

Creolized Media

Siberian Universities Websites Through the Eyes of a Foreign Audience

Abstract

Any university which claims a high status in the international education community and wants to attract foreign students needs to implement an effective policy in the sphere of new media communications. Whatever the starting point of potential foreign partners and entrants first acquaintance with a university (social networks, blogs or electronic directories) may be, they will all sooner or later arrive at the official university web-sites in search of the most up-to-date and accurate information.

It is obvious that the target audience's first impression of a website largely determines their further relations with the university. But on what does this impression depend? Primarily it seems to depend on the quality of *creolized text* (Y. Sorokin, E. Tarasov): text incorporated into the graphic design of a website and presenting itself as a form of synthesis between two dissimilar methods of communication – verbal and non-verbal. We should note that the most widely understood concept of »creolization« originally meant the formation process of new ethnic groups by mixing the blood of representatives from different ethnicities.

In turn, one of the indicators of high quality creolized text is the presence therein of a *universal code*, which is recognizable to all, irrespective of their different cultures. It was from this particular point of view that the author of the report decided to »take a look« at the graphic content of some Siberian universities' websites and to evaluate their effectiveness. In this case the author studied the influence of cultural codes on the interpretation of website's graphic content by students from China.