

Scientific School Image Development of a University Based on the System of Public Relations

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Abstract: The article considers the problem of educational institution promotion in the external socio-cultural environment via innovative management, in particular, the Public relations system. The solution to this problem is important in terms of fierce competition in the educational services market. The authors draw attention to the fact that scientific schools as unique associations of university science representatives can be considered as one of the effective elements of the university image policy development. They outlined the primary tasks of the university scientific school positive image development in the public relations system, PR tools are highlighted in the internal university environment and in the external sphere of the university, where the following segments are considered as the target audience: the scientific community outside the university, potential employers of university graduates, and the population represented by potential applicants and their parents.

Keywords: Image policy, Public relations, innovation management, scientific school, academic discourse, target groups.

INTRODUCTION

In the conditions of quite fierce competition in the educational service market, the modernization of practical means of an educational organization promotion in the external socio-cultural environment is largely the factor that determines a university success, therefore higher education institutions are actively turning to the innovative management formation and development, of which the Public relations system is an integral part (Chen, Dewi, Huang and Caraka 2020). In 2003, one of the founders of the modern management theory, P. Drucker in noted the following in his book "Management Tasks in the 21st Century": "during the periods of fundamental structural changes only those survived who sensitively caught the trends of change and instantly adapt to them" (Cohen William 2008). The above opinion can be attributed to the tasks of modern higher school management, including image policy.

MATERIALS AND METHODS

The methodological foundations of the theory of image developed in the thirties of the last century and are still actively associated with the development of the theoretical aspects of PR-activity, developed by F. Kotler, an outstanding marketing theorist, whose contribution has been recognized by the entire world community (Kotler, Jain and Maesincee 2002; Caraka, Hafianti, Hidayati, Willie and Muztahid 2019).

Scientific schools as unique associations of university science representatives can be considered as one of the effective elements of university image policy development. This circumstance is conditioned by the fact that the academic discourse in the activities of a scientific school, as a special cognitive and at the same time creating knowledge subject, is directly used in the transmission of knowledge and is subject to the general purpose of the higher education institution (Hyland 2009; Chen *et al.* 2020).

We consider image development as a systematic, planned process necessary to achieve a positive attitude towards the scientific activities of scientific school members, as an element of university science, to recognize the contribution to scientific developments, the educational process brought in by the representatives of a scientific school not only in the internal environment of a university, but also beyond it. Indeed, we take into account the pivotal role of the university scientific school positive image development in the public relations system. Although there are several related studies in this field, we have attempted to draw some brand-new and functional conclusions so as to tackle the issue of educational institution promotion in the external socio-cultural environment.

RESULTS & DISCUSSION

The scientific school "Discourse as a cultural phenomenon" of the Belgorod State Institute of Arts and Culture (Russia) has been carrying out scientific activities for 5 years. The head of the scientific school Turanina Neonila Alfredovna is the head of the

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department of library and information activities of the Belgorod State Institute of Arts and Culture, the doctor of philological sciences, the professor, the Honorary Worker of Higher Professional Education of the Russian Federation.

Professor N.A. Turanina is the author of more than 700 scientific works, including 11 monographs, 6 dictionaries, more than 20 educational and teaching aids. Research by N.A. Turanina is devoted to the problems of artistic discourse, new pedagogical technologies in the teaching of humanities, actual problems of philology, publishing, and library science (Turanina and Kolganov 2017).

According to the tasks associated with the formation of an effective image of the Belarusian State Institute of Cinematography, the members of the scientific school "Discourse as a cultural phenomenon" the Associate Professor Murashko O.Yu. and Zamanova I.F., Prof. Kulupina G.A. and post-graduate students tested a bilateral symmetrical model of a scientific school image development based on public relations (Pavlov 2015; Turanina and Kolganov 2017).

A priori the development of a scientific school image of a higher educational institution is in a dialectical relationship with the totality of the image characteristics of teachers - the members of this scientific community. The dynamic characterization of a scientific school image, on the one hand, depends on the development of professional and personal attitudes of each individual member of a scientific school, the growth of its scientific potential, scientific and professional career. On the other hand, there is a constant transformation of the expectations presented to a teacher by students, colleagues, and university management, which is due to the dynamics of changes in the socio-cultural environment as a whole (Tarakanova 2012; Caraka *et al.*).

The primary tasks of university scientific school positive image development in a public relations system are the following:

- the formation of information security about the social significance of scientific school activities, an adequate development strategy for a university;
- promotion of an effective image development of a higher education institution in the eyes of the public, the formation of social partnership system with interested representatives of all structures of civil society;

- participation in an effective image of the university faculty development in the eyes of the local community;
- participation in university promotion within the market of educational services, information support on the achievements of university teachers among the audience of potential students and applicants.

A specific form of publicity in the conditions of the educational organization of higher education for the above target groups is represented by scientific reports using audiovisual and electronic means of scientific school activities, held at the meetings of both the administration and the Academic Council of the university in the presence of leading scientists of an institute. Recognition of scientific school achievements affects the possibility of financial support obtained for research in the form of sponsorship, additional funding in the form of earmarked funds for an internal university grant (Caraka, Lee, Kurniawan, Herliansyah, Kaban, Nasution and Pardamean 2020).

Over the years of the scientific school "Discourse as a Cultural Phenomenon" operation, articles, monographs were published, intellectual property objects were registered: in the journals indexed by SCOPUS - 29; in Web of Science - 8; monographs - 11, including 2 at the central publishing house; in the journals included in the list of VAK - 76; in the journals included in the database of the Russian Science Citation Index (RSCI) - 76; intellectual property objects - 36.

A periodically published report of a scientific school in the form of digests analyzing all areas of research over several years can be considered as a kind of publicity for fellow teachers, which allows you to track visually the dynamics of development, identify key growth points, for example, the changes in publication activity, personal citation indexes or the number of graduate students defending dissertations (Klimov 2020).

An important PR tool in the intra-university environment is event marketing, which ensures the attention of all target segments, ranging from a rector of an institute to a freshman. In many ways, the impact of event marketing is based on a positive emotional effect development. It is mandatory to inform students and employees of the institute of information about ongoing scientific activities outside the university:

speaking at scientific conferences and other authoritative events of third-party organizations, participating in scientific grant competitions, rewarding members of a scientific school - the winners of various competitions, etc. The publicity of these events is implemented through the use of the internal information space: a university newspaper, a website, posters, information stands, etc.

The following segments can be distinguished as the target audience in the external sphere of the university (macro sphere): the scientific community outside the university, potential employers of university graduates, and the population represented by potential applicants and their parents. Let's consider the features of image policy development in each individual case.

The scientific community outside a university. The representatives of this target audience are teachers and professors of other specialized universities, which makes it one of the most significant PR communication groups. Scientific discourse acts as one of the essential components of external communication in the science of higher education. The recognition of scientific school qualification by third-party reviewers from authoritative scientists as a specific research group, the designation of scientific research importance, a general assessment of achievements - all this significantly affects the formation of a scientific school image in the space of the external scientific community.

The self-presentation of the scientific school achievements through the speeches of its members at reputable scientific conferences, the publication of articles in leading journals and collections of scientific materials, including foreign ones, the publication of educational and methodical literature, also the exchange of experience during round tables, discussion stands, open lectures and other interactive forms of exchange of views and experience in the field of science are the traditional methods of communicative relations development that ensure the formation of a positive image.

Over the last decade of the 21st century, new trends in the scientific image development related to the development of Internet technologies have been actively developed. Using digital capabilities allows us to systematize and structure the process of the scientific community interaction organization, to provide a more visual presentation of our achievements to the wide scientific community (Conte, Paolucci and Sabater-Mir 2008).

According to I.V. Artamonov, scientific social networks have added the ability to evaluate the result scientifically through a public review mechanism and add comments to electronic content. We can name the Science Community as a popular scientific social network that unites scientists of the post-Soviet space (Artamonov 2017; Caraka *et al.* 2020).

The opportunity to popularize the image of a scientific school among young scientists is equally important. Such a popular social network as Facebook can serve as a tool for the initial entry into the world of science. The experience of maintaining a page of a scientific school on a social network clearly demonstrates the growing scientific socialization and interest of young people in the results of their activities. Note the so-called "network effect": a virtual group or community, as a rule, is based on the contacts of people already familiar outside the Internet. So, young researchers - undergraduates and graduate students, whose supervisors are the members of the scientific school, are the first ones on the scientific school page.

An important role is played by electronic resources, including scientometric indicators of scientific activity in accounting systems. Unfortunately, today these tools in Russian fundamental and applied science have not received sufficient distribution for a number of objective and subjective reasons, nevertheless, the ELIBRARY.RU electronic scientific library can be called a successfully developing domestic project.

The population represented by potential applicants and their parents is the consumer of information, with the help of which they can satisfy their information needs by choosing a university that meets their expectations in the field of educational services and getting a future profession. The professional activity of a higher education teacher, according to the classification by E.A. Klimova (2020) refers to the system of socioeconomic professions "man-man". This fact is a fundamental factor of teacher activities and involves active use of the public relations system in the practical activities of a university.

Image information comes first in the implemented PR communications, in collaboration with this target group, which is not so much about the quality and content of scientific research as about a personal assessment of individual representatives of a scientific school. Schools graduates can get an idea about a teacher, evaluate his personal image at such PR events as Open Day for the applicants at an educational institution.

Quite often, researchers of image trends identify the concepts of “image”, “authority”, and “reputation”. In our opinion, despite the fact that these categories are of a similar descriptive nature, the functional difference of an image is to fulfill the role of a kind of business card, with the help of which a communicator presents a set of its most significant social characteristics to his communication partners, which is clearly manifested in relations with this category. An important point, reflecting the selectivity of people's perception, is the correspondence of a teacher's initial perception, the correspondence of his image to the expectations of applicants. The following definitions most often act as social characteristics in this case: “educated,” “sociable,” “affable,” “interesting storyteller,” “funny,” and even “modern.” Nevertheless, for all the seemingly quite superficial assessment, a potential student often makes a positive or negative decision on its basis concerning the admission to a given university.

Conclusion. Summing up, we objectify the fact that an effective form of a scientific school image of a university is possible only if there is a developed system of public relations, including the promotion of both individual scientists, school members, and the totality of the results achieved. A clear content-structural approach to the specifics of image formation is paramount in image policy for different target segments - image communication objects. If the most significant elements of the scientific community image are the results and achievements of research, and objective scientometric performance indicators, then, in cooperation with the student audience and applicants, the psychological and pedagogical qualities of a university teacher personality come to the fore.

Based on these facts, the successful formation and development of an image are possible only with a correctly defined strategy and tactics, the definition of information channels, the integration of all elements of a personal and collective image to achieve the planned effect.

CONFLICT OF INTEREST

The authors confirm that the information provided in the article does not contain a conflict of interest.

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