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АКТУАЛЬНЫЕ ПРОБЛЕМЫ ЛИНГВИСТИКИ И ЛИТЕРАТУРОВЕДЕНИЯ

Сборник материалов I (XVI)
Международной конференции молодых ученых
(9–11 апреля 2015 г.)

Выпуск 16

Издательство Томского университета 2015

fragments, to citation in its broadest sense to include not only explicit allusions, references, and quotations within a discourse, but also unannounced sources and influences, clichés, phrases in the air, and traditions. That is to say, every discourse is composed of ‘traces’, pieces of other texts that help constitute its meaning.”⁶ The iterability type evidently fits to the intertextual feature of the university mottoes. That is to say not the specific text, from which the quote was borrowed, but the credibility of its source is important in this case. As a result of some research, it was found out that most of the quotes borrowed by the universities are from the Bible.

The influence of religion, particularly Christianity, on the educational system of the Great Britain cannot be underestimated. Religion and education have always been correlated and interrelated throughout the history. Here are some facts offered by encyclopedias just to prove this statement: “A typical charity school at Burrough Green, Cambridgeshire, founded in 1708... was required ‘diligently and faithfully teach and instruct in reading of the Holy Bible.’”⁷ “For the first six centuries of its existence, Cambridge, as well as Oxford, was a seminary, and until 1871 fellows were required to be celibates in holy orders.”⁸ Nevertheless, “the two ends of the intertextual process cannot be regarded separately: a function can only exist in the successful communication of producer and recipient.”⁹

According to the classification, another type of mottoes to be observed is the original ones. Their characteristic feature is that the effect produced on the audience is reached by means of stylistic devices, also called rhetorical devices or figures of speech. Examples: alliteration — *Learn and Live* (The Open University); assonance — *Thought the harder, heart the keener* (University of Essex).

As opposed to the Latin mottoes, the English ones are comprehensible and to some extent resemble advertising slogans, which make them up-to-date mottoes. I would rather accept that education is an institution that is founded on tradition and to replace the traditional mottoes by some contemporary ones would be just unreasonable. The suggestion is that the Latin mottoes should be accompanied by translation and comments on their origins.

Endnotes

1. Noir sur Blanc Agency. Higher Education and the Challenges of Communication: white paper. France. P.5.

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Freshman Guide as an Efficient Tool of TSU Positive Image Creation

This article first considers the Freshman Guide as an informative and advertising edition which creates university positive image by the example of TSU Freshman Guide mockup in English.

Keywords: guide, university discourse, positive image creation

TSU mission consists in providing information services to science, education and society through the creation and application of a unified information science and learning environment. That is why positive image creation of our university is really important.

The major component of the positive image creation is self-presentation. And since the principal university function is educational, informing the target group (the future students) about the university and its services is quite necessary.

“Freshman Guide” is an efficient method of the university positive image creation for a certain target group. “Freshman Guide” is one of the numerous communicative forms realized in university environment; that is why speaking about the features of the edition we could not but mention “the university discourse”. The university discourse is the aggregate of all communicative (speech) practices that satisfy the requirements and needs of the university environment. University discourse is an interaction of many primary discourses: scientific, educational, advertising and so on¹. Scientific and educational discourses influence the quality and components of the information, and advertising discourse influences data representation and its style². That is why the “Freshman Guide” is both informative and imperative. It may be concluded that, on the one hand, the “Freshman Guide” is an informative edition which includes the most useful information about TSU, academic, social and cultural students’ life which will help future or freshman students (both Russian and international) to adapt more quickly to academic activity and students’ life. On the other hand, it is an advertising edition because this information presents the University and tells about its novelties and opportunities it grants, so that future students can decide on TSU among other competitive universities³. The further fact of the affective function of the Guide is its visual elements and creolized text with both verbal and nonverbal parts. In this Guide, there is a combination of different semiotic systems; the text is structured graphically: the emphasis on the type matter, color and tint of the text, charts and tables. Such type of a text is inherent to the advertising style. Its main purposes are attraction of attention, activation of audience interest, and inducement (in this case, selection of this particular university).

Thus, it is already the form of the Guide that implies positive image creation and reproduction of corporate culture. TSU Freshman Guide creates the positive interior image of an institution which takes care of its students.

The English version of the Guide consists of the following parts: “Official Documents”, “First Steps in TSU”, “Academic Life”, “Social life”, “Cultural life”, “Career”, “Health” and “TSU helps”, each consisting of relevant sections. Let us consider sections “Mission” and “Interesting Facts” as examples of how the Guide participates in the university positive image creation. These sections belong to the part “Official Documents” which actually describes the interior image and corporate culture of TSU. The university mission, its goals and targets are represented in the section “Mission”. This information demonstrates the University status, its prioritizing of academic activities; it also

contributes to the university representation in the international scientific and educational community. Graphical highlighting of such words as “spiritual values of humanity”, “progressive knowledge”, “advanced training”, “fundamental scientific research” and “innovative approaches” stresses the value of the information.

The section “Interesting facts” is the most prominent example of the integration of informative and advertising genres. On the one hand, numerous numbers and facts are represented in the section; on the other hand, this information is shown as university merits and benefits. Visualization of the numbers helps to emphasize the immensity and importance of these data, e.g., “the 1st University of Asian part of Russia”, “<19000 students”, “400000 books in the Research Library” and so on. This information is important for creation and realization not only of “Interior Image”, but also of other types of image relevant for the university, e.g., “Consumers Image”, “Faculty Image”, “Visual Image” and “Image of Educational Services”⁴.

Returning to the main research objective, I may conclude that the Freshman Guide is an efficient tool for the university positive image creation and corporate culture reproduction. The edition may be useful for future students to decide on this university. It will make the information about TSU more clear and comprehensible for international students and it will encourage TSU representation in the international scientific and educational community, which conforms to the general strategy of Tomsk State University.

Endnotes

1. Maksimov, V.V., Najden, E.V., Serebrennikova, A. V. Conceptual core of the University discourse. In *The Bulletin of Tomsk polytechnic University* – 2010.– № 6 – Pp. 199–203;
2. *Karasik V.I.* The types of discourse/ *Karasik V.I.*// *Yazykovaya lichnost: institutsionalny and personalnyy diskurs: Sb. Nauch. Tr.– Volgograd: Peremena, 2000.– Pp. 5–20s.*
3. *Shmeleva T. V.* Model of speech genre. *Zhanry rechi – Speech genres.* Saratov: College, 1997. Vol. 1. Pp. 88–99;
4. *Dagaeva E.A.* The Image of modern Russian Universities in the “mirror” of print advertising // *Vestnik of Lobachevsky State University of Nizhni Novgorod* – 2010.– № 4.– Pp. 361–365.