

INFLUENCE OF IMAGE TECHNOLOGIES ON UNIVERSITY CORPORATE CULTURE

INFLUÊNCIA DAS TECNOLOGIAS DE IMAGEM NA CULTURA CORPORATIVA UNIVERSITÁRIA

INFLUENCIA DE LAS TECNOLOGÍAS DE LA IMAGEN EN LA CULTURA CORPORATIVA UNIVERSITARIA

Sergey KURGANSKY¹
Neonila TURANINA²
Maria MALYSHEVA³

ABSTRACT: Contemporary imageology is a rapidly developing sector of humanitarian research that covers various spheres of social interaction. A vital role in the development of this direction of research is played by image technologies, which can be both universal for all areas of life and exclusive to the given profession, narrowly specialized, applicable only to one type of activity. An example of the latter type of technologies is image technologies employed in the formation of corporate culture in a department of a modern university. A detailed analysis of these technologies is conducted by scholars at the Belgorod State Institute of Arts and Culture (Russia), and its results are reported in the present paper.

KEYWORDS: Image technologies. Corporate culture. Imageology. Department of a modern university. University of culture.

RESUMO: *A imageologia contemporânea é um setor de pesquisa humanitária em rápido desenvolvimento que abrange várias esferas de interação social. Um papel vital no desenvolvimento dessa direção de pesquisa é desempenhado pelas tecnologias de imagem, que podem ser universais para todas as áreas da vida e exclusivas de determinada profissão, estritamente especializadas, aplicáveis apenas a um tipo de atividade. Um exemplo deste último tipo de tecnologias são as tecnologias de imagem empregadas na formação da cultura corporativa em um departamento de uma universidade moderna. Uma análise detalhada dessas tecnologias é realizada por estudiosos do Instituto Estadual de Artes e Cultura de Belgorod (Rússia), e seus resultados são relatados no presente artigo.*

PALAVRAS-CHAVE: *Tecnologias de imagem. Cultura corporativa. Imageologia. Departamento de uma universidade moderna. Universidade de cultura.*

¹ Belgorod State Institute of Arts and Culture, Belgorod – Russia. Doctor of Pedagogical Sciences, Professor of the Department of Pedagogy and Methods of Vocational Education. ORCID: <https://orcid.org/0000-0001-8766-2661>. E-mail: rektor@bgiik.ru

² Belgorod State Institute of Arts and Culture, Belgorod – Russia. Doctor of Philological Sciences, Professor, Head of the Department of Library and Information Activity. ORCID: <https://orcid.org/0000-0001-5977-8018>. E-mail: turanina@mail.ru

³ Belgorod State Institute of Arts and Culture, Belgorod – Russia. Candidate of Philological Sciences, Senior Lecturer, Department of Library and Information Activity. ORCID: <https://orcid.org/0000-0003-2958-8170>. E-mail: mergen1616@mail.ru

RESUMEN: *La imageología contemporánea es un sector de investigación humanitaria en rápido desarrollo que cubre varias esferas de interacción social. Las tecnologías de imagen desempeñan un papel vital en el desarrollo de esta dirección de investigación, que pueden ser universales para todas las áreas de la vida y exclusivas de una profesión dada, estrechamente especializadas, aplicables solo a un tipo de actividad. Un ejemplo del último tipo de tecnologías son las tecnologías de imagen empleadas en la formación de la cultura corporativa en un departamento de una universidad moderna. Los académicos del Instituto Estatal de Artes y Cultura de Belgorod (Rusia) realizan un análisis detallado de estas tecnologías, y sus resultados se informan en el presente documento.*

PALABRAS CLAVE: *Tecnologías de la imagen. Cultura corporativa. Imageología. Departamento de una universidad moderna. Universidad de la cultura.*

Introduction

The study of image technologies as a decisive factor in the formation of corporate culture as one of the priorities of modern science has long been drawing the attention of Russian and foreign researchers alike. However, the influence of traditional image technologies on the formation of corporate culture has virtually been neglected by scholars. This is a new aspect of research, interest in which is demonstrated by researchers at the Department of Library and Information Activity at the Belgorod State Institute of Arts and Culture (Russia).

The focal point of research interest in modern imageology is the development and application of up-to-date management technologies for the formation of the image of an individual, object, organization, etc. The image of a university has already been explored by a number of scientists. In particular, N.K. Moiseeva studies the components of university image with a special emphasis on the image of the university staff and academic council. The image of a professor in the eyes of students is examined in articles by T.V. Gaivoronskaia and E.N. Shadrina. A narrowly specialized study of the use of PR technologies in forming the image of a researcher is provided by I.A.B. Danilevich and S.A. Kovalenko. The problem of the managerial image is raised in the works of Turanina and Kolganov (2020)

The second decade of the 21st century dictates the need to create a universal information space and a positive image of both a university of culture overall and its individual structural divisions. The formation of corporate culture and a positive image of a university department allows for improving the competitiveness of the structural division not only within the university but also on a regional scale. To ensure effective educational activity and create favorable conditions for students' learning, the Belgorod State Institute of Arts and Culture needs a sufficiently high reputational status, which, along with some other factors, is provided

for by the positive image of a particular structural division (department) of the university. The creation of a positive image, which contributes to the sustainable competitiveness of the structural division, is inextricably linked with the overall level of corporate culture. In turn, the development of corporate culture as an integral element of the socio-cultural space of the university and the region is one of today's priority tasks of a modern higher education institution. The discursive space of a modern university of culture sets a high bar and provides a successful entry into the external environment, building the competitiveness of not only the individual department but other structural divisions as well (TURANINA, 2021b). The attraction of applicants, the provision of additional extrabudgetary funding, and the development of partnership relations with other universities in Russia and abroad are only possible under the condition that the image of the given structural division in the discursive space of the university and the region is constantly improving.

Research goals and objectives

The goal of the current study is to analyze the target audience of the image-making activities of the Belgorod State Institute of Arts and Culture in order to determine the most relevant image technologies to be used in the formation of corporate culture and improvement of the image of the department. A professional approach to the formation of the department's corporate culture has to rely on a full-scale comprehensive promotion of the image of both the given structural division on the whole and the individual aspects of its operation: the image of professors at the department, the image of events hosted by the department, the image of the department's researchers, and so on.

To achieve this goal, the study addresses the following **objectives**: to conduct a comprehensive analysis of methods for the formation of corporate culture on the example of the Department of Library and Information Activity at the Belgorod State Institute of Arts and Culture; to identify the primary image technologies as a means to promote the department and the university in the socio-cultural space of the region and examine these technologies in action. The established research objectives are addressed through the involvement of the department teaching staff not only in teaching and scientific research but also in cultural and creative mass events focused on the formation of a positive image and corporate culture of the given department and university in the region.

Methods

The study of the mechanisms of forming a positive image of a department of a modern university of culture is enabled by a set of methods that allow for a comprehensive multidimensional analysis of this research problem. Among the leading research methods are the following. **The system analysis method**, which allows for collecting the necessary information on the actual image of the Library and Information Activity Department in the internal and external spheres of the university. **The systemic-activity method**, which relies on several components of solving the research problem: *the motivational-value component*, which emphasizes the personal meaning of image-making activities for each participant in the project and, in a broader sense, for each professor at the Department of Library and Information Activity of the Belgorod State Institute of Arts and Culture; *the content component*, which includes the development and application of universal methods and tools for forming, developing, and managing the image of a particular structural division (department) in higher education; *the operational component*, assuming consideration of the subjectivity and individuality of each member of the Department of Library and Information Activity in order to avoid leveling of the features of organizational, methodological, cultural, creative, and research activities; *the reflective-assessment component*, defined by the process of a department member's personal evaluation of their own activities in the field of science, art, and culture through scientific reflection. **The extrapolation method** presupposes the extrapolation of conclusions made in studying the combination of images of the members of the Department of Library and Information Activity of the Belgorod State Institute of Arts and Culture as the carriers of the cultural, social, and scientific image of the university on the general image of the professional community, in our particular case – on the image of the department. **The expert assessment method** is based on the knowledge and intuition of the leading independent experts and involves the collection of their opinions on the research problem; the sampling of experts is conducted in accordance with their degree of qualification, experience, and credibility in the professional environment of higher education, independence of opinion, and constructive thinking. **The summarization method** is used to draw a logical conclusion from the empirical part of the study. This method can be viewed as a prerequisite for the transition from a narrower concept (positive image of the higher school) to a more general one (positive image of the department of the Belgorod State Institute of Arts and Culture).

Thus, our study of the formation of a positive image and the process of creating a corporate culture of the department is conducted from the standpoint of a comprehensive

methodological approach. Each of the above methods is used not in isolation, but in close interaction with other methods, which provides a comprehensive approach to the identified problem of modern research on image.

Results and discussion

The formation of a positive image of a structural division in a modern university of culture is a multifaceted process that combines various types of work and highlights different aspects of the university faculty, supporting staff, and undergraduate, graduate, and postgraduate students (TURANINA; KULIUPINA; ZAMANOVA, 2020). As part of the image-making policy of the Department of Library and Information Activity, it appears expedient to review a set of measures aimed at developing a unique style of the structural unit. What can be noted as the leading instruments to improve the image of a university department in the socio-cultural space of the university and the region is Open days, master classes, and professional development programs for scientific and pedagogical staff that focus on creating an attractive image of the department and an effective corporate culture.

From this point on, we shall focus more closely on one of the aforementioned image technologies aimed at improving the corporate culture and image of a modern university department (TURANINA; KOLGANOV, 2020).

Development of the program of professional development for scientific and pedagogical workers in the field of public relations

The preparation of a professional development program is usually preceded by a survey of potential participants, which establishes their educational needs in the sphere of public relations.

The purpose of the program is to enhance the qualifications of the teaching staff of the department of a modern university of culture, to provide them with relevant knowledge, and to equip them with practical tools for managing the department's external and internal communications. Special attention in the program is given to digital communications. The program is designed for 60 academic hours of theoretical and practical classes and contains the following modules:

- The practice of management of corporate communications at a university;
- reframing;
- organization of university media;

- fundamentals of effective copywriting on the problem under study;
- development of information campaigns with the help of image-technologies;
- modern technologies of media-relations and their research in operation;
- fundamentals of internet-communications management for the formation of the rating of a department and a university.

The modules of the professional development program include business games, case analysis and solving, and trainings. The trainings exercise the following set of competencies:

- critical thinking ability;
- flexibility of professional activity profile;
- capability for intercultural communication and communication in professional activities;
- formation of an information strategy, expansion of the range of pr-influence in the sphere of external communications of the department.

The underlying theoretical assumptions necessary for a successful training are:

- the essence of the process developed through the training;
- correct identification of the audience of pr.

For example, in the “Reframing” module, students try to find different contexts for the same objects while searching for different points of view on a situation to give the situation a new meaning (a high rating).

The technology of reframing is an important component of creative thinking. The rationale for including the “Reframing” training in the course is based on the need to understand the maps of the reality of message recipients. Successful mastery of the technology of reframing allows one to see the world and the services promoted through the eyes of the target audience. PR-communication assumes sensory responsiveness and adaptability of the communicator, whose perceptions often differ from those of the audience. This is extremely important in creating a positive image of an organization.

Reframing contributes to the renewal of the semantic component of the PR concept. The actualization of the meaning of the situation by means of reframing changes the situational feelings of the target audience and its behavior in the actual PR context, which is important in the formation of corporate culture.

The objectives of trainings aimed at the development of PR-competences in the employees of the department of a modern university of culture are:

- mastery of new PR techniques to improve the image of the department and the university;

- assistance to participants in overcoming internal barriers that arise in communication processes;
- understanding the differences inherent in the approach of different individuals to the same problem, comparative analysis of the methods of solving the problems of creating an image, etc.

In the course of the business games, students learn techniques for developing and defending information campaign concepts taking into account the objectives of the department and the university. For example, in the business game “Information Campaign Against the Crisis”, students are divided into two groups. The first group presents the concept of an information campaign that supports unpopular managerial decisions during a crisis. The other group represents the public, which evaluates the proposed information campaign strategy.

The “Information campaign against the crisis” business game is used to develop the concept of an information campaign. Table 1 shows the actions of PR specialists studied by participants in the business game in order to form a corporate culture and effective image.

Table 1 – Information competencies studied in the business game “Information campaign against the crisis”

Information campaign period	Information competencies studied
Setting the task of the information campaign (taking into account the objectives of the department)	Determining the timing and resources of the information campaign, monitoring of public opinion, content analysis of the media to meet the objectives
Selection of communication channels, techniques of influence, budgeting the information campaign	Planning of news stories, selection of techniques for influencing public opinion taking into account the activities of the department and the university
The active phase of the information campaign, aimed at increasing public interest in relevant topics (image, corporate culture)	Planning information attacks in the media, using the method of splitting the topic into sharp fragments, the information leakage method, cyclization of the topic to attract media attention to the department and the university
Assessment and processing of the results of the information campaign taking into account the formation of corporate culture	Prompt media coverage of the positive aspects of anti-crisis solutions that satisfy the public to demonstrate the success of the promoted organization, providing information to the region at the end of the information campaign

Source: Prepared by the authors

Table 2 describes the studied information technologies of modifying public opinion.

The following guidelines should be followed during the game:

- the description of the game situation sets the range of alteration of the positive and negative parameters of public opinion about the university and the department;
- the main condition for approval of decisions during the “public discussion” is that the decision is approved by two groups of the target audience;

- all proposed solutions are recorded in the program and posted on the board, analysis of solutions encourages the search for the best final set of solutions to effectively create the image of the organization and develop corporate culture;
- if there is no consensus, the vote is taken individually;
- the results of the game are summarized by the *teacher* and drawn up in the form of principles for developing an effective information campaign;
- the level of effectiveness of the business game is assessed by questionnaires on the criteria of interest, usefulness, informativeness and accessibility, and, most importantly, the effectiveness of the formation of corporate culture.

Table 2 – Information technologies studied in the business game “Information campaign against the crisis”

Technology	Content of the technology
Escalation of news	The topic gets the maximum level of popularity
Sweet context	Publication of materials indirectly related to upcoming decisions and positioning the promoted topics as relevant to the public (corporate culture of the department, organization)
Mining related topics	Publication of materials on related topics concerning the problems of future discussions in a relevant perspective (to detonate discussions simultaneously with the topic of image and corporate culture)
Legitimization of the focus group	Promoting the views of the community of respondents who support the corporate culture program
Artificial satellite	Bringing vips into the sphere of the problem under discussion
Topic fragmentation	Division of the current problem into fragments, each of them being a topic for discussion (problems of enhancing the prestige of the library profession, the training of library staff for vocational and higher education institutions) in different social strata
Legitimization of a sociological survey	Promotion of the results of a mandatory sociological survey on the problem of image and corporate culture
Pseudo-leakage of information	Media promotion of “leaks from unnamed informed sources” about the achievements of the department and the university
Talking head	Media promotion of the opinion of an authoritative expert on the work of the department and the university
Man in the crowd	Publication of interviews with partisan “bystanders” about the university and the department

Source: Prepared by the authors

The “Strategic Career” business game is utilized to develop competencies in the field of promotion of higher education institutions of culture and career development of personnel in the department. The objectives of this game are:

- to analyze the system of coverage of career processes in educational organizations (universities, departments);

–to develop and promote the ethical principles of corporate culture (implementation of career actions in educational organizations).

The objectives of the business game match the following tasks:

–analysis of the specifics of career processes of structural subdivision heads in order to achieve a high level of corporate culture;

–PR support of career processes in the educational organization within the corporate culture;

–determination of real career deviations of department members in a modern university of culture;

– formation of a positive image of career development in the educational organization.

The “Strategic Career” business game consists of five stages:

– organizational (introductory) part;

– introduction of the participants in the game;

– modeling the career of the head of the department of a modern university of culture;

– creation of the strategic model of information support of career processes in the educational organization (defense of theses, etc.);

– reflection.

During the game, the participants learn the basic concepts related to the career of each member of the department (career space, subjects of career processes). Players’ attention is drawn to the scientific, educational, and innovative components of the career management system. The participants are offered assessment indices for different career strategies, for which they need to select PR support methods and reflect them in the form of flowcharts. The indices of career strategies can be modified by the game participants.

The templates offered to participants in the business game for modeling the information support of career processes in an educational organization are the following:

– corporate culture of the department of a modern university of culture;

– managerial culture of the department of a modern university of culture;

– evaluation of the educational potential of the subjects of career processes;

– image of an effective manager and members of the department (TURANINA, 2021a, p. 297).

The innovative component of the “Strategic Career” business game is represented by the creation of a project of an information campaign to support the transformation of the department of a modern university of culture. Assessment of this innovative activity involves the study of the level of satisfaction with the results of the transformation project.

In assessing the innovation strategy, the participants of the business game are offered the following models:

- assessment of innovative activities of the head and members of the educational organization;
- formation of a positive attitude of the department faculty to the formation of the image and corporate culture of the structural unit;
- subjective assessment of their own innovative activity.

The strategy of information support of career processes within the department of a modern university of culture includes subjective and objective analysis of the mission, purpose, and objectives of the information campaign.

The choice of a business game as the main practical method of the program of professional development of scientific-pedagogical workers in the field of public relations owes to the high level of testing of game techniques, the objectivity of business games, and the possibility of obtaining relevant data characterizing the organizational structure of the department, the system of intra-faculty communications, and the internal PR system.

Business games allow one to create, evaluate, and simulate the application of a wide range of public relations techniques. They reveal and analyze the content of the library's information strategy, which contributes to the search for problems that exist in the sphere of intra-library communications.

Conclusion

Current research only partially covers the aspects of corporate culture and image technologies used to promote a modern department of a university of culture in the regional socio-cultural space. This aspect of the image policy of a modern educational organization continues to be an urgent research problem that requires close attention not only at the regional level but also on a national scale.

REFERENCES

TURANINA, N. A.; KULIUPINA, G. A.; ZAMANOVA, I. F. Imidzh uchenogo i nauchnoi shkoly v sovremennom vuze kultury [The image of a scientist and scientific school in a modern university of culture]. **Culture: Management, Economy**, Law, n. 3, p. 41-45, 2020.

TURANINA, N. A.; KOLGANOV, I. V. **Elektronnyye resursy v imidzhevoi politike organizatsii** [Electronic resources in an organization's image policy]. Turanina, Kolganov.

Perspektivy primeneniia innovatsionnykh i sovremennykh informatsionnykh tekhnologii v obrazovanii, nauke i upravlenii: Materials of the International Scientific-Practical Online Conference, Samarkand. Samarkand: Samarkand State University, 2020.

TURANINA, N. A.; KOLGANOV, I. V. Sovremennye metody povysheniia kvalifikatsii biblioteknykh rabotnikov v sfere Public Relations [Modern methods of professional development of library workers in the field of Public Relations]. **Culture and Education**, v. 1, n. 36, p.125-129, 2020.

TURANINA, N. A. **Imidzh rukovoditelia v diskursivnom prostranstve biblioteki** [The image of the executive in the discursive space of the library]. Belgorod: Belgorod State Institute of Arts and Culture, 2021a.

TURANINA, N. A. **Effektivnost imidzhevykh kommunikatsii v bibliotekno-informatsionnoi sfere** [Effectiveness of image communications in the library and information sphere.]. Donetsk: Donetsk National University Publishing House, 2021b.

How to reference this article

KURGANSKY, S. I.; TURANINA, N. A.; MALYSHEVA, M. S. Influence of image technologies on university corporate culture. **Revista on line de Política e Gestão Educacional**, Araraquara, v. 26, n. 00, e022144, 2022. e-ISSN:1519-9029. DOI: <https://doi.org/10.22633/rpge.v26i00.17333>

Submitted: 08/05/2022

Required revisions: 21/06/2022

Approved: 13/09/2022

Published: 10/11/2022

Processing and publication by the Editora Ibero-Americana de Educação.
Correction, formatting, standardization and translation.

