Brand Journalism Approach in Corporate Communication of Educational Organization

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Abstract: Nowadays we see the principal fast changes in the Internet space. We live in media world and this factor make strong effect on all aspects of our life. Educational organizations are also the part of this new world and they have to change not only within the media space but also, according to changes in the social life. Social communication and new generations in social space asks about new methods, technologies and tools of communication between educational organization and its stakeholders. Brand journalism as rather new approach lets to find new technologies and tools in corporate communication of educational organization.

Such tools as using the webtools of educators and their personal public for creating the positive media image for example gives additional opportunities for educational organizations. This is confirmed by the research. Also, the increasing of competition makes educational organizations to react on new circumstances in the market. Considering all of the above brand journalism can be new opportunity to form effective communication for educational organizations and as a result the increasing of their competition attractiveness. The tools and technologies of brand journalism work to create a positive media image and build brand awareness. Brand journalism allows a modern educational organization to use its own corporate media more efficiently. As well as such tools of brand journalism as the formation of a community of graduates, strengthening the news agenda of an educational organization, the use of teachers and students in video content allows you to create and strengthen a positive media image.

Keywords: Brand journalism, corporate communication, media image, educational organization, global media space, informational society.

INTRODUCTION

The modern world and the requirements of the information society dictate certain requirements for modern corporate communications. The concept of information society has a complex, interdisciplinary and having different focuses of interaction [1]. Hence the diversity of influence of various parameters and key components of the information society on many factors of our life, including corporate communications. Information becomes a product of mass consumption, and requires the development of a variety of channels for its delivery and use. There is a new type of communication as human communication with a digital device. It should be noted that the functions of modern means of communication are expanding in the direction of decentralization, that is, the choice of program or product depends on the individual; increase in the volume of information programs; interactivity, that is, interaction through feedback for the exchange of information [2]. Such opportunities for development could not but affect the corporate communications, and precisely in the direction of developing the brand of the organization. From another side our world now is the world of media. And in this world, we use many new different tools and technologies for effective communication. One of the new fields in

communication now there is brand – journalism. Brand – journalism lets organizations, brand sand people create multichannel and multiplatform communication, create positive media image but mainly to create positive communication with one message. In this regard, it is necessary to note the fact that the formation and development of modern corporate communications requires new tools and technologies. And the brand - journalism can answer on these challenges. The opportunity in modern information noise to convey to its audience the necessary message, to form and promote its position, to clarify the characteristics of the brand for the audience. Direct manipulations do not work in the modern global world, everyone does that. It's necessary to mention that new approaches that will allow the use of native materials, create human stories, consider the client or reader as part of the story, for example.

CORPORATE COMMUNICATION IN MODERN WORLD

First of all, it is necessary to pay attention to what corporate communications in general is. It would like to mention that the definition of corporate communications was changed during the years and nowadays there are many different definitions from different points of view. More interesting and useful there is such specification from as that corporate communications are a management faction that offers a framework for the effective coordination of all internal and external

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communication with the overall purpose of establishing and maintaining favorable reputations with stakeholder group upon which the organization is dependent [3]. Corporate communications from one side differs from public relations, organizational communications, marketing and business communications by involving and communicating with all types of external and internal stakeholders, by integrating the corresponding external and internal communication activity, and by applying a strategic perspective on communication. From another side corporate communications now also have the task of formatting and developing the brand and image company, not only the product or service [4]. That is why in modern reality in corporate communications the tools and technologies of the brand – journalism are in demand as it would be shown later.

Inside and outside any organization, regardless of ownership and level of development, the issue of transferring and receiving information is always acute. Inside any organization, information is always filtered, transformed, or not transmitted at all.

The process of information transfer is always complex; it is influenced by various factors, and often quite individually.

According to some researchers, corporate communications are becoming one of the most important factors of competition. The following factors are key in building a corporate communications system (both internal and external) [5]: - Information that is communicated to the audience of the employees is understood and accepted by the audience with respect to the content of the message, the intentions of actions, the relevance of the message;

-        Communication objectives for motivation, management, information or gaining support from the audience is achieved among the majority of employees;

-        The end result of the improved internal dialogue is the improvement of one or more of the main components of the company's competitive advantage: product sales, product quality, productivity and labor satisfaction, profitability and, ultimately, customer satisfaction.

In accordance with the analysis of experience and expertise, some researchers note that the following objectives can be realized within corporate communications [6]. Among them there are: creating a

sense within the company that employees are an important asset for the organization; improving moral and promoting goodwill through interaction between staff and management; informing employees about internal changes and plans of the company; detailed explanation of the company's compensation plans; increase of employees; understanding of the organization's activities and products, organization, ethics, culture and environment; changing the behavior of employees in the direction of increasing productivity, quality and entrepreneurial activity; increase the understanding of the employees of the main problems of the organization, its principles of corporate social responsibility, as well as the trends that affect them; encouraging the participation of employees in the company's social activities.

Thus, corporate communications in the broadest sense are a system of managing internal and external information flows aimed at creating a positive image and favorable opinion among key partners, competitors, employees of the company and candidates, investors, customers, members of the public. In essence, these are the messages that emanate from the corporation to its employees, the media, partners and the general public. The task of corporate communications are the formation and dissemination of a uniform message to all of its partners in order to achieve consistency in their actions, trust on their part and display of the company's ethical standards. Corporate communications help the organization to explain its goals and objectives, formulate values and ideas into a single coherent concept.

In this focus, it becomes important to understand how the brand is formed – the organization, what message from the organization stakeholders get, and how the organization interacts with its partners, employees, customers, investors. Of course, within the level of modern development of the communication space, it is necessary to focus on corporate branding (including both the brand of the organization and the brand of the product or services), the overall and internal identity of the product / service and the organization as a whole, corporate reputation, corporate responsibility, relations with society.

BRAND JOURNALISM AS NEW APPROACH IN THE COMMUNICATION

The emergence of the very term "brand journalism" is associated with McDonalds, whose marketing

director Larry Light in 2004 at the Edge Aging conference presented a new marketing strategy to promote the brand under the motto" I'm loving it!" [7].

In particular, he said then that traditional marketing methods designed for mass audiences no longer work and "no single advertising message tells the whole story" [7].

The consumer needs to tell what is happening with the brand in the world through a whole system of communications. The new approach assumed the creation of an "information flow" using diverse messages transmitted via various channels and intended for various target audiences. Andy Bull [8] compared this approach with the publication of a magazine in which diverse material aimed at different interests of the audience is brought together as a single editorial concept. At the same time, this method connected with journalism not only a principled approach, but also the fact that the creation of information about a company brand required professional journalistic tools, skills and style. Another factor that contributed to the development of brand journalism was the change in the information environment. Companies have previously appealed to journalists, newspapers, PR-agencies to create journalistic materials that characterize them positively. Modern meanings of communication and the new information environment: websites, social networks, the blogosphere, allow to bypass intermediaries and communicate with consumers directly, telling their story in a journalistic language [9].

In this regard, the task of brand journalism is the same as that of any other: sports, political — to tell a story in such a way as to gain the attention of the audience, communicate what is interesting to read and it is useful to know. And only serious, objective materials can gain the confidence of the reader.

As E. Oftelie wrote [10] about three main components of brand journalism among them there is consistency as the best way to attract and interest the consumer - to create a continuous, uninterrupted stream of useful, relevant, integrated and participatory information: advertising, articles, blogs, social networks, street events, photos and videos. Multidimensionality - from the monologue of the company came to a dialogue and multilogue in communication with the consumer. Brands become part of multi-user networks in which there is an exchange of information and opinions between all

participants. Journalisticity - communication with the consumer should be built on the same principles as if a magazine was created for readers, in which each article differs in topic, main problem, main idea, but all of them together form a single story about the brand, dynamic, relevant and exciting.

This principle is widely use in corporate media, for example. Corporate media is one of the sphere of corporate communication. There were first examples of using tools of brand – journalism in corporate communication. Today, the successful examples of brand journalism include Verizon, whose website is supported by 75 editors, authors, and video designers. Red Bull has a website and a glossy magazine, Red Bulletin, which publishes unusual photos and materials on extreme sports that coincide with the interests of the active youth audience of the brand [11].

ACTUALITY OF THEME

Thus, analyzing all of the above, it is important to note that educational organizations do not just need new approaches to communication. In the conditions of demographic decline and increasing competition in the educational sphere, communication openness for educational organizations are becoming a competitive advantage [12].

Speaking about corporate communications of an educational organization, it is important to note the following circumstance. First of all, the main external communications today take place in the digital sphere. There is website, social media, e-mail, etc. There are the tools of creating of media image of educational organization [13]. In this regard, the formation of new corporate communications is becoming fundamentally important. Such new channels of communication with stakeholders, including target audiences, are the website of the educational organization, its public posts on social media, as well as web resources and accounts of teachers themselves [14].

The media image of the organization is not only a factor in competition, but also affects the media identification of the educational organization and a positive reputation.

Thus, the media image of the educational organization becomes an influential factor in the organization's communication strategy [15].

Brand journalism as approach could provide communication attractiveness of the educational
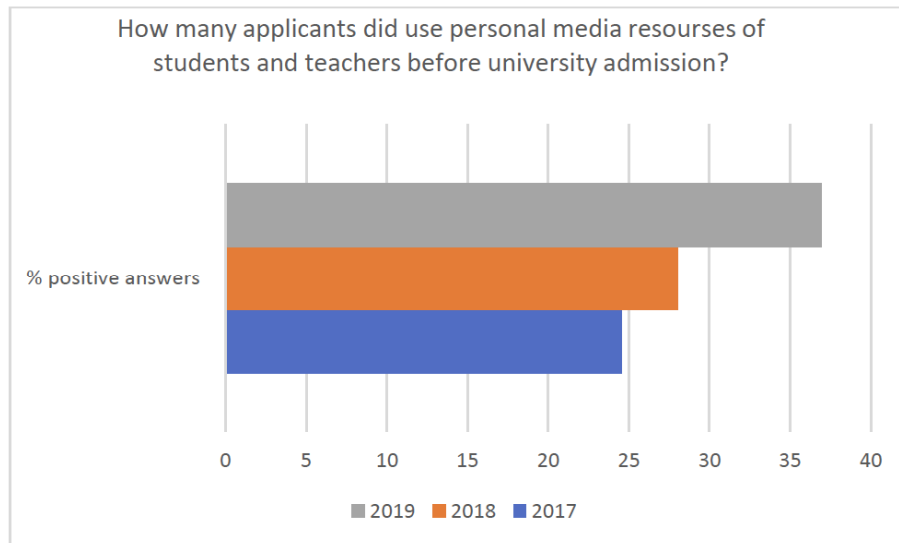
Picture 1: How many applicants did use personal media resources of students and teachers before university admission?
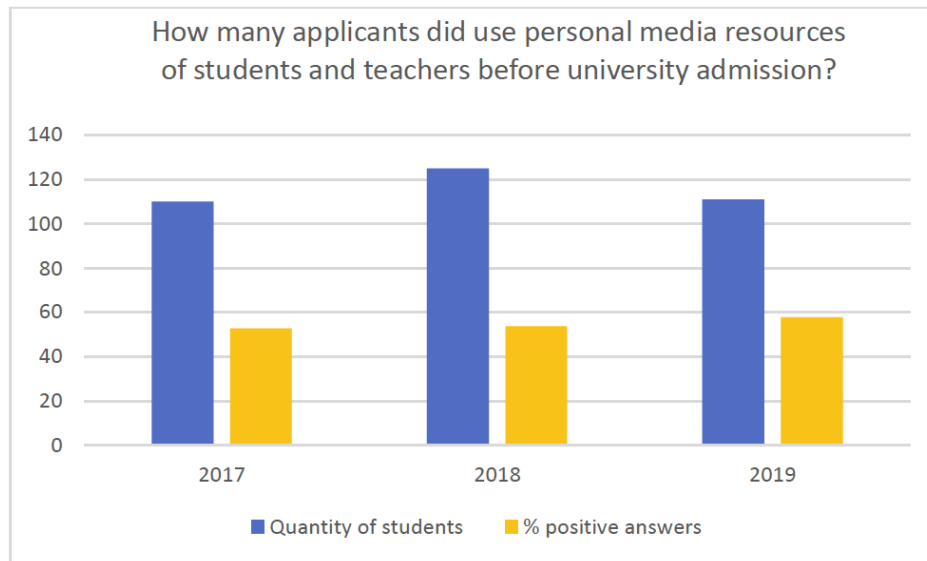
Picture 2: How many applicants did use personal media resources of students and teachers before university admission?

RESULTS OF RESEARCH

For example, the number of 1st year students who answered positively to the question of whether they used information from student and teacher accounts on social networks to obtain information about the university from 2017 to 2019 increased from 20 to 30% approximately (according to our survey). Moreover, more than 50% of respondents considered such information important. (There were more than 100 students of 1 st course on Journalism and Political Science Faculties of Russian State University for Humanities from 2017 till 2019). Principles of brand journalism as multichannel, storytelling and others are working in this case.

The dynamics of answers to questions and indicators make it possible to consider the trend of using personal accounts of teachers of different levels of the educational organization in social media and their personal web resources as an opportunity to create a positive media image of the educational organization. All these tools are possible to use as well as a channel of communication with the target audience to increase the competitiveness of the organization itself.

organization. And it is the brand journalism that makes it possible to ensure the promotion of a single message to different target audiences as stakeholders.

CONCLUSION

In conclusion, it should be noted that modern information space requires organizations to fundamentally new approaches in corporate communications. Today's corporate communications are complex and integrated. The brand - journalism as a fairly new approach to creating and promoting content enables organizations to take a fresh look at their interactions with stakeholders and build effective interaction with them and with their target audiences.

The tools of the media influence model in the corporate space allow us to solve the strategic tasks of the educational organization, primarily communication, both inside and outside the organization. Such functions of brand – journalism as building knowledge and brand affinity; creating context for broadcast brand message; involving a relevant audience also maximizes additional benefits in a competitive information space.

Brand journalism will attract an audience that will always be there and will come back for more information. And this audience in the modern world of fake news will consider this particular source as reliable. This approach helps to ensure that this audience becomes part of the organization's loyal followers. And in fact, this is the ultimate goal in a new form of content formation and distribution.

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