

ГУМАНИТАРЛЫҚ ҒЫЛЫМДАР

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The analysis of the PR tools for image formation of Innovative University of Eurasia

Annotation. *The article presents the analysis of the image and its components for different target groups. The author considers the main PR tools that are used to create a positive image of the company on the example of the Innovative University of Eurasia. The article presents the distinctive features of this institution as well as the activity aspects that are reflected in the content of the current image policy. The analysis of PR tools, according to the author, should be directly dependent on the intended target audience for obtaining information.*

Key words: *university image, effective image, target audience, image policy, PR-technologies.*

Introduction. The image of a higher educational institution is a determining factor in choosing the institution of education by the applicants and their parents. The number of students, in turn, affects the income of the university, and therefore its existence on the market of educational services. "Higher education institutions are becoming increasingly aggressive in their marketing activities to convey an image that is favourable to their public, be they prospective students, employers, funders etc" [1, p. 276].

The researcher G.G. Pocheptsov characterizes the image as the most economical way of generating and recognizing a complex social reality; as a result of information processing; as a reduced text; as a communicative unit, through which you can work with the mass consciousness [2, p. 25]. According to the works of A.V. Smirnov, an image is a visual representation of an object that has an emotional impact on people [3]. E. S. Kubryakova emphasizes that an image is a set of meanings and situations by which an object becomes known and with which people describe it in a certain way, remember it, refer to it [4, p.10]. The image is for employers and employees of an organizations to affect on efficiency of the organization performance [5, pp. 63-85]. In the higher education institutions organizational image is important due to the fact that this affects on a professor, teacher, employees and students [6, pp. 257-262]. For students the image of educational institutions is significant because it influences their study and gets loyalty of them which then attracts other students [7, pp. 81-95].

The authors consider the image as a system of people's notions of an object. In the early 2000-s in the scientific literature such a concept as "an effective image of the university" is introduced. According to the definition of Fimina M. A., an effective image of the university is "an image in which a set of positive characteristics about a university in a complex contributes to the achievement of the university's main goals, creates a stable associative link between an integrated image and a PR object, forms the symbolic and publicized capital" [8, pp. 68-72]. Scherbakov A. V. categorized the components of the image. Based on the results of the foreign studies on the formation of the image of the organization, he made the following model of the image structure of the educational institution [9, pp. 39-46] (Figure 1):

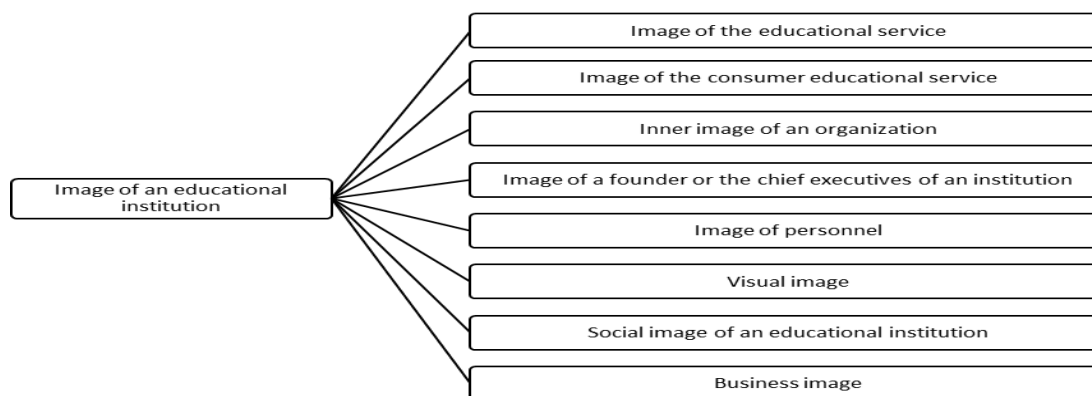


Figure 1 – Model of the image structure of the educational institution

The components of the university's image make it possible to identify the importance of different target groups for selecting tools and determining an effective program or PR campaign. The formation of a positive image of a higher educational institution is impossible without identifying target audiences for which key messages, views, assessments and opinions that are important for forming a positive image of the university will be created.

In relation to the formation of the image of the higher educational institution Basova A. I. [10, pp. 18-22] identifies the following target groups (Figure 2):

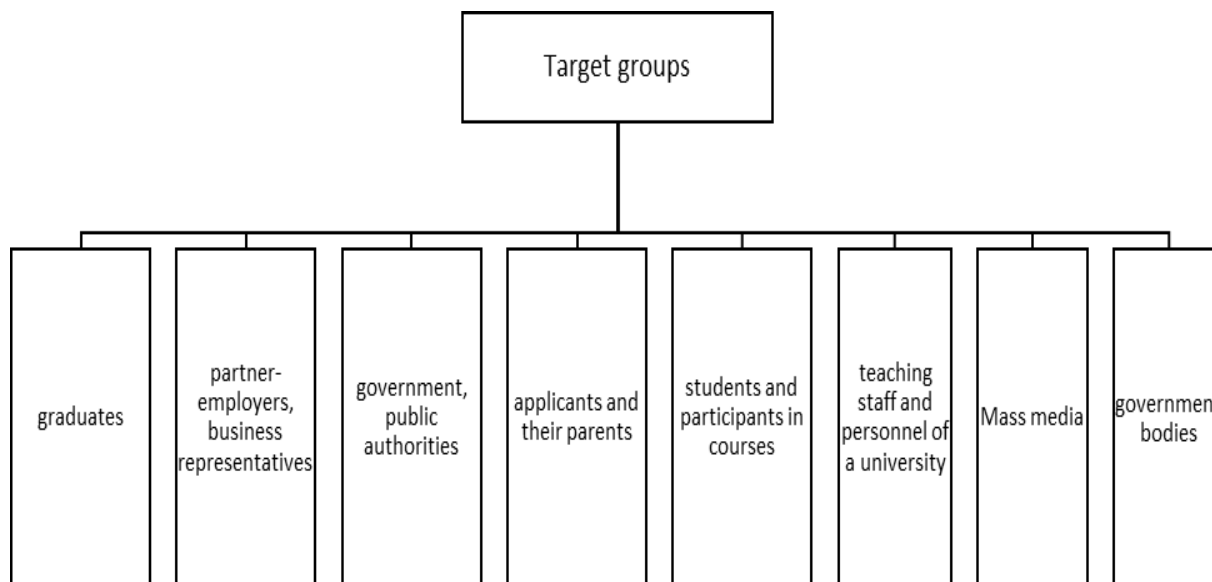


Figure 2 – Target groups important to the formation of the image of a higher educational institution

Materials and methods. The study of the image of a higher educational institution, its creating and sustaining within the framework of our research was carried out on the material of the Innovative University of Eurasia. Today in Kazakhstan there are about 145 higher educational establishments and branches. In Pavlodar there are three large universities: two state-owned ones – Pavlodar State University named after S. Toraigyrov and Pavlodar State Pedagogical Institute; and one private university - Innovative University of Eurasia. Each of them fights for applicants, making a tough competition in the market of educational services.

Results and discussion. The image of the university cannot be formed without the help of PR-technology. First of all, public relations technologies always provide the conscious management of information resources, they must be a coordinated system of actions and activities. All public relations technologies are structurally similar to each other, they must be planned and consistent systems of operations and procedures. The peculiarity of PR is that they can influence the social consciousness of the general public. Within the framework of PR-technologies there is a manipulative and control effect.

Technologies are called the repeated sequences of actions, which, under equal conditions, should always lead to the same result. For each activity, PR develops its technology or a set of technologies. PR-technologies are the most important structural elements in the process of forming an effective image of the university. Its object is the behavior, consciousness and subconsciousness of common people, which are managed with the help of specially designed communications.

Innovative University of Eurasia target groups consist of several main groups: applicants and their parents, university graduates, partner-employers, business representatives, government, government bodies, students, teaching staff of the university and the media.

Among the target groups mentioned above, four main groups can be emphasized within the vocational guidance campaign, to which the university should pay the most attention: applicants, school leavers' parents, graduates of colleges and universities, students.

When analyzing a PR campaign, we can determine the methods for promoting the service, as well as the tools by which the image of the institution is created. It should be noted that the resources for a PR campaign are limited due to the lack of large funds, in private universities this problem is particularly acute. The distinctive features of this university, its strengths and results of work are fully reflected in the content of the current image policy.

The image of the university is formed from two components, the first of which is the interests, views and expectations of consumers of educational services, taking into account the needs identified during the special research. The second one is based on the characteristics of a particular educational institution and the results of its work in all areas. These two contexts make up the image of a university and complement each other.

Let us consider the main PR tools that are used to create a positive image of the company relating to the InEU.

Mass media. Innovative University of Eurasia publishes its pages in the city's weekly "Obozreniyenedeli" and "Versiya"(Figure 3). There the materials about the student's life of the university, its achievements and main events are published. One of the permanent information partners of the university is the Internet portal "Pavlodar-online" (pavon.kz). In addition, the administration and students of InEU conduct large-scale events that become interesting for the city's media, including television. These include the annual scientific and practical conference, regional Olympiads and student's beauty contests. Even if the university is not said a word about, the camera will capture the booths with InEU symbols, a logo and management.

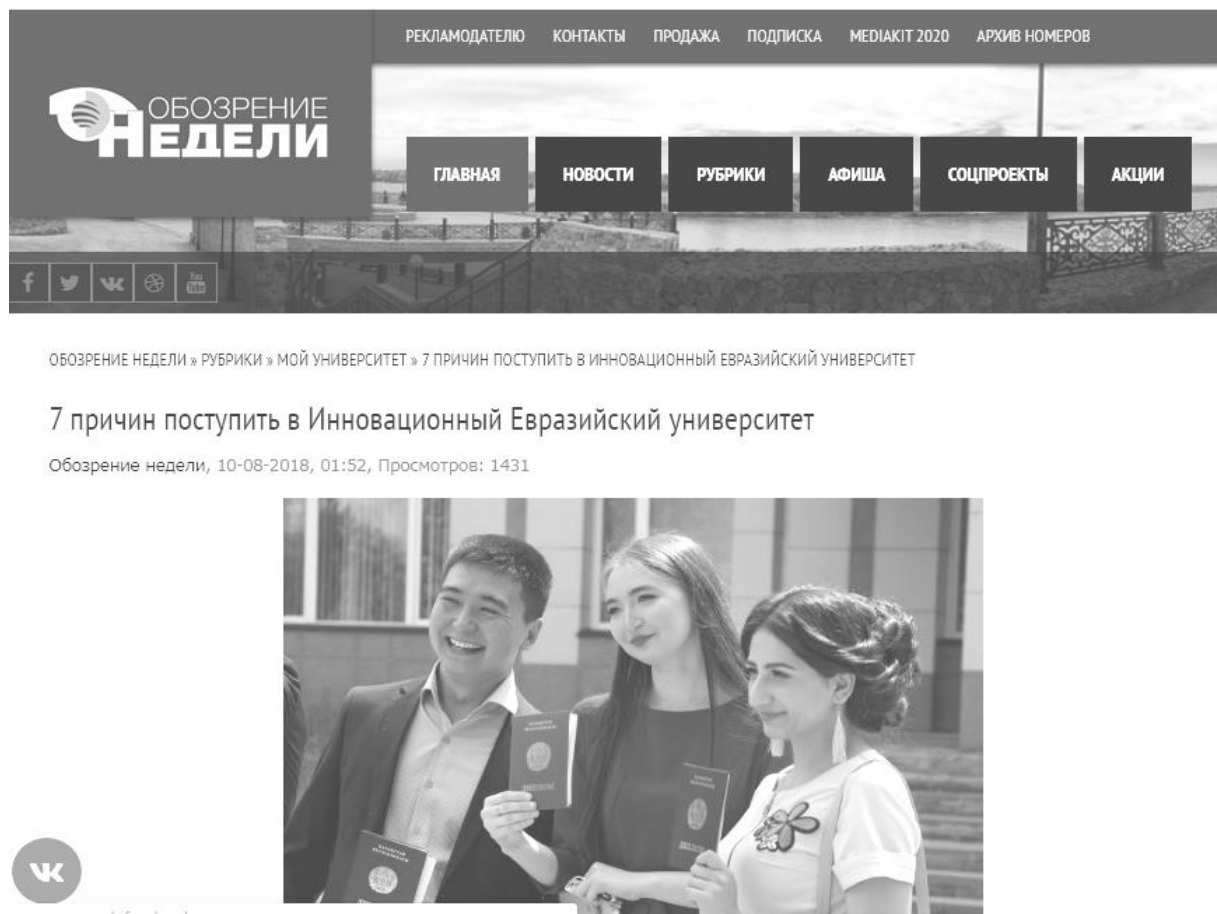


Figure 3 –Web-page of Innovative University of Eurasia in the newspaper «Obozreniyenedeli»

Social events play a big role in creating the image of the university. The university conducts charitable events, renders sponsorship support and implements volunteer activities for orphanages and retirees. By this it declares itself as a competitive and stable university in the modern market. As part of the study, we took part in the preparation of the charity event "From Heart to Heart."

Special events are always popular not only among students, but also citizens and become newsworthy for the media. It is important for the authorities of the university not only to provide premises for events, but also to take an active part in their creation, to organize them. Among such events, one can especially note the subcultural events: festivals of street culture, anime, which all fans of animation in Kazakhstan and Russia are interested in. Such events form an informal image of a university (Figure 4). In our opinion, it is through mass modern events that it is necessary to establish the contact with the target audience "Applicant", conducting non-aggressive career-oriented work in the framework of such holidays.

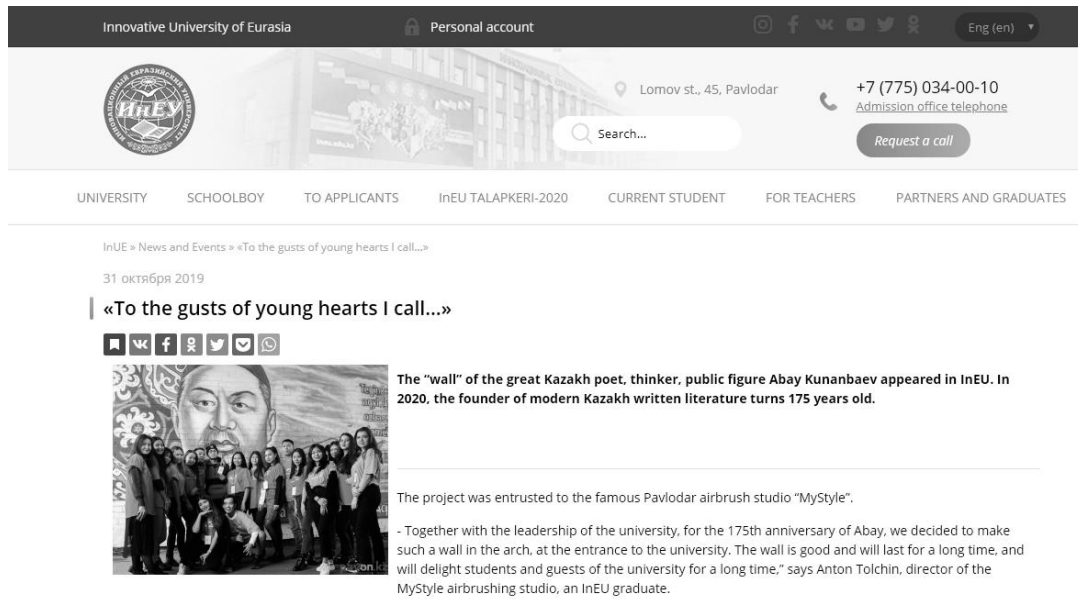


Figure 4 –Conduction of image events of Innovative University of Eurasia

Business events. The university administration conducts master classes, seminars, trainings, conferences, forums and exhibitions, which are covered on its official website, and which the media of the city is invited to attend.

Internet network. The formation of the university's image on the Internet will be paid the most attention in this study, since this type of media is the most developing and every year wins increasingly greater audience. The university understands the importance of its presence on the Internet, therefore it follows the mentions of the university in the network. The most important object on the Internet is the site of the university, in much more detail the site of the university has been studied in the work of M. Aitmagambetova [11].

The feedback is achieved on the university's website, firstly, through the mail of trust, the icon of which follows the user on the site, and secondly, with the help of popular social networks in which millions of users work and spend their free time. InEU is represented in the following social networks: "Odnoklassniki"; "Twitter"; "Moimir"; "VKontakte"; "Facebook"(Figure 5).

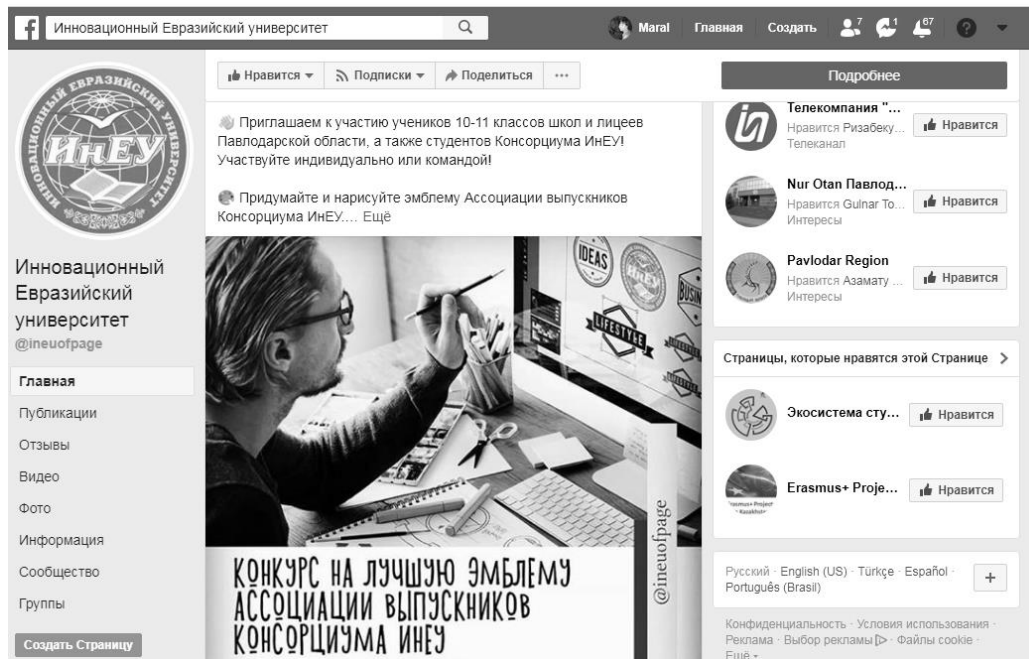


Figure 5 –Web-page of Innovative University of Eurasia in the social network "Facebook"

Conclusion. We have analyzed the official pages of InEU in four most popular social networks in our region to see if the content matches its audience. For the study, we have selected the latest 30 pieces of news in each network. This selection is substantiated by the fact that when the page is opened the user seldom scrolls

more than 30 news items. When creating the content for social networks, it is important to take into account the fact that each social network is used by a certain target audience. For example, "VKontakte" and "Instagram" are used to a greater extent by applicants and university students. The social network "Odnoklassniki" is used by parents of applicants, "Facebook" is a social network for business partners. Therefore, to post news about the Doors Open Day in the social network "FaceBook" or the proposal on cooperation with employers in "VKontakte" is the least effective.

After the analysis of the texts, we have found out that one third of the material in the social network "Facebook" does not meet the declared requirements of the compliance of the content with the audience, in "VKontakte" – 36.7 %, in "Instagram" – 13.3 %, "Odnoklassniki" – 16.7 %. The unsuitable content for a particular social network is the reason for the low activity of users in university groups in social networks. From the data obtained, one can conclude that the work on the selection of the material by social network administrators is conducted, but for better efficiency, more detailed study of the material is possible: the choice of topics, the reduction in the volume of records.

These tools allow the university to form a favorable image for different target groups. The most effective of them in relation to applicants is the use of the Internet, in view of its low price and accessibility to the audience.

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Инновациялық Еуразия университетінің имиджін қалыптастыру үшін PR-құралдарын талдау

Мақалада әртүрлі мақсаттағы аудиториялар үшін имидж және оның компоненттерінің талдауы көрсетілген. Автор Инновациялық Еуразия университеті үлгісінде компанияның жағымды бейнесін жасау үшін PR-құралдарын қарастырады. Аталған жоғары оқу орнының жұмыс жасау ерекшеліктері көрсетіліп, ұйымның имидж саясатын жүзеге асыру мақсатындағы олардың орны анықталған. Автордың пікірі бойынша, PR-құралдарын талдау ақпарат алушы мақсаттағы аудиторияның ерекшеліктері негізделі қатысты жүргізілуі керек.

Түйін сөздер: ЖОО имиджі, тиімді имидж, мақсатты аудитория, имидж саясаты, PR-технологиялар.

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Анализ PR-инструментов для формирования имиджа Инновационного Евразийского университета

В статье представлен анализ имиджа и его компонентов для различных целевых групп. Автором рассмотрены основные PR-инструменты, которые используются для создания позитивного образа компании на примере Инновационного Евразийского университета. Представлены отличительные черты данного вуза, а также аспекты деятельности, которые отражаются в содержании проводимой имиджевой политики. Анализ PR-инструментов, по мнению автора, должен находиться в прямой зависимости от предполагаемой целевой аудитории получения информации.

Ключевые слова: имидж вуза, эффективный имидж, целевая аудитория, имиджевая политика, PR-технологии.