



Analysis of professional image communication in media discourse
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Abstract

The paper is devoted to the analysis of the professional image in media discourse from the point of view of a universal communication model, which includes such components as subject, object, message, channel, goal and result of communication. The study revealed that the effectiveness of creating an attractive professional image in modern mass media is determined by the general principles of Internet communication: the convention of the addressee, the recipient's interactivity, the spontaneity of communication, the transformation of the image text, the emergence of new mass media, etc. The influence of the addressee category on all components of image communication determines the special significance of the analysis of the target audience in the process of creating a positive image of the professional community.

Keywords: mass media; image; professional community; communication; media text; new texts;

1. Introduction

Attention to the professional image as a tool to improve the market position of the Corporation can be explained by the development of the Russian economy in a customer-oriented and competitive environment. Scientific works devoted to the analysis of the category "image" refer to Economics, Sociology, Marketing, etc. The term "image" refers to the image of a specific object in the mass consciousness [3, 4, 10]. Because of the appearance of new media, the image is considered not just as an image, but also as a full-fledged communicative product [5, 8]. In addition, the analysis of professional communication through the prism of media discourse is of great interest for interdisciplinary studies of such disciplines as sociolinguistics, psycholinguistics and communication theory. Thus, interdisciplinary interest to the process of forming the corporate image in modern mass media determines the relevance of a comprehensive and systematic analysis of image communication in the new social conditions of competitive professional communities.

2. Research methods

The method of analysing professional image in the information space is based on a universal model of communication, which includes the following components:

- the subject of communication – the addresser (the professional community);
- the communication object is the recipient (target audience);

- information message – image text;
- communication channel – mass media;
- communication effect – the purpose and results of communication.

In accordance with this structure, it is necessary to analyse all components of the model with respect to the image of the Corporation.

3. Discussion

The subject of image communication is a professional community, that is, the association of people based on professional interests for the implementation of common goals in the process of interaction, including communicative. The ways of forming a corporate image depend on the nature of the activities carried out, the mission of the Corporation, the values, the pursued goals and strategies for achieving them. The subject of professional communication can be expressed both through a collective image and through an individual personality. Currently, in the mass media, there is an increased interest to the professional sphere, high-rating programs are television and radio programs dedicated to narrow themes (medicine, law, construction, etc.). Real specialists who form the general image of the professional community through their own personal images telecast these TV and radio programs.

Defining the subject of the professional community, it is necessary to take into account the conditionality of authorship in image communication in modern media. Not only representatives of the Corporation, but also journalists, public relations specialists, and the target audience of the Corporation in the case of interactive media take part in the creation of the image text. That is why the active consistent position of the organization in image communication becomes important, otherwise the control over the creation of corporate image may be lost. Thus, in image messages the Corporation broadcasts the information that creates the formation of an ideal image of a representative of a profession. In this regard, it is necessary to focus on the views and expectations of the target audience.

Creating the image, the intended image of the audience plays a key role; the same communicative event can be presented in different ways depending on the expectations of the recipient. The target audience of the Corporation is the object of image communication. For the professional community, the addressee is one who is interested in its professional activities: competence, services or products, as well as those who have an economic, political and social impact on it. The profile and nature of the organization's activities are the criteria for identifying target groups. The analysis of the audience in terms of social, gender and cultural differences is important for the content and form of communication.

In traditional mass media, the creation of the image is done with the help of communication and image texts that are correct in terms of the expectations of the audience; the team of professionals (PR-figures, marketers, journalists, etc.) carries out this work. The target audience in this case appears as a passive object of communication. In interactive Internet media, the addressee not only assimilates the proposed information, but also creates and places the new information that forms the image and reputation of the professional community in the Internet space. In addition, the capabilities of the Internet allow the addressee to independently search for data on the resources that the user chooses [9].

A distinctive feature of the professional situation of communication is the opposition of communicants in relation to special knowledge: specialist and non-specialist (doctor – patient, lawyer – client, etc.). This imposes a certain responsibility on specialists, as the quality and reliability of information in the media largely depends on their competence and moral principles. New literacy in the digital, economic, legal, environmental, medical spheres of social life is currently a priority area of education and public policy in general [2]. However, open access to

professional data in the Internet not only creates special skills and abilities of the non-specialist, but also contributes to the creation and dissemination of pseudo-professional information that can be dangerous for the mass destination. The negative perception of the reliability of Internet information has a negative impact on the image of professional communities. Thus, in order to create a positive professional image in the minds of the Corporation's audience, it is necessary to clearly identify the expectations of the target groups, to communicate with the addressee considering these expectations and responsibility for the provided specialized information.

The message in image communication is the information through which the professional community forms its image in the public eye. The effectiveness of communication in the business sphere depends on the choice of the message code, verbal and non-verbal means. Examples of messages could be press releases, public speeches made by representatives of the organization, image interviews, articles in publications, etc. All these texts have pre-planning with the aim of creating a positive image of the organization. The content of targeted messages is information about the professional merits and competence of the organization, the history of the Corporation, the biography of well-known representatives of the profession, socially significant activities of the organization, etc.

The appearance of Internet communication causes a transformation of the text. Image texts in modern mass media are created according to the general principles of new mass media texts created in the Internet environment and functioned according to the principles of hypertext [6]. The characteristic features of the new texts are polycode, predominant visualization of information, spontaneity of speech and violation of language and speech norms, reduction of stylistic register. Image communication in the Internet space follows the laws of online communication: professional communication in the chat rooms of official websites of organizations or specialized industry forums is implemented in a conversational way to reduce the communicative distance in order to create an atmosphere of friendly interaction [9]. Thus, it is necessary to study the unintended Internet communication of the professional community with the audience and new image texts due to the aspects of linguistic and communicative-pragmatic transformations.

The channel of image communication is mediated by the image of the target audience of the Corporation. For transmitting image messages, the professional community uses the channels of all kinds of mass communication: both traditional communications (print, radio, television) and new Internet ones (website, forum, social networks, etc.). The multi-channel nature of modern communication increases its efficiency, so it is important to combine different media to form a professional image.

Printed publications (newspapers, specialized and popular magazines) effectively cope with image communication: the audience as more informative perceives the message and unobtrusive one compared to TV and radio. The main tool of this communication channel is a written prepared speech. The information reason for the image message in the printed edition can be the birthday of the organization, its manager, a bright representative of the professional community or the Corporation's participation in a socially significant event, for example, in a charity event. The advantage of image information in printed products is its durability, the addressee can refer to the text several times. The disadvantage is unidirectional flow of communication and lack of feedback [7].

Radio, unlike printed media and television, is one of the most rapid, accessible and ubiquitous ways of delivering information in an audio format to a precisely selected target audience at a low cost. The disadvantage of this channel for image communication is the perception of radio information as a background support, the lack of concentration of the audience on the message. Interviews with well-known representatives of the Corporation, news reports on the activities of the organization, radio programs of narrow professional orientation with invited experts can be

effective ways of creating the image of the professional community through radio communication.

The advantages of television as a channel of image message are obvious. They have a mass character, they are focused on the target audience. Television allows you to create a visual image of the professional community and has a huge impact due to the invasion of the audience in the process of TV viewing of radio programs, talk shows and news programs. On the other hand, the disadvantage of television to create a professional image is the critical perception of television information by the addressee because of the high level of distrust and intrusion of advertising.

Currently, new ways of image formation in the Internet are gaining popularity: the creation of the official website of the organization, the implementation of communication on specialized professional reference platforms, the creation of image pages in popular social networks. Each of these types of Internet communication has its own peculiarities. An official website gives an opportunity to demonstrate all the information about the company, to present it from a profitable side; social networks allow personalizing the company's image, to win customer loyalty through rapprochement with the audience; communication on industry-specific platforms helps to form a positive image of the Corporation through the demonstration of professional competence. The peculiarity of Internet communication is its interaction, the audience gets the opportunity to participate in the formation of the image and reputation of the professional community, directly responding to image information. The form and content of the feedback depends on the type of media. Thus, the image is formed not only by the company's activities, but also by the expressed opinion of the audience on the Internet. However, it has its own disadvantage: Internet users leave more negative reviews than positive ones.

Careful planning of communication characterizes the process of creating the image of the organization. Feedback determines the effectiveness of image communication, the purpose of which is to form a positive, attractive image of the Corporation in the minds of the mass audience to achieve the desired effect of communication strategies and tactics. Communication strategies for creating image in traditional and online media have both similarities and differences. In Internet communication, direct pressure on the addressee is not welcomed; the categorical evaluation tools are used: they are not imposed but impressed on the audience [1]. One of the ways to create attractive features of the professional community can be reached with positive reviews of the company's customers, opinion leaders that is why the image of Internet communication is based on the strategies aimed at attracting to cooperation, engagement in dialogue and retention of the targeted audience. To identify ways to interact with the mass addressee, it is necessary to determine the communicative tactics that help to influence on the mass consciousness, for example, self-presentation tactics, presentation of the professional community made by the leader of public opinion, expert opinion, maintaining contact, communicative rapprochement, etiquette communication, etc.

4. Conclusion

Thus, the analysis of corporate image from the point of view of the universal model of communication allows us to identify the main components that affect the creation of a positive image of the professional community in the mass consciousness. A circumspect system of communication with the target groups with the help of the image message transmitted by the correctly chosen channel allows forming an attractive corporate image. The effectiveness of communicative activities to create an image in modern mass media is determined by the general principles of Internet communication. The conditionality of the subject of communication, the interactivity of the addressee, the spontaneity of communication, the transformation of the image text, the emergence of new media require careful study of these components. The influence of the

image of the addressee on all components of image communication determines the special importance of the analysis of the target audience in creating a professional image.

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