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## TECHNOLOGY FORMING THE IMAGE OF THE MILITARY-PATRIOTIC ORGANIZATION

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### *Abstract*

This article discusses the tools, techniques and methods of information policy of the social-state organization "Voluntary Society of Assistance to the Army, Air Force and Navy" in the light of the activities of its p The Regional department in the Rostov region, as well as the image of the organization, associative links, caused the organization have the potential and a real audience, the degree of probability of the transition of the image characteristics of the organization to its brand and methods of consolidating the updated image in the minds of the target audience. The object of the study was published on various informations. At the venues of the organization of content, in which the target audience is the young generation, their value imperatives and life priorities. The study focused on assessing the information policy of the All-Union Public Organization “Voluntary Society for Assisting the Army, Aviation and Navy” to build the right balance between the request of the state, army and the needs of the target audience, to fulfill the central objective of the organization: to popularize service in the Russian Armed Forces, forming at confess audience concepts of patriotism as an honor.

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**Keywords:** Communication, information policy, image, brand, patpiotism, media.



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## 1. Introduction

In the age of priority of information and information technology, an important feature in the development of society was the rapid flow of large flows of new information; The gross information product is often not structured, or is delivered intentionally using news management technologies. Moreover, not formed critical thinking of different class groups, lack of skills in processing information from various sources, all this contributes to the surface readability of the image (Biggs, 2007). Formal coverage of events, rejection of innovative forms and approaches in communication, neglect or lack of understanding of the value requests of the target audience, low workload of modern communication platforms with their themes are the reasons for the lack of youth response to the information flows of military-patriotic education (Dzyaloshinsky & Pilgun, 2012) organizations such as the Voluntary Society assistance to the army, aviation and navy of Russia. The consequences of globalization, with its emphasis on the American cultural tradition, added to the work of conquered domestic social institutions in shaping the image of the Russian patriot, his commitment to the values of the Russian world and creating a brand for military-patriotic organizations. The presence of the above problems formed the goal and objectives of this study.

## 2. Problem Statement

The Voluntary Society for Assistance to the Army, Aviation and Navy of Russia is a public-state organization that has been fulfilling government orders for the past 92 years in the field of personnel training for service in the Armed Forces of the country, military-patriotic education of citizens and the development of military-applied sports. The image of this organization among the target audience, methods of forming the image of the organization, strengthening patriotism with events carried out by the Society and the effectiveness of their coverage: all this determined a set of research tasks.

To achieve results undertaken performing the following tasks in stages: in the first stage of the study will be so analyzed methods to attract the target audience in the creation of a positive image of the used by the press services of the regional branch of the organization in the Rostov region (Kultalahti & Viitala, 2015; Deeva & Zhdanova, 2016; Mikhailova, 2011).

At the second stage, the objective of the study will be to analyze the publication activity and types of informational support for events conducted by the Voluntary Society for the Assistance to the Army, Aviation and Navy of Russia. The of the Rostov region to form the appearance of a patriot, assessing the nature of the integration of information about the organization on social networks.

The third of the study, aims to identify tools and techniques of image formation of the Voluntary Society, the level of awareness of the organization (Nongrum, 2014).

## 3. Research Questions

Research questions address the following problems:

1. How, under the influence of various factors: traditions, values, symbols, media, Internet's, etc., the image of the Voluntary Society for Assistance to the Army, Aviation and Navy of Russia is also formed. (Manickam, 2014; Palenova, 2015; Lutovinov, 2014).

2. There is whether the perception of Russian youth this organizations as a modern brand, meets the value orientations of the young generation. (Pakhalyuk, 2015; Zhang & Zhou, 2015).

3. Does the the All-Russian Organization use effective methods and platforms for attracting the target audience to popularize the concept of “patriotism” (State program “Patriotic education of citizens of the Russian Federation for 2016–2020”, 2016; Zhuravel, 2015).

#### 4. Purpose of the Study

The purpose the study - to establish the effectiveness of the youth and Information Policy press-service of the regional branch of the Voluntary Society for Assistance to Army, Air Force and Navy Russia Rostov region in the formation of recognition of the image organization to popularize the goals of the organization. The chronological framework of the study: from January 2017 to October 2019.

#### 5. Research Methods

The objects of the study were materials published on the official websites of the Ministry of Defense of Russia, the Regional Branch of the Voluntary Society for Assistance to the Army, Aviation and Navy of Russia in the Rostov Region, the web page of the educational center of the Voluntary Society for Assistance to the Army, Aviation and Navy of Russia on Don state technical University, the sites media: the magazine «Voennye znaniya», the newspaper "Vesti DOSAAF" (Vesti DOSAAF, 2017, 2018, 2019), DOSAAF Russia radio, the “Molot” newspaper (Molot 2017, 2018, 2019), on the official accounts of the Voluntary Society in social networks.

To solve the problems, the investigation used methods of expert assessment, questioning, ranking, data extrapolation, focused interviews (focus groups), content analysis, comparison, etc. To carry research on the assessment of problems creation brand Organization under study expert group was formed. (Tashakkori & Teddlie, 2013)

To identify the qualification characteristics questionnaires were compiled with questions to the experts. The experts were selected: the expert group was determined in the amount of 6 people, they fully confirmed their qualifications by the self-assessment method. The calculation was performed by evaluating the results of calculating the competency coefficient  $K$ , which is calculated on the basis of the expert's judgment on the degree of awareness of the problem being solved. Then, the expert awareness coefficient for each individual was calculated according to the formula:

$$K_n = \frac{\sum_{s=1}^m B_{sj} \alpha}{\sum \alpha} \quad (s=1,2\dots m), \quad (1)$$

where  $K_{jn}$  is the coefficient of awareness of the  $j$ -th expert in the  $n$ -th question of the questionnaire that defines the research criteria;  $B_{sj}$  - the number determined by the expert in the questionnaire characterizing the level of awareness of the  $j$ th expert in the specialization with number  $s$ ;  $\alpha$  is the degree

of preference for specializations for the  $n$ -th research criterion,  $m$  is the number of areas of knowledge. The determination of the coefficient of argumentation was made by adding points according to the reference table. As a result, the degree of consistency of expert opinions on all criteria is higher than 0.6 (all  $W_j > 0.6$ ); therefore, the expertise can be trusted (Zhdanova, Deeva, Skrynnikova, Kadukova, & Leonova, 2016).

As demonstrated conducted analysis to date of the tool interaction with the youth audience is the official website of the organization. (Lutovinov, 2015, p. 52). Experts were asked to evaluate the technical characteristics of the sites: 1. Information security. 2. Ergonomics. 3. Website design. 3. Download speed. 4. Structure and navigation functions. 5. Functionality.

The next stage of the study was the determination of the methods used by the organization to attract the target audience to create a positive image of the Voluntary Society for Assistance to the Army, Aviation and Navy of Russia. The current structure of the organization includes 22 organizations of central subordination and 81 regional branches, within which there are 3405 local branches and 10 882 primary branches, as well as 1,314 organizations, including 601 educational, 116 aviation, 490 sports, 11 courses and 96 others. One second of the main target audiences are teenagers between the ages of 7 to 17 years old interested in receiving basic military training and new com competence on the basis of the Voluntary Society.

To determine the effectiveness of coverage of the events, their regional office of the organization conducts about 400 per year, it took a comparative and content analysis of the materials of the official website of the studied organization, as well as the media of the region. The criteria for analysis were: 1. The number of positive materials about the organization on each of the sites and in the publications. 2. Genre diversity, focus of content, mastery of titles. 3. The use of various formats when creating materials. 4. The use of various platforms for communication with the target audience 5. Linking the value-semantic content of materials with the main task of the organization, both in thematic and in functional perspectives. Analysis of materials in table №1.

Further, the study went on to analyze the integration of information on the activities of the Voluntary Society for Assistance to the Army, Aviation, and Navy of Russia in social networks. Explore the van 's official County organization in social networks "Vkontakte", "Instagram", "Twitter", "Facebook". An important part of the analysis was: the use of multimedia technologies, the general activity of the audience.

The last and final stage of the study was the completion of questionnaires by the expert group assessing the degree of representation of the elements of the image of the studied society on the sites selected for analysis. As elements of the image of the organization it was decided to take: 1. Using materials from the organization's characters: the slogan: "Honesty for the past, confidence in the future", the flag, coat, the letter name of the organization, organization awards. 2. Use of corporate colors: cyan, blue, dark red. 3. The use of "talismans", characters created for the symbolic representation of the brand. 4. The types of advertising and PR content about the organization. 5. The presence of "icons" of partners on the site. The final ranking is presented below.

To more successfully identify the brand of the organization under study, a questionnaire was conducted among the target audience to determine the main components of the organization's brand:

1. Recognition. 2. Emotional perception. 3. Associativity. 4. Concomitant purchase / acquisition services expectation of something good. 5. Higher market price. By proposing to build answers in the form of points from 1 to 5, where 5 is the greatest compliance with the standard criterion.

## 6. Findings

During undertaken research yielded the following data:

First, the study revealed methods for attracting groups of the target audience, used to create a positive image of the Voluntary Society for Assistance to the Army, Aviation and Navy of Russia. They are:

1. Organization or co-establishment of new movements and structures. For example, since July 29, 2016, the Voluntary Society for the Assistance to the Army, Aviation and Navy of Russia has been a co-founder of the Yong army movement. Today it unites more than 230,000 teenagers from 8 to 18 years from all regions of the country.

2. Broad and engaging coverage and versatility of activity: in the Voluntary Society for Assistance to the Army, Aviation and Navy of Russia there are 420 military patriotic museums, rooms of military glory, more than 500 military patriotic associations, more than 150 search units and about 100 defense sports camps. The Association of Military Patriotic Clubs of the Society was established in April 2016 with the aim of uniting regional military Patriotic clubs.

3. Training citizens for the Ministry of Defense of the Russian Federation in military registration specialties: the regional branch of the Voluntary Society for Assistance to the Army, Aviation and Navy of Russia in the Rostov Region currently has 240 primary branches, which include more than 3,000 people, they are training in 8 military registration specialties.

4. Educational work: business contacts with patronizing military units, military commissariats, war veteran committees, youth and other public organizations. Participation in: "Lessons of courage", Days of Military Glory, solemn dedication in to cadets of educational institutions of the regional branch of the organization.

5. Promotion of a healthy lifestyle and exercise. In the second half of 2018, the regional branch of the Voluntary Society held more than 70 sporting events, in which more than 5,000 people took part. The most active in this direction were local branches: the city of Azov, the city of Novocherkassk, the city of Taganrog, etc.

6. Widely etc. represented by sports work in educational n Centralized Voluntary Society for Assistance to the Army, Air Force and Navy Russia Don State Technical University, where p driver running more than 10 sports clubs and clubs with great coverage dealing with on a regular basis students: Club Orienteering and tourism, yacht club, equestrian sport, shotgun section, aeronautics club, sports-technical, parachute, dog training clubs, robotics section.

7. Participation in the military-sports games "Eaglet", "Zarnitsa".

8. Application of innovative technologies: development of eSports discipline, formation of skills of military-applied character through the game: the annual organization of the All-Russian Championship in military-tactical computer game Armored Warfare: the «Armata» project.

9. Organization of events dedicated to draft in the Russian army. For example, conducting five-day military field training.

10. Organization of events on the eve of May 9, participation in the rally "Immortal Regiment".

11. Participation in search teams, volunteer movement.

12. Participation in the Army 2018 Forum.

The study concluded that the organization uses a wide range of methods to conduct thematically multidirectional events that correspond to the whole range of tasks of organizing, capable of forming a positive image of the organization in the desired target audience.

Secondly, in order to identify the effectiveness of coverage of events of the Voluntary Society for Assistance to the Army, Aviation and Navy of Russia and to understand the degree of perception by their target audience upon completion of the next stage a, we can state the following:

Analyzed 1347 publications materials selected were chosen randomly. The magazine "Military knowledge" was excluded from the objects of research in connection with its locking. The analysis showed that all the materials mentioning the volunteer society for assistance to the army, air force and Navy of Russia serve its activities only on the positive side, which contributes to the creation of a given image of the organization.

Based on the data obtained, it can be concluded that most often the activities of the society under study are covered in information genres where the note and information report are the leaders (of the 707 materials of the Russian Defense Ministry website they are 272, of 173 Proceedings of the Regional branch of the organization in the Rostov region - 171, 7 submitted during this period materials education center of the Voluntary society for Assistance to army, air Force and Navy Russia Don State Technical University - notes and reports -5, 426 from the materials of the newspaper "Vesti DOSAAF" - refers to these genres 241 and all 8 test materials of the Voluntary Society in the newspaper "Molot " during this period - of details Notes; less popular genre was the interview, the materials of the sites are also presented in the form of an announcement. However, the resources of the organization studied by us poorly use the analytical level of materials, texts can be enriched with expert assessments, opinions and comments. In the first place with analytical genres - article: 28; 2; 2; 59 materials on relevant sites starting from the website of the Russian Ministry of Defense. The newspaper "Molot", article in the analyzed period of about this society are not represented. Organization resources rarely use commentary and review, and there are no journalistic and entertaining genres.

Thirdly, with o the next phase of the study states that the and of the diversity of modern formats on the resources of the Voluntary society in and Assistance to the Army, Air Force and Navy Russia prevails by far those in Stow content, followed by the use of photo format, with accentual using photo gallery genre, video format is presented in isolated cases. Illustrations make up 45% of the print media, do not dominate the text, but supplement it.

There are no materials with infographics in the publications; feedback from the audience is poorly used with the help of comments and "likes".

For a consideration I titles in materials, covering the activities of the Voluntary society in and Assistance to the Army, Air Force and Navy Russia were selected the most recurrent types of titles: title-chronicle, of title "ticker", headline, summary, title, citation, game titles. The first place for use

on official websites: Ministry of Defense of Russia, the Regional branch of the organization in the Rostov region and the newspaper "Vesti DOSAAF" - gaming titles at 201, 87 and 186 of the materials of these areas respectively. No such titles were found at the educational center of the Voluntary Society for Assistance to the Army, Aviation, and Navy of the Don State Technical University and the "Molot" newspaper. Note that the most common type of game title is the slogan. In second place heading Chronicle: (at 121, 37, 98 materials), materials in the educational center of the Voluntary Society for Assistance to Army, Air Force and Navy Russia Don State Technical University of titles - 3, the newspaper "Molot" - 8. In third place heading quote (in 61, 16 and 78 materials). No such titles were found at the educational center of the Voluntary Society for Assistance to the Army, Aviation, and Navy of the Don State Technical University and the "Molot" newspaper. The materials on the activities of the organization under show a tendency to simplify titles.

**Table 01.** Correlation of the thematic focus and value-semantic content of materials with the main task of the organization under study

Thematic orientation and value-semantic content of the content of official sites and the media (pieces of the total number)	Russian Ministry of Defense*	Regional branch of DOSAAF Russia RO*	OTs DOSAAF-DGTU*	The newspaper "Vesti DOSAAF"*	The newspaper "Molot"*
	707	173	7	426	8
All-Russian sports complex "Ready for work and defense"	31	7	1	24	
Driving schools DOSAAF	13	8		41	
Central House of Aviation and Cosmonautics DOSAAF	55	11		28	
Patriot Plant	3	1		8	
Central Dog Service Club DOSAAF of Russia	32	15		27	
Aviation sport	52	14		48	
Military-patriotic education / formation of positive motivation for military service	323	97	6	149	4
Conscription to the Armed forces of Russia	113	63		48	
Armaments and equipment	48	9		34	
The Great Patriotic War	32	18		29	4
In the patriotic education of citizens, countering the ideology of extremism	264	88		187	3
And learning the history of the state	77	21		41	2
Preparing citizens in military occupational specialties	42	23	7	24	1
Developing aviation and technical sports	25	24		20	
In part of the development of physical training and military-applied sports	31	19		12	2
Supply Return preparation of cadets	35	16		28	
Participation in the preparation for military service of reserve citizens	12	6		37	
Search and expeditionary units and volunteer movement	16	5		7	
Training specialists in technical professions and developing technical creativity	24	10		37	

\*the empirical research material.

Further, the study found out whether the value-semantic content of the materials is linked to the main objective of the organization: the popularization of service in the Armed Forces of Russia, the formation of patriotism as an honor. The data are presented in summary Table 01.

Content analysis showed that in publications devoted to the activities of the organization under study, a wide range of topics is covered that allow the audience to form a complete picture of the this organization. Most often, the publications promote military-patriotic education of citizens, the formation of positive motivation to serve in the Army and the opposition to the ideology of extremism. In most of the materials about the training of citizens in various military specialties, the idea of strengthening physical training, endurance is refreshed, and the preference for a healthy lifestyle is brought up. About can note a number of materials aimed at raising legal literacy, special attention is paid to education of future commanders of the Russian army, in the newspaper "Vesti DOSAAF" regularly appear special editions about the life of students of military schools, about the romance of military service, study, sport .

Fourth, the study of the integration of information about the activities of the studied society in social networks, determined: in the community "Voluntary Society for Assistance to the Army, Air Force and Navy Russia (official group)" in "VKontakte " - 3 804 subscribers. Activity per page is low, there are periods of absence of publications, messages do not cause a proper response and in audience. During this period, 897 posts were published in the community, which account for only 101 likes, 94 comments and not a single repost. In the "Instagram" community with 5,532 followers over the same period, 600 posts were posted, accounting for only 80 likes , 17 comments and not a single repost. In the Twitter community with 194 followers, 106 posts were posted, which accounted for only 25 likes, 3 comments and also no reposts. 540 posts were posted on the "Facebook" community to 2,043 followers, representing 91 Like, 21 comments and is not repost. Of the 897 posts in the community, only 302 are illustrated and only a few posts use video.

Submission of materials in groups of social networks of the Voluntary Society for Assistance to the Army, Aviation and Navy of Russia is significantly different from publications on the organization's official website. The manner of presentation of information, its style, language and visual support in social networks is carried out in the Institute th way: information is laid out in a glance , accompanied by one or more photographs, the aim of such reports is to attract users to the official website of the organization , but the links under the materials on the site is not, which complicates the task for users. In addition, while a lot of messages are published on the site to create information richness, information is not constantly published in groups on social networks; there can be several publications per day or not a single one. For example, " VKontakte " for October 17, 2019 published three material and, as before two days of publication no. Shallow activity and not true to claim innings materials lead to the rejection information to the target audience. Posts in social networks are a copied lead, which is not always accompanied by illustrations, other forms of multimedia are practically absent. Thus, the groups of the society under study in social networks are used only as an opportunity for quick announcement of materials.

Fifthly, the third stage of the study revealed and assessed the degree of representation of the image elements of the Voluntary Society for Assistance to the Army, Aviation and Navy of Russia in all content

materials on selected resources. Among the demonstrations of graphic organization of characters in the content of n and the first place - a literal image of the organization's name, on the second: the flag and the coat of arms of the demonstration on it. The tagline in the published content does not meet. Two corporate colors are most often used to create the image of organizations: cyan, blue. The materials at various venues, most of all on the website of the Ministry of Defense of Russia and the site of the Regional Branch of the organization as a "mascot" characters created for the symbolic representation of the brand, appear the heroes of the country, starting with Ancient Russia and the Great Patriotic War to contemporary conflicts. Each site contains links to the "icons" of partners, which facilitates communication of the target audience.

Sixth, the result of the survey among the target audience to determine the main elements of the brand of the organization revealed: according to the criterion of "brand awareness" of 1157 respondents by the letter code of the studied organization identified all without prompting; according to the emblem - 33 people; the slogan was not familiar to any respondent. According to the criterion of "emotional perception of the brand" in the first place the respondents emotional promise due to the receipt of additional skills that will be useful not only in the military service (414 pers.), Followed by: free (not including fees), sports (337 people), in third place: the desire to be a qualified military and patriot (118 people). According to the criterion of "associativity" in identifying associative ties, value motives in the first place: sports, martial arts (451), in which the associations with the great history of the military figures of the organization (278) and the game "Zarnitsa" (260) are divided into the third: airplanes, aircraft modeling (159). According to the criterion of "related purchase / acquisition of services waiting for something good" in the list of n positive expectations of interaction with an organization called a first: low cost conditions of employment in the organization of sports and military-patriotic activities (713 pers.). Category: "higher market price" was not considered due to the non-market mechanism for the provision of services.

## 7. Conclusion

The study concluded:

The basis of the image of the Voluntary Society for Assistance to the Army, Air Force and Navy Russia advocate the real successes and achievements of the organization, carrying out large-scale events with maximum coverage. The holistic image of the Voluntary Society for Assistance to the Army, Aviation and Navy of Russia can be created based on the conceptual ideas, values, traditions, advertising, experience and achievements of structural organizations, as well as on the implementation of new technologies, in accordance with the expectations of both target groups.

1. Using all of these factors is possible, but today is not always effective. One can single out a number of main directions in shaping the image of the society under study.

Firstly, the glorious pages of the history of the defense organization, which turns 92 this year, the names of the Heroes of the organization represent the preservation and development of stable, historically developed, specific generations of relations of the companies with the audience in the form of moral attitudes and customs associated with the performance of tasks, which is today the primary factor in creating the value image of the organization.

Secondly, the interaction of the organization with the target audience using Event-marketing techniques : special events, publicity, analytical and consulting technologies, storytelling , benchmarking , media relations , etc. The most promising in terms of the formation of a positive attitude of students to the defense organization is the use of integrated integrated forms of military-patriotic work, such as search activities, organization and conduct of defense sports camps, training camps, military patriotic clubs and schools of various kinds, military sports shows, competitions in various types of military sports specialization. So suggests the most popular among young people extremely sports, spectacular shows: Auto and motor sports, racing, parachuting, tactical shooting and others.

Thirdly, the main channels for promoting the organization are not only the media, the sites of the organization, but campaigning in social networks and interaction with interested media.

Fourthly, the use of thematic, genre and form diversity of the proposed content for informational support of events. The main district lack of m and information policy of the organization is the prevalence of the information activities of the organization cut, low use of analytic genres and lack of artistic and journalistic forms of material, not systemic circulation to the video format. When publishing materials about on the organization, they do not use the full potential of information technologies, for example, multimedia articles, video reports, infographic, etc. The audience activity on these sites is low, probably due to content mismatch information and value requests of the target audience - youth.

Fifth, the most frequently used elements of them in communication with the target audience were: a letter depicting the name of the organization and a demonstration of the flag and coat of arms on it, the slogan is not found in publications. The potential audience is not familiar with any image signs of the organization.

2. Significant areas that need to be used to create an effective mechanism for the development of the image of the studied organization, as well as a basis for fixing it in the value perception of young people, in the awareness of themselves as a patriot of the Motherland, are:

Firstly, the consistent and structured formation through the publication of a positive image of the military-Patriotic society with the target audience, not only as a reliable partner of society and the state, the leading organization in the field of military-patriotic education of citizens and preparing them for service in the Armed Forces of Russia, but also necessary for each person personally . When forming the image of regional branches, national, religious, demographic, and other features should be taken into account.

Secondly, information is, citizens of Russia about the presence in their regions, educational institutions, sports clubs and clubs Voluntary Society for Assistance to the Army, Air Force and Navy Russia with the creation of the feedback forms and explanation etc. benefits to I target audience.

Thirdly, groups of the studied society in social networks do not fully use the potential of this platform, for example, innovative forms of communication, including multimedia. The study tends to understand that information about the activities of the organization under study, published in the official communities in social networks designed primarily for communication passive user that does not match the characteristics of the target audience and does not attract special attention.

Fourthly, advertising and PR activities are no less significant in the development of the image. Today there is little noticeable activity of the organization. It is necessary to activate it at popularization of military-sports camps, military collecting of pre-conscription youth, assignment of honorary titles to educational institutions and clubs of the investigated organization in honor of Heroes of the Soviet Union and Heroes of Russia.

3. Unfortunately, it must be noted that to date, the positive image of the military-patriotic organization has not been formed among the public. This is due to the fact that a significant part of citizens has either a vague idea of the organization's activities, or does not know at all about its existence. The potential audience has not developed positive associative relations with the image of the organization. The correction of the situation is seen in an increase in work on the information platform most demanded by a potential audience, in official communities in the organization's social networks and in interaction with third-party media, using multimedia technologies and the value imperative of the target audience. The main direction with information support should be focused on overcoming prevailing stereotypes and complexes of negative perceptions of organization and service in the army, counteraction to discrediting the concept of patriotism.

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