MEDIA LITERACY IN GLOBAL CORPORATE COMMUNICATION

Veronika Yarnykh,
PhD, Ass. Professor,
Head of Dep. of TV, radio and Internet – technologies,
Faculty of Journalism
Russian State University for Humanities (RSUH)
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

- 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.
• 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.
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.

Ana Adi, Jim Macnamara. The present and future of strategic communication in Asia Pacific./ Journal Communication Director, issue 1/2016 (Asia Pacific). URL: https://www.communication-director.com/issues/you-gotta-have-faith/present-and-future-strategic-communication-asia-pacific#.Wh7nMUuZdET
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
Would this information important for you?

50% - positive answer

43% didn’t think about it
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!
My contacts

- Dr. Veronika Yarnykh
  vyarnykh@gmail.com
  www.rsuh.ru
  http://media.rsuh.ru