

УДК 316.007:304:659

T. O. OHARENKO, Y. V. ZOSKA, A. A. BESSARAB

**SOCIOTECHNOLOGICAL ACTIVITY IN THE FORMATION
OF INFORMATION AND MEDIA CULTURE
(AT EXAMPLE OF CLASSICAL PRIVATE UNIVERSITY)**

The article reveals the peculiarities of the application of social and communication technologies in the organization of an advertising campaign and the formation of information and media culture on the example of the Classic Private University, which uses as traditional (advertising in the media, print advertising, outdoor advertising, internal advertising, video and audio advertising, exhibitions and presentations), as well as innovative approaches (guerrilla marketing, cross-promotion, product placement, viral advertising, direct mailing). Employees of all institutes and other structural subdivisions promote the university's daily work. The advertising and professional orientation activity of the Institute of Journalism and Mass Communication is inextricably linked to the formation of information and media culture. For this purpose, competitions are held every year for schoolchildren of the city and region, celebrations of professional holidays, in particular the World Book and Copyright Day.

Key words: *innovative approach, classical private university, media culture, advertising campaign.*

Everyone knows that advertising is the engine of progress. However, for many, the secret is how to ensure its effective functioning. Not every university has a structural subdivision or a specialist specializing in the promotion of educational services. Often this is reduced to individual orders for professional services for advertising agencies, which leads to spending money without an obvious result, because advertising agencies are interested in mass delivery of services without regard to the specifics of institutions. Often, advertising agencies offer ready-made products and rarely modify them in accordance with the specifics of the customer.

The private university, at the initiative of the rector, organized the work of the unit that for 16 years has been engaged in advertising of educational services in a complex way.

Analysis of recent research and publications. Different aspects of the organization of the advertising campaign are highlighted in the writings of both foreign and Ukrainian authors (T. Astakhov [1], S. Black [2], B. Borisov [3], V. Voroshilov [4], E. Garton [5], E. Green [6], D. Doti [7], V. Korolko [8], B. Polly [9], G. Pocheptsov [10], G. Tulchinsky [11], etc.). However, for today, every higher educational institution, operating in conditions of intense competition for an entrant, is forced to apply social and communication technologies and to introduce innovative approaches to the advertising campaign, which determines the relevance of our research.

The purpose of the article is to reveal the peculiarities of the application of social and communication technologies in the organization of an advertising campaign and the formation of information and media culture on the example of the Classic Private University.

Presentation of the main research material. The current situation in the educational services market requires a special approach to the university's advertising campaign, which can increase the effectiveness of student contingent formation. Consider the peculiarities of the application of social and communication technologies in the organization of an advertising campaign and the formation of information and media culture on the example of the Classic Private University

The University employs almost the entire spectrum of traditional communications (ATL segment), complementing non-traditional types of the BTL segment.

The University financially supports innovative forms of advertising:

- more traditional channels of advertising are used (outdoor advertising, video on the LED screen);

- Since November 2013, it has been possible to combine several channels simultaneously with the broadcast of the same message to improve coverage (video ads on the LED screen + outdoor advertising at public transport stops + outdoor advertising on billboards + advertising in newspapers);

- Since March, 2014 the coverage has been expanded by placing advertisements in regional newspapers of the region;

- improved quality of printing products (ads in schools have become large, bright and noticeable);

- printed materials have been enlarged to maximize the coverage of the target audience (for the 2013/14 academic year, 20 titles have been prepared with a total circulation of 34,200 copies).

At the same time, the use of channels is determined taking into account the correlation of efficiency and targeting of their impact on a specific target audience with economic expediency. For example, the location of billboards has been calculated, press and television channels have been selected for their popularity for the target audience. The opportunity to receive benefits and discounts for advertising is used to the maximum.

Along with the implementation of the functions of advertising for informing about the innovations of the university, ensuring the reminder of educational services more attention is paid to the formation of the university's image, the conviction of people as educational services, the creation of incentives to choose a university with:

- the trust of the agents of influence (senior officials of the city, school directors, successful graduates who gave interviews in the Univeriia newspaper № 64 and 65);

– confidence in the university from the side of schoolchildren, their parents and the public of the city as an organization where a galaxy of graduate professionals who participated in the activities of the advertising campaign and are ready for further cooperation were brought up;

– trust in higher educational establishments of the city and oblast structures as an educational institution capable of performing a specific social order;

– trust from potential entrants to the University's advice in the process of choosing an educational institution and training directions that were presented unobtrusively in the «Advisor to the Applicant».

Like any innovation, the innovation of an advertising campaign is from concept development to structured presentation and visualization of advertising.

Based on the concept of advertising campaign 2013/14 of the academic year, «Trust through trust» and «Cozy as at home», information about all directions of the institutes of the university is a single information field.

At the same time submission of information from each direction of training is carried out depending on the needs of applicants (knowledge, skills, positions), and recently transformed into a scheme (profession – direction of training – position – a plan for career development).

Taking into account the specifics of the audience in the «Advisor to the entrant», a game element is used to select the direction of training through the signs of the zodiac.

The graphic design of products is linked to the physiological rearrangement of the organism in connection with the change of seasons (autumn-winter-spring), which improves the assimilation of information.

In the advertising campaign, innovations in the technology of information supply – attraction of attention through the teaser advertisement (intrigue, puzzle):

Stage 1: Learn for free! So.

Stage 2: Learn the sensational news first!

Stage 3: 1 year free!

«Method of cultural provocation», that is, the use of cultural and art-based forms for concealed advertising. Thus, the Regional Prof Party and the cultural and permissive event «Fusion Masnitsa» were initiated, in the course of which the concept of advertising «Confidence through trust» was implemented, where representatives of the Oblast Employment Center, the Department of Education and Science, Youth and Sports of Zaporizhzhya City Council, successful graduates, educators-professionals and active student self-government. In addition, direct student communication and the student self-government asset, their joint participation in «Fusion Masnitsa» entertainment events contributed to the formation of «Trust through trust».

Both events have led to an appropriate reaction of confidence by participants in these events (teachers, schoolchildren, school principals and representa-

tives of the city's education department), which served as information channels. It was also innovative.

In addition, in the course of these measures, along with the traditional approach to the delivery of promotional products, a new way of advertising through badges and certificates of the event was applied.

On the basis of analytical data on the high rating of social networks as information channels, an innovative form of computerized advertising has been introduced. Yes, the website of the university has been substantially updated; created official groups on Facebook and VKontakte, uniting more than 3000 participants; official channel on Youtube, where the company's promotional videos are placed; official pages in the directory 061.ua and on the digital publishing platform <http://issuu.com>.

For the direct mailing of advertising the database was created for 999 users of the social network VKontakte – schoolchildren of grades 9–11.

It is worth noting the new approach to advertising and souvenir products – these are branded sweets, which became an additional channel of advertising and stimulus knowledge of the university, since for the reception of sweets it was necessary to answer a number of questions about the university. The desire to get such branded products was not only for schoolchildren, but also for representatives of other educational institutions that also responded to quiz questions about the university.

New techniques of advertising of the university's features related to comfort, comfort, security, goodwill and hospitality were applied. The demonstration of this is realized through the care of everyone who is interested in the university – organized tea with sweets (gingerbreads, pastries, cookies, pancakes). The concept of advertising «Trust in trust» and «Cozy as at home» was used during the annual exhibition «Fair of Education 2013» and Open Days.

A radically new approach in the presentation of the university at the annual exhibition Fair Education 2013, which became the starting point for a comprehensive advertising «Trust through trust» and «Cozy as at home», sustained in a single style in all attributes.

Measures to improve advertising activities have significant positive results:

- the third part of the city schools changed its attitude from distrust to cooperation with the university, and in Melitopol participants became entrants of the institute;
- the city department of education opened its channel for the centralized informing of schools;
- the regional employment center is ready to provide advertising space in the «Search» free newspaper;
- the site and official groups in social networks (according to the results of the poll during the Open Doors Day) have become popular channels of information;

– there is a two-way link between the university center and the members of the official groups (often questions about the conditions of admission and study at the university are received);

– the number of members of official groups is increasing day by day.

Employees of all institutes and other structural subdivisions promote the university's daily work. Let's dwell separately on the activities of the Institute of Journalism and Mass Communication. His advertising and professional orientation activity is inextricably linked with the formation of information and media culture.

The Institute of Journalism and Mass Communication is interested in attracting talented students to study with a tendency to creative activity in the field of social communications, which currently covers journalism, publishing and editing, advertising and public relations, and so on. For this purpose, they organize and conduct a series of vocational guidance sessions each year.

In April, the whole world celebrates the World Book and Copyright Day. In Catalonia, those who bought a book on April 23 (on St. George's Day) give a rose. A classic private university creates its own traditions. So, since 2012 there is a celebration and solemn awarding of the winners of the competitions «Best Editor», «Book Opening Day», the Competition for the best feedback on the book read, etc., conducting a brain-ring of relevant topics. This event is a summary of the current academic year and encourages the victory in the next.

Each of the competitions is aimed at identifying talents in various fields that are one way or another related to the book.

The contest «Best Editor» aims to identify students of grades 9-11 in schools, colleges, lyceums, gymnasiums of Zaporizhzhia oblast, who are prone to editorial and publishing work. The objectives of the Contest are to identify the best novice editors; revealing a general professional level of beginner editors; outline a range of urgent problems in promoting training at the Institute of Journalism and Mass Communication of the Classic Private University of Specialists for the publishing industry. Evaluation of the work is carried out by a competition commission, which includes teachers of the Department of Publishing, editing and Ukrainian Philology of the CPU. The evaluation criteria are the number of errors found in the text; the number of correctly corrected spelling, punctuation, grammar and other errors; the number of false-diagnosed errors.

The Contest of illustrations «Book Opening Day» aims to identify students of 9-11 grades of general education institutions of the I-III degree who are able to take pictures, draw and become familiar with the works of Ukrainian and foreign writers and poets, feel the talent of translating the printed word in a visual image. To take part in the Competition they take pictures and drawings, which depict plots of works of Ukrainian and foreign literature. In the photographs and drawings the author's vision of the plots of works of Ukrainian and foreign literature in one form or another should be submitted. This condition is

obligatory: it is a modern interpretation of literature. Creative works are rated in two categories: «Best Photographer» and «Best Artist».

The contest of web pages of literary circles is aimed at identifying students 9–11 forms of schools, colleges, lyceums, gymnasiums of Zaporizhzhia region, which have a tendency towards literary, editorial and publishing work. The objective of the Competition is to popularize reading, literary creation and publishing in Ukraine; involvement in literary creation and editing of entrants in order to popularize the Institute of Journalism and Mass Communication of the Classic Private University. Students participating in the literary circles are invited to participate in the Competition. Their web pages should include information about the organizers and members, as well as their works.

The competition for the best feedback on the book is intended to develop the students' linguistic, intellectual and cognitive abilities; raising pupils a respectful attitude to the achievements of world literature. Creative works are rated in the nominations: «Best review on the work of a contemporary Ukrainian author» and «Best review on the work of a contemporary foreign author». The criteria for evaluation are the depth of disclosure of the theme of the work of art; style of presentation.

We will also mark the city event, in which teachers and staff of the Classic Private University, in particular the Institute of Journalism and Mass Communication, actively participated. In the 2014/15 academic year in Zaporizhzhia, a new project was launched – and the city contest of school newspapers and websites «Mediaschool-2015» initiated by the informational and analytical methodological center of the Department of Education and Science, Youth and Sports of the Zaporizhzhia City Council. It is embodied in life with the full support of the Classic Private University (participation of university lecturers in the expert evaluation of competitive works, conducting master classes for the training of schoolchildren in nominees, organizing a solemn ceremony of awarding prizes from organizers and sponsors, including from the Classic Private University) 57 schools of the city came to the final.

The competition took place in several stages: first they chose the best in the districts, and then in the city. In the framework of the preparation for the competition in the 2014/15 academic year, students from only one district took part in master classes from university professors. In the 2015/16 academic year, around 300 students and teachers from all parts of the city attended such master classes. The next competition will sum up in 2017.

In the 2014/15 academic year, the contestants won the title of the best in the following nominations: «Best material on family upbringing», «Best materials on patriotic education», «Best school newspaper», «The best school site / blog / page in social networks», «Best Journalist Material», «Best Newspaper Photographer/Illustrator».

An expert jury, analyzing competitive works, was struck by the creativity of young mediamakers who are able to see a beautiful, ordinary and skillful

word – the main weapon of the journalist, instantly distributing the media product on the pages of social networks and native school websites with the latest technology. Of course, they still need to learn by refining their skills.

This is just the first contest of school newspapers and websites in Zaporizhzhia, but it opens up new opportunities for vocational guidance schools and higher education institutions and their cooperation in shaping the media culture of modern society.

In 2015/16, in the farewell year at the Institute of Journalism and Mass Communication, the Classic Private University began two powerful media education projects:

– «Can! (young journalist)» is an educational and educational project for anyone who wants to attend master classes, trainings, open lectures on media literacy. So, within the limits of this project in cooperation with the All-Ukrainian project «Case. Police» initiated by the Polish Foundation in Zaporizhzhya, conducted a 6-hour interactive media literacy training for students of the KPU College and students of the city's schools;

– MEDIAVYSHKIL is a free, free journalism school that includes a series of trainings: Printed Media, Internet Media, Photo, TV, Radio. The project is designed for students of 9–11 grades of Zaporizhzhia and the region. Trainings are carried out by experienced, competent and competent mediatorians, docents and professors of universities, practitioners of journalists from the Zaporizhzhia and All-Ukrainian mass media. For each training, two mediatorians are involved.

Media-sponsors of the Media Vyshkil project: Oleg Boguslavsky (Director of the Institute of Journalism and Mass Communication of the Classic Private University, founder and ideologue of the Diasporiana project), Maxim Onopriienko (Ukrainian producer of cinema and TV production, director general of the Zaporizhzhia Independent TV and Radio Company «TV5», producer of full-length artistic, documentary films, TV series and reality shows, interactive projects realist on STB, TRK Ukraina, ICTV, Channel 5, author of scientific and cognitive projects: «Serhii Mamaiev (editor-in-chief of the journalistic programs NTN, editor of the program «Windows» on the channel «STB», editor-in-chief of the news «One day» to «K1», «Chronicle», «Mystic Ukraine» for TV channels) the author of the travel show «Proidysvit», the deputy editor-in-chief of the NIS information policy (news production of the Inter group), the editor-in-chief of the business channel «Ukrainian Business Resource» (UBR), the editor-in-chief of the information broadcasting of the channel «VPTV», the editor-in-chief of the information-analytical programs of TV5 channel), Oleksa Kateryna Klochko (photocopier of the online media «Fotofakt» and «Power of the word»), Arthur Gamunok (owner of the «YABLOKi» & «Jobs_Cafe» network), Anna, Pashnenko (general director of «AX Radio», radio «Zaporizhzhia FM» radio); Aplytsova (correspondent «Z-Cit», journalist of the site «061») and others.

In December 2015, the Department of Journalism and Social Communications of the Institute of Journalism and Mass Communication of the Classical

Private University acted as co-organizer of the New Year's Readings at the Fireplace campaign in the Zaporizhzhia Regional Universal Scientific Library.

The Department of Design of the Institute of Journalism and Mass Communication of the Classical Private University has demonstrated its professional level in the already traditional charity sale «Happy Spring», which presented the creative work of students and teachers of the University.

Such measures are also productive because they are an up-to-date and interesting information resource for local media, due to their positioning of the university in general and the institute in particular, takes place through the mass media (both in the news sector and in individual television programs).

Conclusions. The University employs almost the entire spectrum of traditional communications (ATL segment), complementing non-traditional types of the BTL segment. At the same time, he financially supports innovative forms of advertising. The use of channels is determined by taking into account the correlation of effectiveness and the targeting of their impact on a specific target audience with economic expediency.

Along with the implementation of advertising functions for informing about the innovations of the university, ensuring the reminder of educational services, more attention was paid to the formation of the university's image, the conviction of people as educational services, the creation of incentives for choosing HEIs through the trust of high-ranking officials of the city, school directors, successful graduates ; schoolchildren, their parents and the public of the city as an organization where a galaxy of graduate professionals who participated in the campaign and ready for further cooperation was brought up; city and oblast structures; potential entrants.

In the advertising campaign there were innovations in the technology of providing information – attracting attention through teaser advertising (intrigue, mystery), the «method of cultural provocation», that is, the use of cultural and art forms for hidden advertising.

Substantially updated university site; created official groups on Facebook and VKontakte, the official channel on Youtube; official pages in the directory 061.ua and on the digital publishing platform <http://issuu.com>.

A new approach to advertising and souvenir products is used.

Employees of all institutes and other structural subdivisions promote the university's daily work. The advertising and professional orientation activity of the Institute of Journalism and Mass Communication is inextricably linked to the formation of information and media culture. For this purpose, competitions are held annually for schoolchildren of the city and region, mediatrenreny, celebrations of professional holidays, in particular the World Book Day and copyright. Within the article, due to its limited volume, only some of the university's activities are considered, which determines the prospects for further research.

References

1. Астахова Т. В. Связи с общественностью для третьего сектора. Москва, 1996. 32 с.

2. Блэк С. Введение в паблик рилейшнз. Ростов-на-Дону, 1998. 318 с.
3. Борисов Б. Л. Технология рекламы и PR. Москва, 2001. 624 с.
4. Ворошилов В. В. Журналистика и рынок. Проблемы маркетинга и менеджмента средств массовой информации. Санкт-Петербург, 1997. 232 с.
5. Гартон Э. Паблисити: жми сюда. Санкт-Петербург, 2003. 267 с.
6. Грин Э. Креативность в паблик рилейшнз. Санкт-Петербург, 2003. 224 с.
7. Доти Д. Паблисити и паблик рилейшнз. Москва, 1996. 285 с.
8. Королько В. Г. Основы паблик рилейшнз. Москва ; Киев, 2000. 528 с.
9. Полли Берд. Продай себя. Тактика совершенствования Вашего имиджа. Минск, 1997. 208 с.
10. Тульчинский Г. Л. PR фирмы: технология и эффективность : монография. Санкт-Петербург, 2000. 426 с.

Стаття надійшла до редакції 12.06.2017.

Огаренко Т. О., Зоська Я. В., Бессараб А. О. Соціотехнологічна діяльність у формуванні інформаційної та медіакультури (на прикладі Класичного приватного університету)

У статті розкрито особливості застосування соціально-комунікаційних технологій в організації рекламної кампанії й формуванні інформаційної та медіакультури на прикладі Класичного приватного університету, який використовує як традиційні (реклама в ЗМІ, друкована реклама, зовнішня реклама, внутрішня реклама, відеозображення й аудіореклама, виставки та презентації), так і інноваційні підходи (партизанський маркетинг, cross-promotion, продакт-плейсмент, вірусна реклама, пряма поштова розсилка). Співробітники всіх інститутів і інших структурних підрозділів щоденною роботою сприяють рекламі університету. Рекламна та профорієнтаційна діяльність Інституту журналістики і масової комунікації невід’ємно пов’язана з формуванням інформаційної та медіакультури. Для цього щороку відбуваються конкурси для школярів міста й області, святкування професійних свят, зокрема Всесвітнього дня книги і авторського права.

Ключові слова: *інноваційний підхід, Класичний приватний університет, медіакультура, рекламна кампанія.*

Огаренко Т. А., Зоська Я. В., Бессараб А. А. Социотехнологическая деятельность в формировании информационной и медиакультуры (на примере Классического приватного университета)

В статье раскрыты особенности применения социально-коммуникационных технологий в организации рекламной кампании и формировании информационной и медиакультуры на примере Классического приватного университета, который использует как традиционные (реклама в СМИ, печатная реклама, наружная реклама, внутренняя реклама, видеозображения и аудиореклама, выставки и презентации), так и инновационные подходы (партизанский маркетинг, cross-promotion, продакт-плейсмент, вирусная реклама, прямая почтовая рассылка). Сотрудники всех институтов и других структурных подразделений ежедневной работой способствуют рекламе университета. Рекламная и профориентационная деятельность Института журналистики и массовой коммуникации неразрывно связана с формированием информационной и медиакультуры. Для этого ежегодно проходят конкурсы для школьников города и области, празднование профессиональных праздников, в частности Всемирного дня книги и авторского права.

Ключевые слова: *инновационный подход, Классический приватный университет, медиакультура, рекламная кампания.*