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## Image-Building and Educational Policy of a University in the Context of Broadcasting of Core Values: Media Education Aspect

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### Abstract

The authors of the article examine the image policy of three Russian universities in the context of the values broadcast in their video content. The selected videos are those that the universities themselves create and post on their official pages, as well as news videos of local TV channels created with the direct participation of the universities. It is necessary to highlight that the authors of all of the videos are being created by the students or alumni of these universities and have received professional media education. Thusly, the correlation between the value-based representation of narratives about a university with the results of educational and conditioning practices of said university.

To avoid fragmentation and excessive complexity, all values included in regulatory Russian documents are divided into five groups according to their semantic content (patriotic service, spiritual and moral development, humanitarian ideals, social responsibility and historical heritage). The values are presented in the video content both explicitly (at the level of the voice-over text) and implicitly (by demonstrating various symbols, artifacts, collective actions and tangible scientific results). Thematically, the content is tied to events, but the display of these events has its own peculiarities in each university.

Analyzing the video and audio sequence of the selected material (a total of 269 videos), the authors come to the conclusion that the beyond-eventful, value-based content of the videos is directly related to the image tasks of the university. If the capital's Lomonosov Moscow State University positions itself as a spiritual, moral and scientific benchmark for the entire country, then the other two regional universities, comparable in size, strive to emphasize their patriotic service to the region and their role as drivers of regional development. It is noted that the video content of the regional universities is thematically related to regional features (the richness of the historical past or modern industrial development). At the same time, all three universities have in common in their positioning insufficient attention to the *social responsibility* value: the content related to the rights, opportunities and successes of students and scientists prevails over demonstrating their responsibilities to society.

**Keywords:** image policy, university image, values, media space, video content.

### 1. Introduction

The importance of research approach analysis is related to the fact that today, in the face of competition for applicants and education funding, the representation of the university in the media

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space is not only one of the most important tasks of the university's media management, but also its rating indicator. This fact is confirmed by the inclusion of the university media activity indicator in all leading educational ratings of the country, and this indicator takes into account both the amount of digital content of the university and its relevance to the audience.

The audience interest factor is directly related to those beyond-event meanings that are embedded in the university media content. The values that this information conveys play an important role in presenting information about the university to the audience. In a situation of the illusion of accessibility of any kind of knowledge and any information, it is important to pay attention to those aspects of media practice that are aimed at correcting the situation and using the potential of the media themselves to popularize education and self-education in our country. Audiovisual media can play a significant role in this aspect.

The present study includes an analysis of the results of the image of the educational policy of three Russian universities in a comparative aspect: the leading Lomonosov Moscow State University and two universities comparable in scale and objectives and located in different federal districts – Derzhavin Tambov State University and Yaroslav-the-Wise Novgorod State University. Studying video content about university life, the authors of the article focus on obtaining a picture of the general image of universities in the context of the values they broadcast and identify gaps in university media management.

The significance of the study is on the practical level of scaling its results for all actors in the educational process.

## 2. Materials and methods

The main literature sources for the article are scientific papers with the keywords *university image*, *university brand*, values (more than 100) and the results of discourse analysis of digital resources pursuant to search queries on the names of the universities.

The purpose of this work is to study approaches to forming the image of the university in new audiovisual media. The material of the study is the audiovisual content of university websites, from the RUTUBE video hosting platform and the VKontakte social network, which are retrieved by algorithms for search queries in Russian such as *MGU* (MSU), *Moskovsky gosudarstvennyy universitet* (Moscow State University), *MGU imeni M.V. Lomonosova* (Lomonosov Moscow State University) (87 videos on the official pages of the university); *TGU Derzhavina* (Derzhavin TSU), *Derzhavinsky universitet* (Derzhavin University), *TGU imeni Derzhavina* (Derzhavin Tambov State University) (68 videos on the official pages of the university) and *NovGU* (NovSU), *Novgorodsky universitet imeni Yaroslava Mudrogo* (Yaroslav-the-Wise Novgorod University) (114 videos). The study period is from January 2024 to February 2025.

Video content is considered in the aspect of representing the basic values, which are established in the Executive Order of the President of the Russian Federation No. 809 of November 9, 2022 “On approving the Fundamentals of State Policy to Preserve and Strengthen Traditional Russian Spiritual and Moral Values.” According to the Executive Order of the President of the Russian Federation “On approving the Fundamentals of State Policy to Preserve and Strengthen Traditional Russian Spiritual and Moral Values”, “traditional Russian spiritual and moral values include, first of all, life, dignity, human rights and freedoms, patriotism, civic consciousness, service to the Fatherland and responsibility for its destiny, high moral ideals, strong families, productive labour, the primacy of the spiritual over corporeal, humanism, charity, justice, collectivism, mutual assistance and mutual respect, historical memory and the continuity of generations, as well as the unity of Russia’s peoples” (Executive Order of the President of the Russian Federation No. 809).

To obtain a holistic picture of the images of the universities in new audiovisual media, this study uses discourse analysis of aggregated groups of values. The methodology of the analysis is based on the system of value groups presented earlier in our works, which lay the foundation for the spiritual and moral development of society and the individual (Zvereva, Khvorova, 2022: 13-16). We also rely on an approach to the analysis of the representation of audiovisual values, based on multimodal discourse analysis (Sterlikov, Shesterina, 2024: 50). We use this method as the most effective in studies aimed at resemiotization of video content (Baykova, 2022: 230-234) and analysis of a work not only at the verbal level, but also at the level of a video sequence (Kress, 2006).

The methodology of aggregating groups of values allows avoiding excessive complexity and obtaining more structured generalized results that meet analytical standards. Reducing the number

of categories for analysis is especially important when processing and interpreting a large volume of content, when conducting a comparative analysis of the approaches of the three universities to forming the image of the university in new audiovisual media. Aggregation based on common characteristics allows identifying key trends, ensures focusing on key aspects of video content, allows identifying central themes, which contributes to a deeper understanding of the impact of content on the audience.

The above-mentioned values are divided into 5 groups.

The first group – *patriotic service* – includes such values as patriotism, civic consciousness, service to the Fatherland and responsibility for its destiny, the unity of the peoples of Russia.

The second group – *spiritual and moral development* – includes such values as the primacy of the spiritual over corporeal, high moral ideals and strong families.

The third group – *humanitarian ideals* – includes such values as humanism, charity, justice.

The fourth group – *social responsibility* – includes such values as collectivism, mutual assistance and mutual respect, productive labour, human rights and responsibilities, dignity.

The fifth group – *historical heritage* – includes such values as life, historical memory and the continuity of generations.

These value groups make the basis for the multimodal discourse analysis of video publications included in the empirical data of the study. The analysis units are fragments of content correlated with the analyzed categories. At the verbal level, the mention of values or categories correlated with them is recorded in oral form (captions and narrations) and in written form (titles). At the visual level, the presence of images in the video sequence associated with or directly correlated with any value is noted. Alongside that, we record the reflection of events, processes, situations, actions correlated with any value, taking into account the presence of implicit meanings and context in the video.

The comparative method allows the authors of the article to compare the results of the multimodal analysis of the video content of the three universities, revealing differences in the media image of the country's top university and the regional federal universities.

### 3. Discussion

Today “universities face the difficult task of adapting to the requirements that “digital citizens” make for the quality of communication when choosing a university, studying or working there” (Brodovskaya et al., 2021: 17), and “the weight of the social media flow about a university is a significant indicator of the quality of brand management, indicating the ability of university management to keep the “university agenda” at the top of media content” (Brodovskaya et al., 2021: 20). The university media agenda with the inclusion of value meanings is important in the context of the devaluation of education, which is shown by the Russian Public Opinion Research Center (VCIOM, 2018, «Higher education: path to success or waste of time and money?») research: 72 % of young people aged 18–24 believe that education is not mandatory for a successful career. As for the university's image policy in the context of the values of modern youth, it is necessary to emphasize the attention of scientists to the fact that education today is in a vulnerable position. At the same time, it is the media that has formed, as researchers point out, the myth of the accessibility of any knowledge, and therefore its insignificance in life (Abrosimova, 2021; Gálik et al., 2024).

The formulation of current values has been the concern of the Russian authorities at the highest level, having “designated among the traditional values important for university education the values of patriotism, service to the Fatherland and responsibility for its destiny, high moral ideals, the primacy of the spiritual over corporeal, humanism, historical memory and the continuity of generations” (Executive Order of the President of the Russian Federation No. 809). Attention to the promotion of value meanings is important for the university audience, the generation that a number of researchers are inclined to call *devaluing*, i.e. one that does not see the value in the accumulation of knowledge and does not want to spend efforts on the educational process (Amzin, 2016).

According to V.A. Vinichenko, “not coincidentally, in recent years, there have been many scientific studies on the creation of university brands in the country's media space in the context of university management; dissertations are written on this topic, which, however, concern individual aspects or actors of the image: the consideration of individual cases on the promotion of a specific university in the media of various levels prevails” (Vinichenko, 2019). At the same time, the importance of the university's presence in digital communication channels, which allow it to

compete in the all-Russian field, is noted. Thus, Elena A. Kakotkina, considering the structure of the image of a regional university, notes that the priority of image building should be efforts in the Internet environment (Kakotkina, 2016). The role of corporate university media in solving personnel problems in the regions and the need for their reloading in the new communication conditions are pointed out (Argylov, 2016).

Taking all of this into account, it is hard to overstate the importance of the role of mediaeducation. Elaborating on the thoughts of A. Fedorov (Fedorov, Levitskaya, 2017) on the compound analysis of the potential of mediaeducation, I. Chelysheva in collaboration with G. Mikhaleva and Yu. Sapozhnikova conduct a scrupulous analysis of the process of developing family-oriented core values in the works of Russian cinema and emphasize the creative potential of the practices of mediaeducation (Chelysheva et al., 2024). The authors of the creative video-projects, presented in the empirical section of this text – are students and alumni that have received professional media training, with a focus on broadcasting of core values that lay the groundwork for the formation of moral, ideological and patriotic values.

Of undoubted interest for the topic of the article are the aspects of the digital image of a university teacher as an expert, previously considered by the authors (Shesterina, Kopylova, 2024; Kaminskaya, Erohina, 2023).

It is important to emphasize that the audience's interest in thematic media discourse and its lively feedback in the form of comments is determined not least by the values that this media discourse conveys, which was shown by the authors in their study of the media discourse on the arrest of Pavel Durov (Zvereva et al., 2024).

According to E.A. Zvereva, T.L. Kaminskaya, A.M. Shesterina, "Today, media largely determine the audience's attitude to significant events, which, in turn, shapes the interpretation of basic socio-cultural values». Earlier in the work of the authors of this article (Zvereva et al., 2024), "Today, the media is essentially a social navigator. This fact is confirmed by the increase in media consumption during periods of crisis (such as pandemics and sanctions), when the bulk of media messages circulates around key topics of modern society, touching on the most relevant and contradictory agenda in terms of values".

According to V.A. Sidorov, "mass-media discourses postulate certain values that are supported or not supported by their target audiences, namely the scale of discourses, their distribution and influence on society are connected with discussions on values and phenomenon assessments. The fact that the formation of society's values occurs with the direct participation of the mass media is today an indisputable fact, which has stimulated discussions in the academic environment and among practicing journalists about the mission of the journalist in this process and even the emergence in the 21st century of a new research branch in the theory of journalism", i.e. journalism axiology, which considers "journalism as a source and retransmitter of society's values in all their subject and semantic diversity, as well as journalism itself as a social value" (Sidorov, 2016: 14).

According to V.V. Antropova, "the material for identifying the values broadcast by mass-media discourses is, first of all, journalistic texts". Thus, Vera V. Antropova, through concept analysis, "identifies three value models reflected in the leading media of the last decade, which are associated with a certain type of media addressee" (Antropova, 2021). Most often, it is the quality press that comes into the field of view of researchers of the values broadcast by the media, often in parallel with the foreign-language press (Kaminskaya, 2017).

According to A.V. Baychik, "outside the scope of research attention is the material of social media, although it is through network technologies that media discourses have a great influence on society". Thus, Anna V. Baychik, developing the ideas of the St. Petersburg axiological school of media studies, in her dissertation presents the mass media space as a space of value conflict (Baychik, 2022).

Scientific research on values has different disciplinary perspectives, as demonstrated by Irina N. Demina in her large-scale scientometric review. The author notes that "The fewest publications with *values* in their titles are in the section "Mass Communication. Journalism. Media" (Demina, 2022: 665). Irina N. Demina reasonably concludes "about the importance of further scientific discussion on the problems of values and the need to update this topic in all areas of social and humanitarian knowledge and in journalism and media studies" (Demina, 2022: 671).



#### 4. Results

The analysis of the representation of values in the video content of the Lomonosov Moscow State University shows that their actualization is associated, first of all, with the educational process (Table 1).

**Table 1.** Representation of values in video content of Lomonosov Moscow State University

Nº	Value group	Number of videos displaying value group
1	patriotic service	74
2	spiritual and moral development	85
3	humanitarian ideals	61
4	social responsibility	39
5	historical heritage	82

Consider the features of the value representation in the aspect of multimodality.

The *patriotic service* value is presented in the videos as follows:

- at the text level in such phrases as “*Soviet genius*” (*Quantum Biography of Lev Landau*), “*devoted most of his life to the main university of the country*” (*Victor of Science. Episode 1*);
- at the video level, the actualization of this value is found in the demonstration of state symbols (*Three Centuries, Three Geniuses, Three Stories, Opening Ceremony of the Mendeleev Olympiad*), national symbols (*Who made Gagarin's flight possible? We tell you in 20 minutes*);
- at the audio level, in the narrative about the university, there is an intonation demonstrating pride (*270 years of Moscow State University in 20 minutes*), folk music is played (*Maslenitsa*).

Implicitly, this value is shown in the positive demonstration of the university, its students and staff, in the narrative about the university's achievements. Contextually, the value is related to the celebration of the anniversary of the Great Victory, actions aimed at developing patriotism.

The *spiritual and moral development* value is actualized by the following markers:

- at the text level, in such phrases as “like any self-respecting universe, Moscow State University is expanding due to knowledge and scientific discoveries” (*Victor of Science. Episode 1*), “conduct fundamental research that, perhaps, will help people ...” (*Victor of Science. Episode 2*);
- at the video level, the actualization of this value is found in the demonstration of education, scientific activity, creativity scenes (*Victor of Science. Episode 1,2*), symbols associated with spirituality (*Lomonosov in 20 minutes*);
- at the audio level, the actualization of imagination-spiritualization is noted in the narrative about the university (*Three centuries, three geniuses, three stories*), in the narrative about discoveries and other achievements, an elevated intonation sounds.

Implicitly, this value is shown in the positive demonstration of the results of the university's activities, in the narrative about the people of the university. Contextually, the value is related to state and professional holidays, festivals, concerts and similar events.

The *humanitarian ideals* value is actualized as follows:

- at the text level in such phrases as “gathered the best scientists” (*Quantum Biography of Lev Landau*), “here they are inventing our tomorrow” (*Victor of Science. Episode 1*);
- at the video level, the actualization of this value is found in the demonstration of scenes of mutual assistance (*Open Doors Days*), symbols associated with help and support;
- at the audio level, the value is intonationally demonstrated in the intimacy of the narrative, aimed at forming empathy (*Opening of a coworking space*).

Implicitly, this value is shown in the positive demonstration of the results of assistance, in the narrative about various events. Contextually, the value is related to such events as Donor Day and the *Divide* environmental campaign.

The *social responsibility* value is manifested in the following way:

- at the text level in such phrases as “punished the plagiarist” (*Quantum Biography of Lev Landau*), “I would like our deeds, what we do together. To remain in history” (*Victor of Science. Episode 1*);

– at the video level, the actualization of this value is found in the demonstration of selfless labor, actions that go beyond the university and are aimed at broad sections of the population (*270 years of Moscow State University in 20 minutes*);

– at the audio level, the value is demonstrated in a firm and sometimes didactic intonation aimed at forming the corresponding attitudes (*Victor of Science. Episode 1*).

Implicitly, this value is shown in the positive demonstration of scenes of service to society. Contextually, the value is related to such events as *Scientists to Schools, Science O+*.

The *historical heritage* value is manifested in the following markers:

– at the text level, in the titles of the videos (*Quantum Biography of Lev Landau; Three Centuries, Three Geniuses, Three Stories; Physics of the 20th Century in 20 Minutes; History of Space Exploration in 20 Minutes*);

– at the video level, the actualization of this value is found in the demonstration of the historical past of the university, the symbols associated with historical memory (*270 years of Moscow State University in 20 minutes*);

– at the audio level in the videos, there is music related to the historical past of Russia and works by foreign authors (*Victor of Science. Episode 1*);

Implicitly, this value is shown in the narrative about people who contributed to the development of the university (*Quantum Biography of Lev Landau*), about how students lived and studied in the past. Contextually, the value is related to the 270th anniversary of Moscow State University.

It is important to emphasize that along with the actualization of values in the videos, we also see the devaluation. For example, in the *Quantum Biography of Lev Landau* video, the following phrase is heard: “Instead of telling you the history of quantum physics, we can rummage through Lev Landau’s private matters, discuss his philosophy of free love and his suffering wife,” “Have you heard about his mistresses?” Such phrases are supported by the video sequence, ironic intonation and implicitly hint at the unflattering facts of the physicist’s biography, which is hardly contextually appropriate in relation to the celebration of the scientist’s anniversary and partly leads to the devaluation of the *strong families* value.

The analysis of the representation of values in the video content of Derzhavin Tambov State University shows serious attention to the transmission of value guidelines (Table 2).

**Table 2.** Representation of values in video content of Derzhavin Tambov State University

No	Value group	Number of videos displaying value group
1	patriotic service	55
2	spiritual and moral development	61
3	humanitarian ideals	38
4	social responsibility	31
5	historical heritage	58

The *patriotic service* value is presented in the videos as follows:

– this value is implicitly shown in the positive demonstration of the university, its students and staff (*Rector Pavel Moiseyev congratulates on Science Day; Rector's congratulations on Higher Education Teacher's Day*), in the positive openness of the university management represented by the rector to dialogue with students (*Rector of Derzhavinsky (masculine adjective from Derzhavin) Pavel Sergeevich Moiseyev met with the university student body*);

– at the text level – in phrases that express pride in the country, in the university – “68 people from Derzhavin University participate in the Special Military Operation” (*Derzhavinsky – for participants of Special Military Operation*), “Derzhava Hockey Club – last home matches of the season”; “IT hackathon in Derzhavin University”; titles of streams of the events *Derzhavinskaya* (feminine adjective from *Derzhavin*) *Ski Track, Derzhavinskaya Regatta, Derzhavinsky Ball*, the podcast series *Back to Derzhavinsky*;

– at the video level, the actualization of this value is found in the demonstration of state symbols – the presentation of the “Derzhavinskaya Glory” medals for achievements in the sphere of patriotism (*Derzhavinsky – for participants of Special Military Operation*), national symbols (*St. George’s Glory of the Tambov Land, Young Army Shift*);

– at the audio level, in the narrative about the university's achievements, an intonation demonstrating pride is noted – “*the university is moving towards a model of a socially responsible corporation*”; “*the university's successes in implementing the Priority 2030 program* (the largest national university development support program in Russia)” (*Strategic Session*); in the stream of the International Performing Arts Competition, patriotic songs are emphasized;

– contextually, the meaning correlates with events aimed at fostering patriotism: for example, broadcasts from celebrations on the occasion of laying flowers on the eve of Defender of the Fatherland Day (specifically at Derzhavinsky University – this event is for participants in the Special Military Operation), and events related to the celebration of the anniversary of Victory in the Great Patriotic War. Such videos are aimed at promoting patriotism.

The value of *spiritual and moral development* is actualized through the following markers:

– at the video level, the updating of this value is discovered in the demonstration of scientific activity scenes – the Science Day video, creativity scenes – the stream of International Performing Art Competition, the video of the “Galdym – Art Territory” youth forum, the purpose of which is to support young talents, the creation of conditions for their professional and creative growth; the inspired looks of participants and guests of the exhibition of teachers of Russian State University of Design and Applied Arts (Stroganov University) “Communication of Times. Art. Fate. People...”;

– at the audio level, in the university's narrative, the actualization of imagination and self-enrichment is noted (“Rector: The most important is people. We invest in the development of people”). The need to attract young people to science through the participation of researchers in the All-Russian project “Derzhavinsky Science Slam” and the video “Start in Science”;

– as a rule, there are lofty notes in the dubbing of such videos;

– at the text level, in the narrative of discoveries and other achievements, an elevated intonation sounds – “Scientists will come to their laboratories to dream and doubt, search and find” (*Science Day*);

– this value is implicitly shown in a positive demonstration of the university's results – “Annually Derzhavin University with special warmth and excitement meets this holiday”, in the video about the university's people – “The basis of the whole is the personality of a scientist, filled with a thirst for scientific discoveries” (*Science Day*).

Contextually, there is a correlation with national holidays, professional anniversaries, festivals, and all celebrations attended by a large number of people. For example, this includes the *Miss University 2024* contest, *Great Theatre Fresh*, and the university league of science battles *Science Slam*.

The most frequently mentioned value in this group is the family one. So, in the rector's dialogue with students, his relationship to the family is mentioned (*Rector of Derzhavinsky Pavel Sergeevich Moiseyev met with the university student body*); in the narrative on *Derzhavinskaya Ski Track*, it is about a family race in the Year of the Family (2024 has been declared the Year of the Family in Russia); that is why a social media campaign is being carried out in a number of publications by Derzhavin University, emphasizing the leading role of the family (in the presentation of the national project “Family”, “Mother's Day in Derzhavin University”, “Problems of the modern family”, etc.

The *humanitarian ideals* value is actualized as follows:

– at the text level, in phrases such as “beauty, grace, talent contest” (*Miss University*), emphasizing the status of the winner of the contest – “participants in the Medical Volunteers movement”;

– at the video level, the actualization of this value is found in the demonstration of scenes of mutual assistance (*Open Doors Days*, *Career Guidance Tests*) and symbols related to help and support;

– *The Story of Dima* is especially heartfelt – it is a first-person story of a four-year-old boy who has the most cherished desire to walk, run and jump; the narrative is built using photos from their family album and touching captions, simply and without excessive tragedy telling about the support of his family and doctors;

– at the audio level, intonationally, the value is demonstrated in the intimacy of the narrative, aimed at forming empathy – stories about the project on socialization, development of scientific and creative potential of children of Donbass, Belgorod region and children of participants of *Special Military Operation* (*University Sessions*, “*The sixth University Session is taking place in*

*Derzhavin University*); and in the continuation of the University Sessions project – a story about organizing recreation at the health base of Derzhavinsky University for students from Donetsk and Lugansk People's Republics, Kherson and Zaporozhye regions (*Opening of the first session of the Stud.putevka (a subsidized student pass) project in Derzhavinsky*).

Implicitly, this value is shown in the positive demonstration of the results of volunteerism, humanitarian initiatives (*We have summed up the work of the Tambov regional branch of the All-Russian public movement "Volunteers-doctors"*), in the narrative on various events (*School of Activists – 2024*).

The *social responsibility* value is manifested in the following way:

- at the text level, in phrases such as “popularization and promotion of student sports in two countries”, “joint tournaments”, “formats of interaction in the field of sports” (*Discussed cooperation on joint projects with Chengdu Sport University (China)*);

- at the video level, the actualization of this value is found in the demonstration of events that go beyond the university and are aimed at the general population in Russia (*The winners of the Interregional Multidisciplinary School Olympiad receive awards* – about schoolchildren from different regions of Russia) and beyond (*Graduation of foreign students*); it is especially worth noting the *Derzhavinskaya Grove* video project, in which students from different cities and countries talk about their small homeland and their Derzhavinsky;

- at the audio level, the value is intonationally demonstrated in the didactic intonation aimed at forming the corresponding attitudes (*How to get to the dormitory of Derzhavin University*); this intonation sounds especially firmly in the series of *Fraudulent Scheme* videos (*Playing on the stock exchange; A call from a law enforcement officer; A call from the bank's security service; Emails, messages and calls on behalf of various funds*).

Implicitly, this value is shown in the positive demonstration of scenes of service to society. Contextually, the value is related to such actions as “Service Learning” (*Opening of the Service-Learning 2024 module*), “Russian Language Volunteers” (*Russian Language School in Derzhavin University*).

The *historical heritage* value is manifested in the following markers:

- at the text level, in such phrases like “as our ancestors used to say, Maslenitsa bids farewell to winter and allows spring to take its place” (*Maslenitsa*), “the university alley of glory in honor of the participants of the Great Patriotic War” (*Derzhavinsky – for participants of Special Military Operation*), in the titles of the videos (“Archbishop Luka's Day in Tambov”) and the *Back to Derzhavinsky* video project dedicated to the stories of university graduates of different years;

- at the video level, the actualization of this value is found in the demonstration of the historical past, symbols associated with the historical memory of Russia, as in the *Maslenitsa* narrative about the spring holiday – a video sequence with a round dance, skomorokhs (wandering actors and minstrels), pancakes and the traditional burning of the Maslenitsa Scarecrow;

- at the audio level, the videos feature music that is related to the historical past of Russia, as in the *Matveyevna* story about a dance group, in the name of which its leader includes a tribute to the memory of their grandfather Matvey and their mother, Matveyevna, while simultaneously emphasizing the direction of the choreography – folk dance.

This value is reflected in those stories that tell about people who have contributed to the development of the university (*30 years of legal education*). Contextually, the value is related to the demonstration of the importance of continuity in teaching (*Voice of Generation. Teachers*).

In 2024, Yaroslav-the-Wise Novgorod State University implements the *city-university* project, through which the entire life of a non-industrial city should be built around the university, which is to become the driver of the territory's development. A special TV program of the same name presents the university and the project: *City-University Diaries*. 12 TV episodes of the 2024–2025 season of the program have been reviewed (the episodes were released twice a month, from September 3, 2024, to February 18, 2025), there is a total of 12 10-minutes episodes of the season. Each episode contains 2–3 stories, mainly in the genre of interviews with scientists, managers and students of the university. Thus, 40 video stories of the program have been reviewed.



**Table 3.** Representation of values in video content of Yaroslav-the-Wise Novgorod State University

Nº	Value group	Number of videos displaying value group
1	patriotic service	60
2	spiritual and moral development	47
3	humanitarian ideals	15
4	social responsibility	20
5	historical heritage	70

Through identification codes, the University is presented as a technological and innovative driver of the city's development. It is somewhat less common, but still in demand, to present the university as a source of student initiatives and student-led events, including conferences, exhibitions, and schools.

In addition, the university is featured in regional TV news narratives, of which there are 74 for the period under study. The total material volume is 114 videos.

All the videos are in the *city-university* section on the Novgorod television website (<https://novgorod-tv.ru/speczproekty/gorod-universitet/>).

The *patriotic service* value is presented in the videos verbally with words of pride for the city, for the country and for the university: *“Andrey admits that he is proud of the products created under his supervision <...> and this is only one of hundreds of scientists in the region, each of whom has helped the region become the capital of invention in Russia”*;

– at the video level, the value is presented by general plans of new city blocks, showing Russian, city and university symbols. It is often presented in the video sequence and verbally in the videos about search activities: *“Young people – students – can most accurately learn what the Great Patriotic War is, at what price the Victory was achieved, through search activities.”*

This group of values correlates in the videos with the values of the *spiritual and moral development* group, which is actualized through the demonstration of creative and scientific competitions of the university, events associated with significant dates: *New tradition of Novgorod State University: 200 students take part in the creative festival “Russia and the World”*.

The *humanitarian ideals* value is actualized through the demonstration of volunteerism, humanitarian initiatives of university students (help for the older generation, donation), event-related video materials are typical (*On Volunteer Day, initiative center for volunteers opens at Novgorod State University*). The footage includes formats of volunteer activity and simultaneously features representatives of different generations in interaction.

The *social responsibility* value is realized through headlines about the university *Golden Reserve* representatives improving the region: *medical students in practice*, as well as narratives on the role of the university in its social life: *Students from the medical institute, for example, try to balance work and study, starting from the second year. More than 150 people are currently undergoing internships in city clinics*. Visual markers of the value are the demonstration of the activities of university students for the benefit of the region: planting trees, master classes for exceptional children.

The *historical heritage* value is realized through interviews with humanities scholars who have dedicated their research to the history and culture of the region, showing historical monuments and iconic places: *“We talked about how the Poozery (people living on the territory of the northwestern shore of Lake Ilmen) film was created, what attracts anthropologists and urbanists to the territory of the Ilmen Lake District, what are the features of the dialect of the inhabitants living there and how they pass on traditions and customs from generation to generation”*; many videos about initiatives and technological victories mention the significance of Veliky Novgorod for Russia in the historical context. University initiatives to support historical heritage and perpetuate iconic names also often serve as news: *Novgorod State University determines winners of competition for best Kirik Novgorodets monument design*. A significant part of the news is related to archaeological finds, stories about artifacts and their demonstration: *“Novgorod archaeologists continue to study a unique find. At the end of September, during excavations on the banks of Lake Ilmen, in the Yuryev area, a practically intact molded pot was discovered, which is approximately 6,000 years old.”*

Thus, the most frequent topics of university life were videos about university research, scientific victories and student participation in large-scale events.

The multimodal analysis of the representation of values in the video content of Yaroslav-the-Wise Novgorod State University shows that the most frequently represented values are the groups of *historical heritage* and *patriotic service*, which is due to the large symbolic capital of the region. In the local TV news promoting these values, the newsmakers are most often the university and regional management and in the university program *City-University Diaries* – students.

## 5. Conclusion

Thus, the image policy of the university is directly related to the transmission of value meanings in video products; event publications in media formats fit into the beyond-event value context: TV news and university TV stories show universities as creators of value meanings. At the same time, it is necessary to emphasize that the differences in the presentation of these meanings are due to both the characteristics of the territories and the capabilities of the universities themselves to influence the culture and politics of Russia.

Thus, Yaroslav-the-Wise Novgorod State University, located in a non-industrial area, has decided to take on the role of a driver of regional development, promoting humanitarian values, the image of a scientist and a student, territorial identity due to the great historical past.

Derzhavin Tambov State University, paying attention to spiritual, moral and patriotic values, at the same time puts a lot of effort into positioning the university as a scientific, educational and cultural center, as the main driver of development of the socio-cultural space of the region. The key university-image feature is the emphasis on the name *Derzhavinsky* for various events, promotions, awards and for the formation of the value field of teachers and students of the university. It is not without reason that the most mentioned value in the videos is the families one.

Lomonosov Moscow State University positions itself as a university with a long history and a significant contribution to the development of Russian education as a whole. In the year of the university's 270th anniversary, this emphasis is most noticeable and well-founded. There is also a desire to become a kind of spiritual and moral guide for the general public and a leader in scientific research.

The research has shown that the authors of the videos – current students and recent alumni that have received professional media education in the above listed universities, display the same base values that are pursued by the universities themselves in their educational practices. Thusly, alteration of the public image of a university in the media space require alteration of educational and conditioning practices of said university. A correlation is required between the media education of professionals and the core values broadcasted by the universities.

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