

Larisa G. Vikulova, Natalia S. Ageeva
Moscow City University
Moscow, Russian Federation
vikulovalg@mail.ru, ageevans@mgpu.ru

Constructing the digital identity of University of Tsukuba, Japan, in the multi-language media space

Abstract

The research defines the key factors of shaping a digital identity of a modern university and its representation in media discourse. The object of analysis is the official website of University of Tsukuba designed in Japanese and English. University of Tsukuba functions as a model of a university-corporation and actively implements mission 3.0. in its practices. A university website is viewed as an ensemble of promotion texts that are applied as a tool for promoting the university brand and positioning a university in the international educational space. The comparative analysis of the website architecture and mission of the university in English and Japanese reveals the key role of the addressee in digital communication. It was discovered that the university website uses various means of defining the target audience constructing its image portrait based on certain linguistic and cultural characteristics.

Keywords: university identity, mission 3.0, university brand, university website, localization.

© Vikulova L. G., Ageeva N. S. 2021

For citation: Vikulova, L. G., Ageeva, N. S. (2021). Formirovanie setevoy identichnosti yaponskogo universiteta Tsukuba v mul'tiyazychnom mediynom prostranstve [Constructing the digital identity of University of Tsukuba, Japan, in the multi-language media space]. *Teoreticheskaya i prikladnaya lingvistika* [Theoretical and Applied Linguistics], 7 (1), 13–21 . doi: 10.22250/2410-7190_2021_7_1_13_21.