



MEDIA LITERACY IN GLOBAL CORPORATE COMMUNICATION

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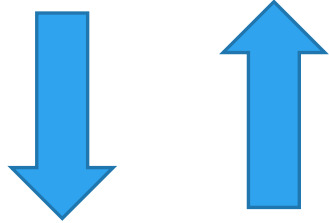
Faculty of Journalism

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The slide features a light gray background with a subtle gradient. In the top-left and bottom-right corners, there are several realistic water droplets of various sizes, rendered with soft shadows and highlights to give them a three-dimensional appearance. The text is centered in the upper half of the slide.

The context of problem

**Right on information is the
basic human right**



Sharing #fakenews and non-checked information



**REQUIREMENTS OF MEDIA
LITERACY**

**CORPORATE COMMUNICATION IS A SET OF
ACTIVITIES INVOLVED IN MANAGING AND
ORCHESTRATING ALL INTERNAL AND EXTERNAL
COMMUNICATIONS AIMED AT CREATING
FAVORABLE POINT OF VIEW AMONG
STAKEHOLDERS ON WHICH THE COMPANY
DEPENDS.**

STAKEHOLDERS' INFLUENCE IS INCREASING

► **STAKEHOLDERS**

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graph TD; A[► STAKEHOLDERS] --> B[Internal communications]; A --> C[External communications]; B --> D[Corporate communication]; C --> D;
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The diagram is a flowchart with a light gray background decorated with water droplets. At the top is a white rounded rectangle with a purple border containing the text '► **STAKEHOLDERS**'. Two large blue arrows point downwards from this box to two separate white rounded rectangles with purple borders. The left one is labeled 'Internal communications' and the right one is labeled 'External communications'. From the bottom of both of these boxes, thin blue arrows point towards a single white rounded rectangle with a purple border at the bottom, labeled 'Corporate communication'.

**Internal
communications**

**External
communications**

**Corporate
communication**

North Venture Partners (2009) distinguish those areas of performance where companies could use social media effectively:

- public relations,**
- customer service,**
- market research,**
- brand marketing,**
- promotion,**
- consumer education,**
- sales, product expansion,**
- customer relationship management.**

One of opportunities of social media use in business is public relations that help in creating positive image.

Companies could use the benefit social media provides – the opportunity to create close relations with audiences through effective communication and develop a positive image.

Media image now

- **CORPORATE IDENTITY SUSTAINABILITY REQUIRES CORPORATE IDENTITY TO BE ADVANTAGEOUS, BENEFICIAL, CRITICAL, DIFFERENTIATING AND EFFECTUAL.**
- **STAKEHOLDER PRIORITIZATION IS NOT SOLELY DEPENDENT ON POWER, LEGITIMACY AND URGENCY BUT ON LEGALITY, EFFICACY, ETHICALITY AND TEMPORALITY.**

STAKEHOLDERS IN MEDIA IMAGE

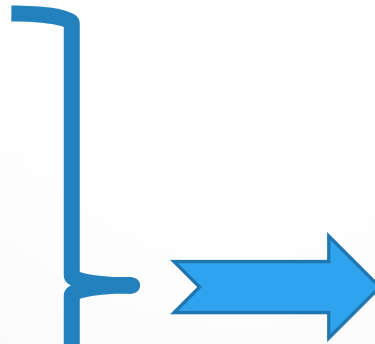


CORPORATE COMMUNICATIONS OF THE ORGANIZATION TODAY ARE AIMED ON THE FORMATION OF A COMMON IMAGE OF THE ORGANIZATION IN THE EYES OF STAKEHOLDERS.

PAUL A. ARGENTI. CORPORATE COMMUNICATION. 7TH EDITION. NY, MCGRAW – HILL EDUCATION, 2016 – 315 P.



- FACTS,
- ACHIEVEMENTS,
- IMAGES,
- INFORMATION,
- COMMENTS,
- FAKENEWS,
- LIE,
- MATERIALS OF PLANNED INFORMATION ATTACK



Stakeholders' interests

**IN MEDIA, WE CAN SEE THE REFLECTION OF REALITY,
MEDIA IMAGE IS THE REFLECTION OF MEDIA REALITY**

- **FOR LAST YEAR THE USE OF SOCIAL MEDIA (BLOGS, VLOGS, TWITTER, WEIBO, ETC.) IN CORPORATE COMMUNICATIONS IN ASIA SHOWS THE INCREASING ON 17, 2%**

Social media form media reputation of organization

Each of employee has several accounts in social media, a different audience of interaction and communication. The key question is **what information about the company, its achievements and successes they place.**

Individuals use Twitter and Facebook as primary sources for news and information. But they've become powerful tools for communicating rapidly and **without intermediary gatekeepers**, like editors.

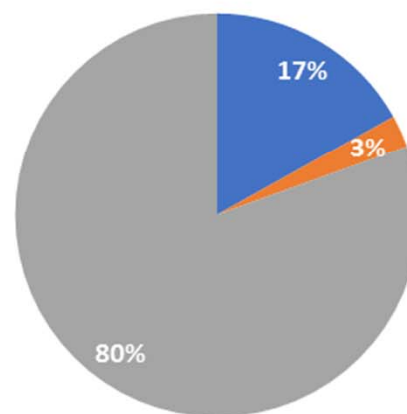


SOME INTERESTING RESULTS OF SURVEY

Information from personal accounts of Faculty members and students before exams

80% didn't use it as source of information about Faculty

ПОЛУЧЕНИЕ ИНФОРМАЦИИ ИЗ АККАУНТОВ ПРЕПОДАВАТЕЛЕЙ И СТУДЕНТОВ



■ студенты ■ преподаватели ■ не рассматривал

Would this information important for you?

50% - positive answer

**43 %
didn't
think
about it**

ОЦЕНКА ВАЖНОСТИ ИНФОРМАЦИИ ОБ
ОРГАНИЗАЦИИ ИЗ АККАУНТОВ СТУДЕНТОВ И
СОТРУДНИКОВ



SAMPLES? WE HAVE IT ENOUGH.....

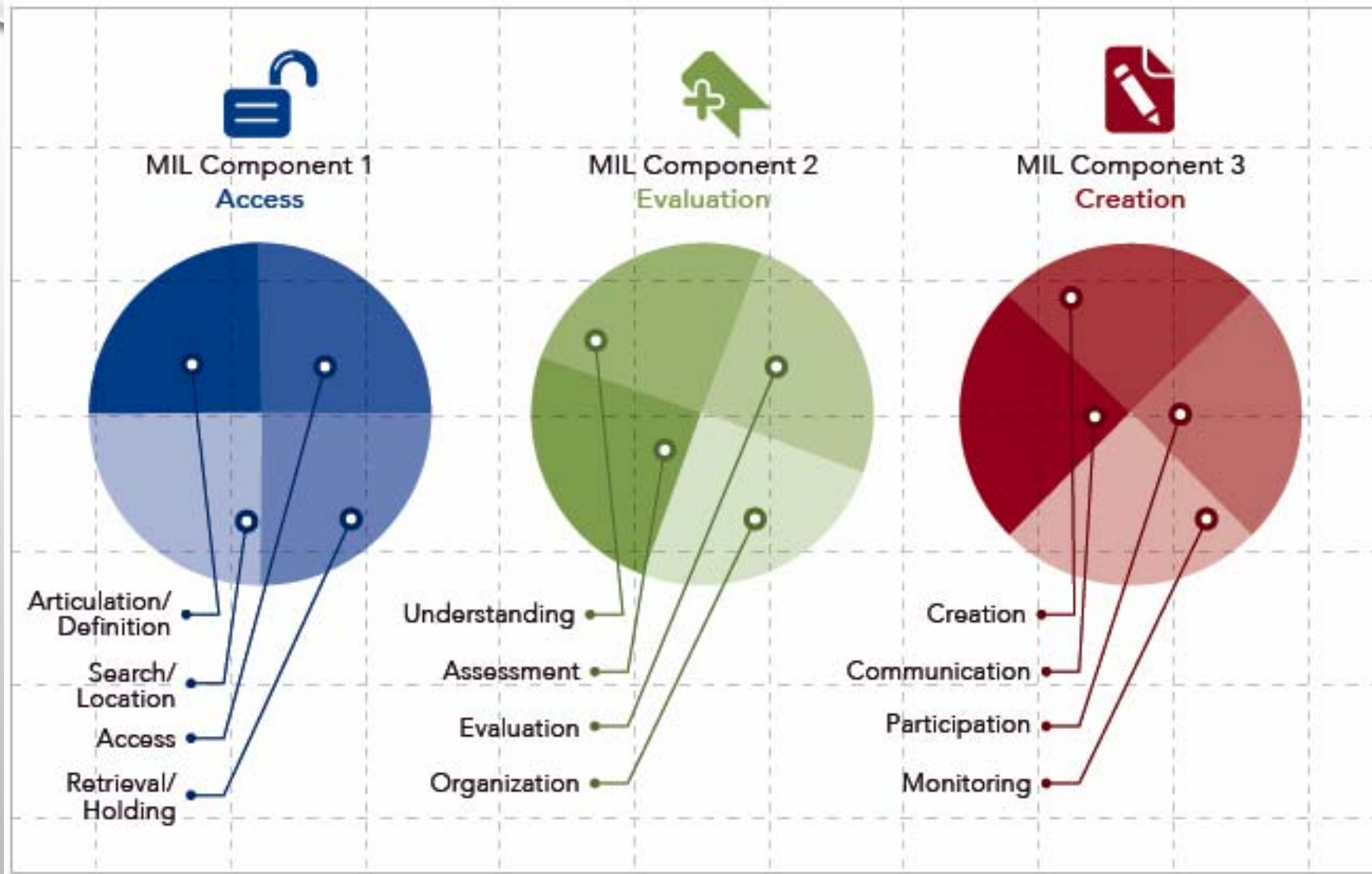
- **ALL SCANDALS WITH SEXUAL HARASSMENT STARTED FROM PICS IN PERSONAL ACCOUNT OF STUDENT OR TEACHER....OR DISCUSSION IN SOCIAL MEDIA (LAST 3 YEARS IN RUSSIAN FEDERATION, US)**
- **ON CONFERENCE FOR COMMUNICATION OFFICERS OF CATHOLIC CHURCH (ROME, 15TH OF APRIL) THE MOST PART OF THE PRESENTATORS MENTIONED THAT THE MAIN PROBLEM OF THEIR WORK IS MEDIA IMAGE OF CHURCH IN DIFFERENT INFORMATIONAL SPACES**
- **HARVEY WAINSTEIN SCANDAL**

SOME MORE NUMBERS?

- **AFTER PUBLIC DISCUSSION IN MESSENGERS AND SOCIAL MEDIA METHODS OF TEACHING AND CORPORATE CULTURE IN ONE OF MOSCOW EDUCATIONAL COMPLEXES.....**

competition in school has grown twice

(MOSCOW EDUCATIONAL COMPLEX 1254, 2017)





Thank you!

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My contacts

