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Creation of media image  
for socially significant organization

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# About what will we talk?

- What do we encounter in the media space?
  - Information noise
  - Generation theory – are we different?))
  - Social media
- Technologies for promoting the brand of a socially significant organization
  - Risks in the media space
  - Corporate resources
  - Personal resources
  - # - what is it?))



Cheshire Cat. Alice in Wonderland.  
Lewis Carroll

I'm not crazy.  
My reality is just  
different from  
yours.



# What's the socially significant organization?

an organization that implements and maintains important social functions

Educational organizations

City halls

Social organization (volunteers' organization e.g)

Church societies

Non-commercial organizations

# Image and perception

- the general impression that a person, organization, or product presents to the public.



a representation of the external form of a person or thing in media space

# Image and perception

**Perception** - the general impression that a person, organization, or product presents to the public.


We can't create,  
it's the result of  
the work on  
image

We can create,  
by special image  
technologies

**Image** - a representation of the external form of a person or thing in media space



# Information noise



The problems with the  
brand identification

# Information noise

- **The main reason is the universal availability of a huge amount of information.**
- Just a few decades ago, in order to find the necessary information, you had to stand in long lines for the necessary journalistic publications, look for books in libraries, and seek advice from specialists.
- **Now the Internet contains a huge amount of information that is available to everyone.**
- Often, in order to find the necessary information, you have to filter a lot of data, often unreliable or unnecessary.
- **This gives rise to the concept of "information noise", which reflects a large amount of "interference" - "noise" that must be filtered when searching for useful information.**

# Types of noise in communication

1

## Physical noise

Disruptions caused by external factors like background noise, typos etc.

**Effect:** Reduces communication effectiveness by distracting the sender and receiver.



2

## Psychological noise

Internal factors affecting message perception like stress, preconceptions, etc.

**Effect:** Leads to misinterpretation or overlooking critical information.



3

## Semantic noise

Disconnect between the meaning of words or phrases, such as technical jargon and cultural differences.

**Effect:** Causes confusion and lack of understanding.



4

## Organizational noise

Issues arising from organizational structure or culture like hierarchical barriers.

**Effect:** Confuses employees and leads to inefficiencies.



5

## Environmental noise

External environmental factors affecting communication like weather conditions, office layout, etc.

**Effect:** Disrupts the flow of information.



6

## Physiological noise

Biological factors impacting message reception, like illness or fatigue.

**Effect:** Impairs the ability to receive or interpret messages.



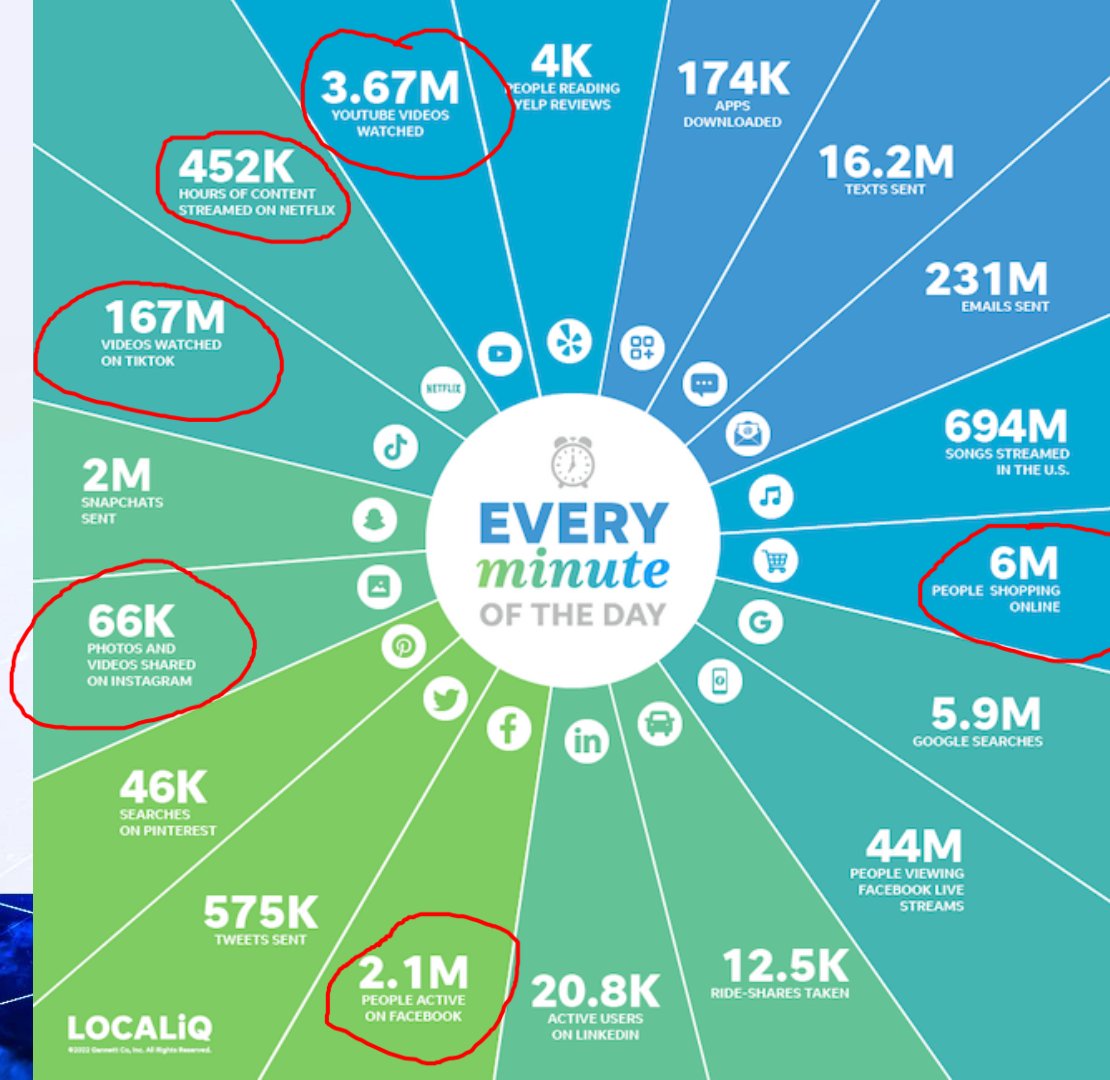
7

## Technical noise

Issues with communication technology like call drops or poor audio quality.

**Effect:** Disrupts communication flow and causes inefficiencies.





LOCALiQ

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# Информационный шум

**22%**

113 голосов

Раз в день проверяю мессенджеры и почту, мельком смотрю социальные сети или новости

**32%**

166 голосов

Два-три раза в день захожу проверить новости, новые сообщения в мессенджерах и на почте, читаю ленту в социальных сетях

**17%**

87 голосов

Раз в час отвлекаюсь на проверку мессенджеров и социальных сетей, чтение блогов и новостей

**17%**

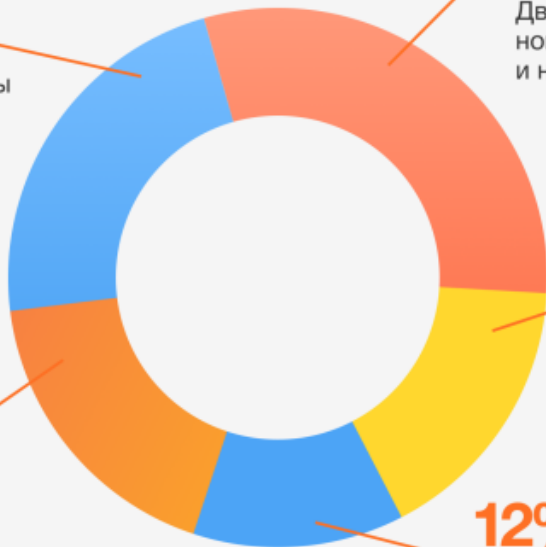
90 голосов

Могу спокойно провести день без Интернета

**12%**

60 голосов

Постоянно слежу за новыми сообщениями и обновлениями новостной ленты в социальных сетях, читаю все новостные и рекламные рассылки



# Information noise

**Information noise is an unfiltered flow of information in which the usefulness of the data received decreases in direct proportion to the amount of this data.**



# Information noise today

Previously, **the ability to perceive information well**, to assimilate it, and most importantly, to use it was valued.

Now everything is a little different: you need to **be able to organize** and **filter information flows**, and the main thing is **to search for it**.

# Classification of information noise

- **the result of an excess of unnecessary information**  
- advertising, some types of news, background sounds from TV or radio, and so on;
- **the result of an excess of necessary information that is often repeated** - searching for the necessary information on websites, in books, and so on

# The theory of generations

Different generations use  
different social media

**William Strauss and Neil Howe** posit the history of America as a succession of generational biographies, beginning in 1584 and encompassing everyone through the children of today.

Their bold theory is that each generation belongs to one of four types, and that these types repeat sequentially in a fixed pattern.

# GENERATION CONCEPTS



Baby boomers



Generation X



Millenials



Gen Z



**Gen Z**

Born Between  
1995 - 2015



**Millennial**

Born Between  
1980 - 1994



**Gen X**

Born Between  
1965 - 1979

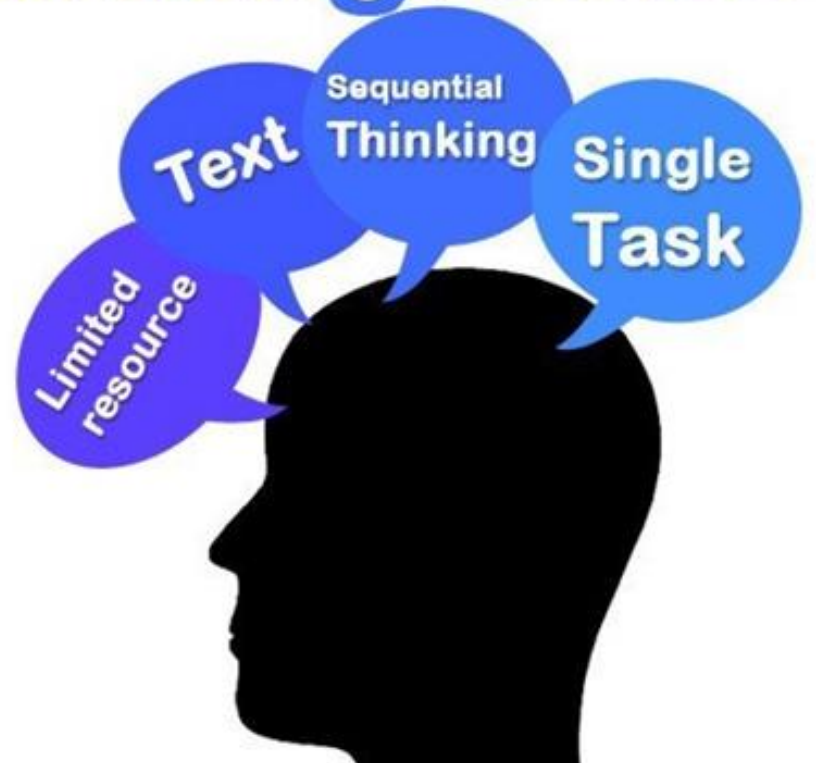


**Baby Boomer**

Born Between  
1944 - 1964

# Digital Native

# Digital Immigrants



FEB  
2025

# BRAZIL

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

**NOTE:** SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



BRAZIL

TOTAL  
POPULATION



we  
are  
social

**212**  
MILLION

YEAR-ON-YEAR CHANGE

**+0.4%**  
**+848 THOUSAND**

URBANISATION

**88.1%**

CELLULAR MOBILE  
CONNECTIONS



Meltwater

**217**  
MILLION

YEAR-ON-YEAR CHANGE

**+1.9%**  
**+4.1 MILLION**

TOTAL vs. POPULATION

**102%**

INTERNET  
USERS



**183**  
MILLION

YEAR-ON-YEAR CHANGE

**+0.01%**  
**+22 THOUSAND**

TOTAL vs. POPULATION

**86.2%**

ACTIVE SOCIAL  
MEDIA USERS



**144**  
MILLION

YEAR-ON-YEAR CHANGE

**0%**  
**[UNCHANGED]**

TOTAL vs. POPULATION

**67.8%**

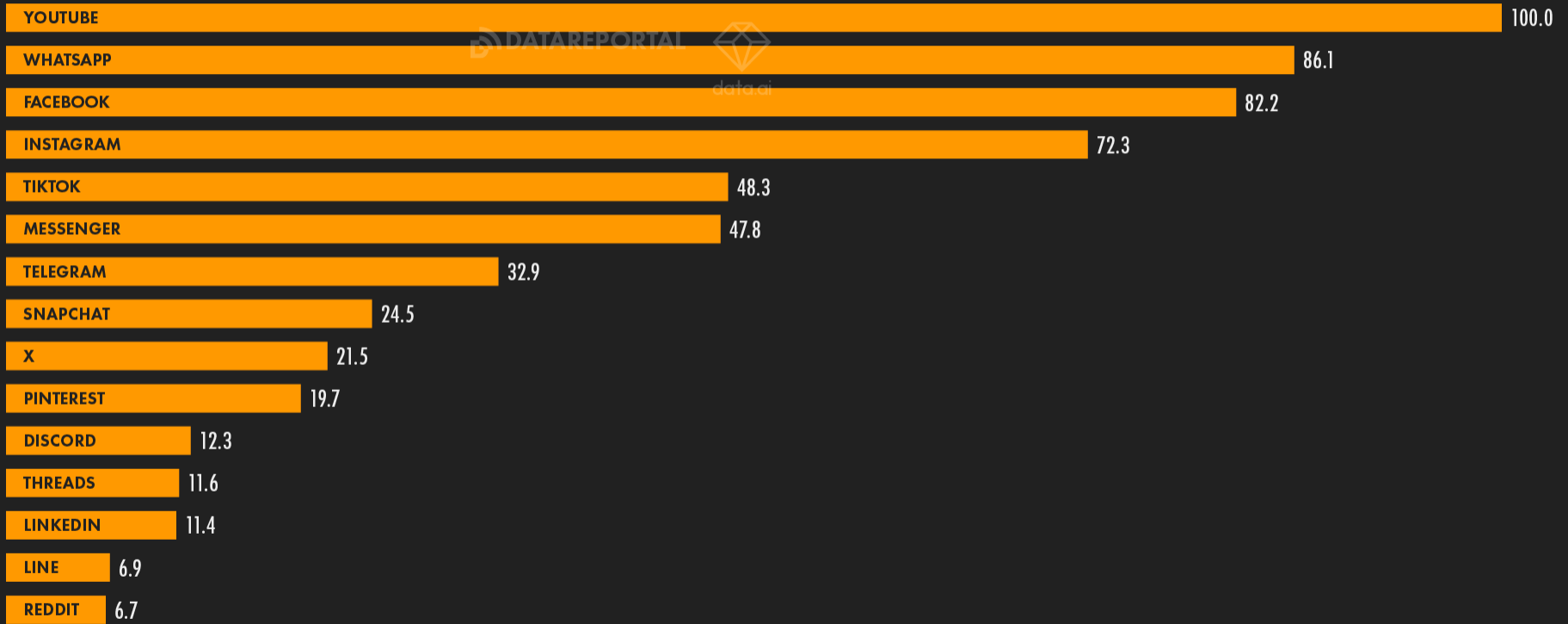
**SOURCES:** U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMA; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE [NOTES ON DATA](#).



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# SOCIAL MEDIA APPS: ACTIVE USER INDEX

INDEX OF THE NUMBER OF SMARTPHONE HANDSETS USING EACH PLATFORM'S MOBILE APP IN NOVEMBER 2024

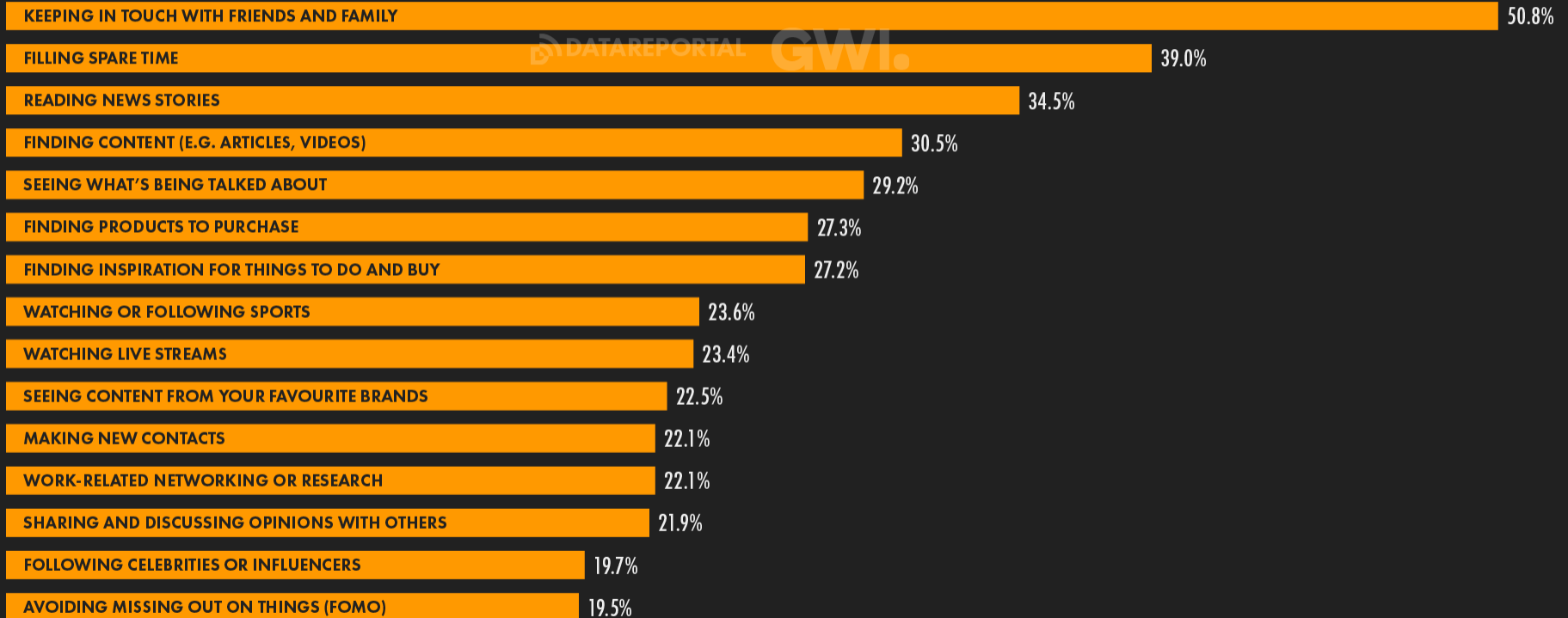


**SOURCE:** DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** BASED ON A SELECTION OF APPS ONLY. DATA IS NOT AVAILABLE FOR APPLE IMESSAGE. FIGURES BASED ON MONTHLY AVERAGE NUMBER OF IPHONE AND ANDROID PHONE HANDSETS ON WHICH EACH PLATFORM'S MOBILE APP WAS OPENED IN NOVEMBER 2024. VALUES ARE AN INDEX OF EACH PLATFORM'S AVERAGE MONTHLY ACTIVE USERS FOR THE STATED PERIOD COMPARED WITH USERS OF THE TOP APP DURING THE SAME PERIOD. DOES **NOT** INCLUDE DATA FOR CHINA. **COMPARABILITY:** VALUES ARE BASED ON SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACTIVE USER ACCOUNTS. NOTE THAT SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE USER ACCOUNTS.

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# MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS



# Main trends

- **Visualization**
- **Passive use.** With the advent of TikTok, the victorious march of the short video format began. "Stuck" on scrolling the feed with short videos and approval with likes as the main viewer reaction.
- **Fun ahead** 😊)))





1. Generative AI changing content creation

2. Gen Z accelerating business messaging

3. The rise of video content consumption

4. Rising Role of Micro and Nano Influencers

5. User-Generated Content Will Increase

6. Dare to Be Different and Have Fun

# Some conclusions

It's necessary to create the media image for identification and work in information noise

We have different audience of different generation who live in different social media

# **TECHNOLOGIES IN CREATION OF MEDIA IMAGES**

The background of the slide is a light blue gradient with a network of white lines and dots, resembling a digital or data network. The bottom portion of the slide is a dark blue background with a starry pattern and a network of white lines and dots, similar to the top portion.

# RISKS OF SOCIAL MEDIA

**01**  
Reputational  
Damage

**02**  
Security Breaches

**03**  
Violations of  
compliance

**04**  
Legal Issues

**05**  
Financial  
Consequences




# Risks in media space



The New York Times

## *H&M Apologizes for 'Monkey' Image Featuring Black Child*

 Give this article



Printed hooded top  
£7.99

Green



Select size



[Size Guide](#)

Next Day Delivery, Nominated Delivery Slot, Pick-up in store and Standard Delivery in 2-3 days.

[ADD TO SHOPPING BAG](#)

[FIND IN STORE](#)

**Special offer:** Subscribe for ~~\$2~~ \$0.25 a week for the first year.

# Our corporate media system

- Our website
- Corporate accounts in social media
  - Facebook page
  - Instagram page
  - YouTube channel

# For why?

- Increase brand awareness of the organization;
- Increase the reach of the target audience;
- Create an active community interested in the product;
- Reputation of the organization

# Publications can be divided into several types according to their purpose.

- **Entertaining\ Fun** – humor, interesting facts, cute photos of animals, etc.;
- **Educational** – educational materials, tips, podcasts.
- **Selling posts** – unobtrusive, but obviously advertising material that talks about the benefits of your products;
- **Expert** – content from a specialist knowledgeable in your subject. This can be answers to questions, tips and comments;
- **Engaging**. This is interactive content where the audience takes direct part: surveys, discussions, suggested posts.

# Personal media recourses of employees

- Expanding the target audience
- Forming a group of loyal experts and **brand ambassadors**
- Promoting an **expert position**

increasing brand  
awareness

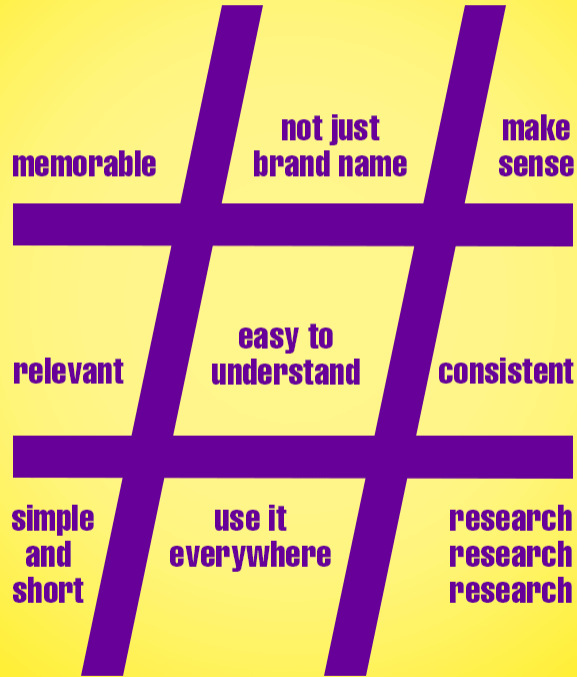
**"Hashtag" (English hashtag from hash - the "pound" sign + tag - label) is a label in social networks.**

**Users put the # symbol and write a word or several words on the topic.**

**Such labels first appeared on Twitter and very quickly spread across other social networks and blogs.**



# RULES OF THE HASHTAG



Louise Myers   
Visual Social Media

2X

Tweets with hashtags receive 2X more engagement than those without hashtags.

24%

Only 24% of the measured tweets contained hastags.

21%

Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags.

17%

Tweets that use more than two hashtags actually show a 17% drop in engagement.

BUDDY  MEDIA

 LINCHPINSEO

# # types

- **Branded.** Contains the brand name or a variation of the name and area of activity, if it is not unique enough;
- **Geographic.** City hashtag or variations of the most popular city hashtags and area of activity;
- **Specialized.**
  - Relates specifically to the topic of the post;
- **Additional.**
- Timed to coincide with events, holidays, mention of partners.



# How to break through the information noise?

**Day's advice**

**Share links to articles**

**Infographics**

**Use photos or videos**

**The topic of the post  
is statistics or data**

**Quote of the  
day**

More than 2 tools in one post



information noise





Cheshire Cat. Alice in Wonderland.  
Lewis Carroll

I'm not crazy.  
My reality is just  
different from  
yours.

Thank you for your attention.



Questions

?

?

Answers

?



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