expectations of the society, its various institutions and results of the activities of the media". Indirectly confirm a situation of competition, corporate and national media for the attention of the audience and some of the statements of the authors of analytical materials devoted to modern media. So, for example, criticizing the newspaper tabloid for low quality of publications, the correspondent of the Kommersant Oleg Kashin says: "May be, it is not a newspaper at all, like corporate newspaper is not a newspaper...". However, the statement of experts of magazine "The Adviser"("Sovietnik") allows to question the validity of such notes: "Today it is obvious, - writes "The Adviser", " that in our country appeared and actively uses one of the most important tools of internal communication - corporate media, many of which are at the same level approaching professional media". A special situation in this sense is created around the University corporate media, the target audience of which, especially the students ' part, interpreting its own consequences of the crisis of the early 90-ies, is experiencing an obvious lack of interest in "foreign" media. This type of audience begins to claim corporate media as the main source of relevant information, moreover, that the agenda of the corporate media of the university understandably gets undeniable relevance from the point of view of a student audience. The above query audience leads to the development of the corporate media is not peculiar to them earlier social functions of the business press.

In the "Typology of periodical press", training manual, published in 2007, the authors define the corporate publication as a subspecies of the business press. This subspecies of the business press, in the opinion of the authors of the book brought to life in such a process as the development in the society's needs in the new communication, which, on the one hand, has all the characteristics of mass communication, and, on the other hand, is a specific form of business communication in the conditions, when the knowledge is the basis of success has created a "knowledge economy". "Corporate press performs the same social function as a business", - concludes the author of the book "The Phenomenon of corporate press" M. Murzin. The social function of corporate media study author sees, first of all, in providing business communications different species. Modern state educational space is largely determined by the situation formed under the influence of the labor market or the educational services market. This situation leads universities to the necessity of representing their identity through business communications. Corporate media universities provide business communication in modern universities.

The effectiveness of any university as a subject of the educational services market begins to depend to a large extent on the efficiency of its business communications. At the same time, the development of communication is absolutely essential for the implementation of the direct problems of educational activity of a modern university.

It is the corporate media, says Professor J. Zasursky in his "Foreword" to the book by A. Gorcheva (faculty of journalism): "Corporate journalism, largely determine corporate culture and its most important element, a sense of responsibility not only in the Corporation, but primarily to society, fate and the success of which depends largely on the hub corporations and their involvement in civil society". This thesis is particularly relevant when it comes to corporations such as universities. Corporate media of a modern university in the process of working with students that make up the most significant group of their own public, and acquires a special responsibility before the society, which, in turn, cannot but affect the format and other conceptual characteristics of this type of media. Development of corporate culture in general leads to a new level of understanding and evaluating the role of the corporate media in our society. "Business is increasingly considers corporate media with their clear focus on a specific target audience as a more effective means of influence on the reader, than press the overall content", this is the conclusion reached researcher in modern media G. Shepilova. The growing demand for professional corporate journalism celebrate and foreign analysts of the media. Catherine Skradinski (USA) writes in one of his articles that the corporate journalism,

“apparently a good future”, motivating this thesis: “In the end, the audience in addition to the question “what is reported?” is no less important, as is how attractive will be the form of the message”.

However, experts note some “confusion” modern Russian corporate printed media, first of all, those that had a history as a newspaper. Researcher J. Dzjaloshinsky in one of his articles with irony complains that today many corporate printed media, issuing commands which honestly do their job, but can't understand what this thing is. In other words, domestic corporate press, burdened by the consequences of existence as a factory newspaper, having lost its concept inherent in the Soviet time, with great difficulty acquires a new, peculiar to it as a modern corporate press. J. Dzjaloshinsky also draws attention to the market presence of a large number of low-quality corporate media, which he calls “the newspaper of the dug-out” - that is, the newspapers, which contains, according to J. Dzjaloshinsky, only “grey lyrics printed on grey paper narrow-minded people”. J. Dzjaloshinsky tries to understand the reasons for this state of corporate press: the lack of funds and associated with this low level of professional competence of the editors and employees, pressure incompetent management of the Corporation, the lack of editorial policy, based on defined objectives, principles and values.

What these principles and values of yesterday's mass-circulation and now corporate media can be really is not always easy to determine. Controversial and emotional publications on this topic in relation even to higher corporate media in publications such as magazines “Student Meridian”, “Campus, on various electronic sources where one way or another deal with the issues of the current media development can, in our view, serve as a vivid confirmation of the above. The inevitability of synthesis of business functions and youth media for the newspaper in modern university confirms published in 2007, “Typology of periodicals”.

The development of universal student media, while certainly not enough, has substantial potential as a trend in the development of domestic media. But none of universal student media can completely replace the corporate media. Only the latter can provide the audience integration into the information space of a university in which these people learn and work.

In the context of modern development of the corporate university press focuses the problem of the identity of the chief editor of the university's media. This issue is devoted to a big discussion on the professional forums. To ensure the interests of the organization of effective communications chief editor should have a high level of professional training in journalism. It must be integrated into the life of the collective, well enough to know the target audience. Chief editor of the university's corporate media is faced with the necessity of formation of effective editorial team. The principle of forming such a group should be strictly connected with the main features of the organization that owns this corporate media. The public of a contemporary university for many of the characteristics is heterogeneous and even at times has inside a potential conflict. Researcher O. Markova (St. Petersburg) writes in her paper that “the Communicative space of higher education: subjects, roles and relationships” – “needs, ideals of real subjects of educational process never fully coincide”. Although in our opinion, it is not necessary to assess the situation so categorical, it is necessary to take into account the importance of the above problems and an obvious influence on the concept of corporate mass media of the University.

In recent years, quite successfully develops practice of creation of corporate media "turnkey". On the market in the past several years before the crisis, declared itself firms specializing in "full cycle" the issue of the corporate media - from the concept to the stage of immediate publication. Invited experts offer the heads of the organizations alternative to creating your own corporate mass media. Taking advantage of this offer, you can get rid of the hassle associated with the creation of new structural subdivisions of the organization, received on the basis of outsourcing professional "clone" of the one developed by the company-“outsorser” of the corporate media, the appropriate order. The author of this work, unfortunately, has no reliable official information about whether services such firms university media. However, the communication of the author, having long experience of working as chief editor of the university newspaper, with colleagues at the informal level suggests the presence of a certain practice of this kind. In particular, some corporate student editions are invited to work on a contractual basis as authors of the materials, designers etc. or professional journalists or successful student authors from other university media. This practice entails not only the destruction of the idea

of corporate mass media of the university, but inevitable “blurring” of the thematic agenda. Corporate media of some universities, having survived his “identity crisis”, position themselves as urban, declarative “blurring” of belonging to a particular University as corporations. These media are regulated is usually free of charge - not only on the territory of universities, which are directly related, but also in other organizations, residential quarters. Thus it is not obvious answer to the question why for distribution outside of the university were chosen precisely, and not other regions and organizations. An example of such media can serve as a corporate newspaper MAI (Moscow aviation Institute - technical University) “Of the Screw” (“Ot Vinta”), the successor of the newspaper “The Propeller”. Such changes in the format lead to the transformation of the target audience, the inevitable revision of the agenda. Therefore, becomes relevant discussion about the different vectors of development of corporate media of modern universities.

In all the projects of civil journalism we are to find necessary “call to active participation in public life and convincing them that they are able to influence the situation in society”. This position formulated by J. Dzjaloshinsky is directly related to a very important, in our view, the functions of the corporate media - the formation of community organizations. The term community (“community”), which, according to the explanatory dictionary of terms and concepts L. Zemljanova, “implies different types sociable community”, in this case, obviously, it should be understood as “community”, according to the dictionary by Ozhegov, representing “the Association of people, Nations, States with common interests, goals”. In Russian practice, the notion of “community” is difficult to apply to the media audience even urban scale, not to mention the larger formats. However, if we are talking about the Corporation, a prerequisite of which is the presence of both external and internal public, there are prerequisites for participation of various categories of the public in the life of the organization and, as a consequence, the ability to convince the public of the organization with the help of the corporate media in the effectiveness of such participation. Important here is the fact that it is the major Russian universities as corporations have quite a deep sense of their own identity preserved in contrast to the General identity crisis that befell our society at the turn of 1990-ies.

The corporate edition of the university, providing different types of communications, is becoming an important element of educational space, the actual participant in the educational process. The role of the corporate publication in the university becomes even more significant if to take into account the pervasive among specialists point of view of language as a social power, the means of communicative influence on the addressor order to render multiple impacts, according to the experts make an impact in the field of knowledge and understanding. Well-known futurist A. Toffler in his seminal book “The Third wave” (1980) formulate a new concept of the modern society, the society of postmodernism. A. Toffler proposed opened in the second half of the twentieth century of the space age, the information age or the age of electronics “third wave” of civilization, where the economy is based on two main resources - information and knowledge. The concept of the information society, in turn, transformed the modern analysts in the concept of society, the knowledge society, the knowledge-based society.

The university as a phenomenon in the modern sense increasingly beyond the strictly defined by the status of the educational institution, getting in the conditions of intensively evolving worldwide information society, based on knowledge economy, outlines rather not organizations, and community in a fairly broad sense.

Especially this trend is noticeable in relation to the universities with a solid history and rich traditions. The universities of this series, as a rule, are rather numerous internal and external community. In the latter group certainly includes such segments as organized in various clubs and societies graduates of this university and its graduates, single officially delineated communities, however, claiming to be a cohort of pupils of his alma mater. These graduates would like to be constantly aware of the events in the life of his native university, if possible, and to participate in it. Folding in modern Russia the demographic situation predetermines, according to analysts, the growth of competition between universities for being in the focus of attention of potential applicants. The mentioned situation has forced universities to actively pay attention to the following categories of foreign public as school children, their parents, the teachers ' community. Emerging in the new economic conditions the labor market requires a high level of participation of employers in the creation of the state educational

standards of new generation, evaluation of quality of higher professional education. For this reason, the degree of integration of interested representatives of business circles, enterprises, organizations which will demand of graduates increases for objective reasons.

In our opinion, it is necessary to take into account the fact that among the potential employers of graduates can play themselves his old or recent graduates. In addition, it should be taken into account, in our opinion, the general tendency of growth of the openness of Russian universities in relation to the wider public as a whole - not only in Russia, but also abroad. We should not lose focus and a fairly strong need for dialogue between internal and external modern public universities, which, in the author's opinion, is a serious prerequisite for the assessment of communication of the university as an important component of communicative space of the educational sphere in general.

The above allows us to come to the following conclusions. Modern university needs to communicate effectively with their very diverse community. Tool for such communications could be the corporate university media and its electronic version, which can provide much greater opportunity to achieve the goal than the printed version. The development of electronic versions of the corporate university media allows to speak about the intensive formation in the international information space and the real prospects for the emergence of an international market of higher corporate media.

Now let's go back to the question about lack of trust feeling by most people as far as mass media are concerned. Are the universities able to do anything for changing views of the students? Some researchers, in particular the Hungarian media analyst P. Tamas (Pal Tamas), argue that the informal Internet communications post-Soviet space reflect the desire of the audience to speak in an environment such an atmosphere which took place in post-Soviet countries, street rallies of the late 1980's-early 1990-ies. People need a "free microphone", where you can criticize everything (and it is even considered as a good practice), besides not having any responsibility for said. In fact, the young man comes to study at the university, becoming the result obtained in the family of education student representative segment of the most "critical, but not creative" audience, a phenomenon which sees Hungarian researcher P. Tamas. The question arises - how to work with such an audience, especially having in mind that the corporate university media carry out inter alia the communication between the university as a social organization and an individual as its representative, and mistrust of corporate media grows in distrust of the organization as a whole? An effective way to encourage the audience to trust - to attract to cooperation with the editors of students whose personal example could prove to his friends that the corporate newspaper of their university, and, hence, and the university itself, worthy of confidence on the part of each student. As a rule, each student working in the editorial office, engages it by personal example of several other students who participate in the production of the university's corporate media by their example and their mediation. This suggests the presence in the student's environment innovators who feel the need to personally participate in creating the information space of the university. The student as an informational partner of the university by definition trusts the media, and that confidence is shared by other students - anyone familiar with the student, working as amended, and trusts the student as a friend. Thus, the corporate media of the university, it is advisable to seek to expand its freelance student authors, who are the example of personal involvement can confirm the relevance of the agenda university media and the reliability of the supplied information.

However the most developed universities like Lomonosov Moscow State University (MSU) besides the main university newspaper which covers the university life in general develop the newspapers running by students of single faculties. In last school year MSU organized the competition of faculty newspapers. About 20 faculties among 50 took part with their student's media. The least were very different as far as size and design are concerned. But as far as agenda is concerned these newspapers have a lot in common. In general all of them are dedicated to the future occupation of the alumni of the faculty. They interview the advanced representatives of the profession; give the floor to the students who tried themselves in real practice, help to exchange opinions about studies as the way of preparing for the future job. In fact these newspapers provide friendly dialog about what is going on in the professional community the students are going to join. In this case these newspapers are taken by the authors and the readers as useful tools for useful communication. That's why the experience of participating in such newspaper can teach a young person to be more creative and active dealing with

media. Making critical remarks about the contemporary media we are to remember that nowadays the “monolog” system of communication does not exist anymore. And we are to be ready to contribute into dialog in order to be satisfied by its results. To help the young people to do it in the right way is the task of modern university as well.

In conclusion I'd like to remind the thesis formulated by Michail Lomonosov, the founder of Moscow University and Russian educational system in general. “Each one who tries himself in the field of informing the public... should first of all weight up his own potential. Making incorrect or tasteless sayings you will be despised and ridiculed. It means to be like a runt trying to move a mountain”. In fact the current epoch makes us to feel ourselves being “runts” in face of “mountains” of information around us. Of course it is impossible to move these mountains, but we need and ought to discover them. In order to be successful in this process people should study and participate in community life. This is by the way the role of contemporary media as well. And well developed modern university is able to help its people to succeed in this process.

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