

SUMMARY

Final graduation paper on the topic: «The role of TV studio of the Federal State Budget Comprehensive Institution of Higher Professional Education “Pyatigorsk State Linguistic University” in the formation of corporate culture of the university»

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Topicality of the research. Nowadays the dynamical growth of the quantity of corporate mass media is one of the most actively developing segments of the global and Russian information space. Among corporate mass media TV is on the foreground, being the most powerful means of influence on the modern audience, possessing an ability to visualize the phenomena and events.

The given tendency is mostly evident in the sphere of the Russian higher education where actually each higher educational institution aspires to organize and develop its own media space. The corporate university TVs experience the period of active development and function in a great number of capital and regional high schools.

At present TV is a necessary element in the system of university corporate communications which value in the activity of a high school increases greatly in connection with claims laid to them. A modern university should act as a subject of information, educational, scientific and cultural interaction. University TV becomes one of the most effective channels of formation and translation of corporate culture being a major factor of adaptation of a university to transformational processes in the sphere of higher education.

The given circumstances determine that attention which has been drawn recently to the questions connected with the development of university TV as a basis of corporate culture of high school which is perceived as one of the ways to increase competitiveness and means of the coordination of interests of high school corporation with the internal and external public. And the corporate TV is capable to become a universal platform for a dialogue interaction between various interested audiences. At the same time the given aspect in the scientific literature remains insufficiently investigated.

In the majority of publications the role of TV in formation of corporate culture is examined with reference to other kinds of corporations, to the greater extent engaged by commercial activity. The analysis of the special literature has shown that features of reproduction and reflection of corporate culture of high school is developed and covered to an insufficient degree, requires development of conceptual bases, methodical and organizational forms. Its complex and system study has not been carried out and that confirms the topicality of the problem statement and the research.

The objective of the research is to analyze the role of television studio of Pyatigorsk State Linguistic University in the formation and representation of corporate culture of the university.

The goals of the research are: 1) to examine university TV as a special kind of corporate mass media; 2) to investigate university TV as a tool of formation of corporate culture; 3) to carry out the analysis of the content structure of television studio of PSLU Mediacenter to determine its advantages and drawbacks; 4) to reveal the ways of reflection of corporate culture of the university on the air of television studio of PSLU Mediacenter.

Theoretical and practical importance of the research. Main propositions of the graduation paper supplement the theory of corporate mass media, drawing attention to such an insufficiently studied segment as a university TV. Materials and conclusions of the paper can be used as recommendations for management of university television studios and employees of university departments of public relations and marketing.

Materials of the research can be used in educational process of high schools for the disciplines «Journalistic skill», «Typology of mass media», «Theory and practice of mass information», a special course «Corporate mass media».

Results of the research. In conditions of a university reality a corporate TV is getting a number of the features distinguishing it from telecasting of corporations of other type such as diversity of audience, permanent renewal of staff, breadth of subject area, and also a set of specific tasks: support of educational process and enrichment of inner world of students, providing an educational platform for preparation of future experts in mass media, consolidation of interests of youth without which efficiency of university TV as a channel of corporate communications is considerably reduced.

On the whole, the analysis of the section «PSLU Video» has shown the rich journalistic material which has been accumulated for the last three - four years. It would be desirable to wish that the management of the university separated from this section the activity of PSLU television studio concerning, first of all, the production of news or gave another name to this section (for example, «PSLU TV», «Television studio of PSLU», etc.). It is connected with the fact that on the main page of the university website there is no notice informing about the existence of the university TV. And this fact, in a modern information society, in conditions of a rigid competition for the entrants between high schools, can influence as decision-making whether to enter this high school, especially for the entrants, wishing to choose journalism as their profession, and on the whole influence the general perception of the potential and image of PSLU.

It would be desirable to see in the grid of PSLU television studio other programs, except for the news «Informat». It is necessary to activate students' potential in the activity of PSLU television studio releasing different sorts of youth programs, for example, entertaining, musical, comic, photo and video sketches, etc.

Interaction with the TV audience through the website is more than relative. The interactive potential of the Internet - communications is not practically used by the PSLU TV, for in the subsections «Video of PSLU» there is no opportunity to leave running commentary to estimate video, there is no guest book. The basic forms of the feedback should have such rubrics as «Contacts», «Feedback», containing e-mails of the employees of the PSLU Mediacenter and also journalists and presenters of the news programs.

The reflection of corporate culture of Pyatigorsk State Linguistic University on the air of the television studio of the PSLU Mediacenter is carried out mainly at two levels – the level of artefacts and the level of proclaimed values. The theme of the PSLU history is traced in historical chronicles, in releases of news at the level of not personalized events and personalized heroes. Production of materials devoted to PSLU institutes and other structural divisions of the university is one of the priority directions of the activity of the television studio of the PSLU Mediacenter. At the moment for PSLU the key set of values is connected with two concepts – «innovative, creative university» and «the university opening the world».

Recommendations.

Having analyzed all archive of the news program «Informat» of the television studio of the PSLU Mediacenter, it would be desirable to state the following remarks and recommendations:

1. As for the brief announcement, it is possible to suggest to use not only the announcement with offscreen commentary, but also to use synchronous text, that will raise professional quality of news programs. We consider it is not rational to present all the stories in

the preliminary announcement for the current program. It is necessary to present not more than 3-4 most significant events as it is done by all federal news programs.

2. It is necessary to give surnames of presenters not only orally, but also in writing. As sometimes it is difficult to recognize a correct spelling of a surname by ear which can be needed, for example, if they are mentioned in mass-media. We consider that spectators should know presenters not only by sight, but also to remember them by name.

3. Sometimes the use of synchronous text in reporting is superfluous. A journalist should be able to select the information which he can read himself (offscreen commentary) and the information which needs to be told on camera. An excessive amount of synchronous text transforms reporting into usual interrogation.

4. The reporters of «Informat» should strengthen the positions of the stand - up reporting. Firstly, it appears seldom enough. Secondly, if the stand - up is present in the reporting the correspondent frequently puts it only in the beginning. Thirdly, the background for the stand - up should be selected creatively. If the journalist appeared on camera, he should prove his presence, for example, by action in which he also takes part. It is necessary to exclude a stand - up with a wall on the background, the name of the event or the event in action. All of this is not a good reason for a correspondent to appear on camera. Also one should not forget that a stand-up can be interesting equally both in the middle of the reporting and in its end.

5. It is necessary to construct a video series of reporting more carefully. First of all, to exclude the pictures of bored students on the university events, especially, conferences. Secondly, not to leave a video series without an offscreen comment for more than 5-8 seconds.

6. There is no accurate schedule of the program releases on the air. Releases appear in the beginning, in the middle, and sometimes in the end of the month. Such an unsystematic and unstructured character depreciates advantages of the program as it testifies the absence of organization, clear understanding of its applicability, and sometimes production made «to order».

7. It is also necessary to note a «lack of problems» of university news, its focus exceptionally on the positive information that makes the informational program «Informat» enough predictable and single-type.