

paradigm in the national language picture of the world] (Doctoral thesis abstract, Chelyabinsk State University, Chelyabinsk, Russia).

УДК 81

<https://doi.org/10.25076/vpl.55.03>

Ю.А. Филясова,

Х. Лун³

Российский государственный педагогический университет им.

А.И. Герцена

МЕДИАОБРАЗ КОНЦЕПТА *ВЫСШЕЕ ОБРАЗОВАНИЕ* НА МАТЕРИАЛЕ АНГЛИЙСКОГО, КИТАЙСКОГО И РУССКОГО ЯЗЫКОВ

В статье рассматривается концепт ВЫСШЕЕ ОБРАЗОВАНИЕ (ВО) в медиа пространстве американских, китайских и российских газет. Материалом исследования послужили 273 новостные статьи за период 2010-2023 гг., содержащие в заголовке ключевое слово «высшее образование». Методы исследования включали сплошную выборку, анализ содержания, тематическую классификацию, идентификацию проблематики, выделение ключевых слов, сравнительный анализ. В результате исследования было выявлено, что число новостных статей в китайских газетах, содержащих ключевое слово «ВО» значительно больше (примерно на 70%), чем в американских и российских газетах. Данный феномен объясняется позиционированием ВО в качестве вектора развития национальной экономики Китая. Концепт ВО на китайском языке включает широкий доступ к ВО, активное международное взаимодействие и развитие регионов. Американский концепт ВО раскрывается как

³ © Филясова Ю.А., Лун Х. 2024



This work is licensed under a Creative Commons Attribution 4.0 International License
<https://creativecommons.org/licenses/by/4.0>

Поступление в редакцию 05.11.2023 г.

Принятие к публикации 5.09.2024 г.

совокупность социально-экономических вопросов, связанных с недостаточным финансированием и неравными возможностями для разных демографических категорий. Концепт ВО в российском медиапространстве представлен как явление, предоставляющее возможности для личностного развития и карьерного роста. Межкультурные сходства и различия концепта ВО выявлены в языковых репрезентациях наиболее значимых семантических связях. Общими межкультурными свойствами концепта ВО являются повышение качества подготовки и соответствие выпускников требованиям рынка труда.

Ключевые слова: медиадискурс, медиалингвистика, когнитивные исследования, концептуальная семантика, репрезентация концепта, межкультурная коммуникация, международное сотрудничество, реформы образования, качество образования, рынок труда

UDC 81

<https://doi.org/10.25076/vpl.55.03>

Yu.A. Filyasova,

H. Long

Herzen State Pedagogical University of Russia

**THE MEDIA IMAGE OF THE *HIGHER EDUCATION*
CONCEPT IN THE ENGLISH, CHINESE AND RUSSIAN
LANGUAGES**

*The article considers the *HIGHER EDUCATION (HE)* concept in the media landscape of American, Chinese and Russian newspapers. The material for the research comprised 273 news articles over the period 2010-2023, containing the keyword 'higher education' in their headlines. The research methods included continuous sampling, content analysis, thematic classification, problem identification, keyword selection, and contrastive analysis. The findings show that the number of Chinese news articles with HE in their headlines is considerable higher (approximately by 70%) than in the American and Russian newspapers. This phenomenon is explained by the positioning of HE as a vector of national economy development in China. The Chinese concept HE includes a wide access to HE, active international collaboration and the*

development of Chinese regions. The American concept HE is exposed as the sum total of social-economic issues caused by insufficient financial resources and unequal opportunities for different demographic categories. The concept HE in the Russian media space is represented as a phenomenon providing opportunities for personal development and career growth. Intercultural similarities and differences are identified in the language representations of the most relevant semantic relations. The common conceptual properties across the cultures are HE quality improvement and the compliance of graduates with labor market requirements.

Keywords: mediadiscourse, mediallynguistics, cognitive studies, conceptual semantics, concept representation, intercultural communication, international cooperation, educational reforms, education quality, labor market

Introduction

Concept is referred to as the result of intellectual human activity that reflects images and other perceptual experiences in the human mind, thus forming a verbal worldview, arguably, by means of language. Concept is semantically connected to multiple linguistic signs and meanings that are specific to the human mind unlike other principles of information coding. Conceptual studies are perspective for understanding the semantics of language phenomena, for example, communicative strategies (Vasiliev, 2022; Malyuga, 2019; Akopova, 2016), kaleidoscopic concepts (Gretskaya, 2021), PENSION concept (Denisenko, Safaraliev, Kolysheva, 2022), SURPRISE concept (Nilsen, Okulova, 2022; Karabulatova et al., 2023), the image of a woman in Chinese and Russian paroemiae (Novospasskaya, Yang, Mikhaylenko, 2023).

Mass media, among other types of verbal environments such as scientific, professional, and vernacular, create a certain conceptual content that reflects various social views or, alternatively, shapes public opinion. Mediallynguistics is a broad area of language studies that combines verbal and media features into a specific type of language which has a vast amount of material for research (Dobrosklonskaya, 2020), belonging to different genres (Achkasov, 2016), such as editorial discourse (Sokolova, 2022). More specifically, medialanguage contains quantitative and qualitative foundations for the interpretation of cognitive mechanisms for generating new meanings and actualizing

different types of knowledge (Boldyrev, Fedyaeva, 2023). Mediatexts possess a huge linguistic and extralinguistic potential for informational and psychological impact on readership and viewership (Akhrenova, Zaripov, 2023), for instance, metaphor as a common linguistic means of mind manipulation (Filyasova, 2023) or headlines as allegedly the most powerful element of mediatexts (Khramchenko, 2023; Filyasova, 2022). Apart from the basic function of information dissemination, mediatexts are known for their expressiveness, attention-grabbing (Malyuga, Poliakova, Shabanova, 2022), cultural adaptation (Beloglazova, 2023; Akopova, 2023), fashion for certain language, such as buzzwords (Malyuga, 2001).

The HIGHER EDUCATION (HE) concept possesses a complex structure and includes such semantic relations as ‘subject areas’, ‘academic degrees’, ‘qualified graduates’ etc. HE in Russia is undergoing the reform stage and systemic changes due to the influence of new economic, social and technological conditions (Bordovsky, 2023). Currently, the system of HE is actively cultivating the anthropocentric approach to students (Mansurova, 2023), taking into consideration the lack of work experience and polar behavior types in the first attempts to perform professional activity (Filyasova, 2023; Grischechko, 2023).

Material and methods

The aim of this paper is to consider the HE concept in the media sphere and its features in the American, Chinese and Russian cultures. The theoretical value of the research lies in the fact that HE is one of the fundamental cultural phenomena in the modern society which is critical for transferring knowledge to the young generation, preserving values and moving towards a higher stage of social development. The HE concept is generally known from educational experience; however, the current vision of HE requires a certain insight into media sources in order to understand how HE is presented in different cultures. The results of the research could be used in the practice of teaching English as a foreign language, cognitive and media studies.

The material for the study was comprised of 273 newspapers articles which were selected from American, Chinese and Russian online newspapers over the period from late September to early October 2023 by the keyword “higher education” (*Chinese* 高等教育, *Russian* “высшее образование”), present in the headlines, which was a

necessary stipulation for the selection process. The media sources included such newspapers as “The Washington Post” (90 articles, 2013-2023), “The New York Times” (4 articles, 2023), “Guangming Daily” (32 articles, 2021-2023), “China Youth Daily” (17 articles, 2020-2023), “Xinhua News Agency” (17 articles, 2021-2023), “People’s Daily” (15 articles, 2022-2023), “China Daily” (14 articles, 2020-2023), “The Beijing News” (5 articles, 2020-2023), “Аргументы недели” [Argumenty nedeli] (29 articles, 2010-2023), “Комсомольская правда” [Komsomol'skaja pravda] (16 articles, 2010-2023), “Экономика и жизнь” [Jekonomika i zhizn'] (9 articles, 2010-2020), “Поиск” [Poisk] (8 articles, 2011-2023), “Советская Россия” [Sovetskaja Rossija] (7 articles, 2019-2023), “Солидарность” [Solidarnost'] (6 articles, 2011-2022), “Совершенно секретно” [Sovershenno sekretno] (2 articles, 2015, 2022), “Слово” [Slovo] (1 article, 2023), “Московская правда” [Moskovskaja pravda] (1 article, 2021). The unequal representation of newspapers is explained by the availability of the articles with the headlines containing the keyword “higher education” under study.

Overall, the number of newspaper articles with the headlines containing the term “higher education” overwhelmingly exceeds in the Chinese media landscape, where 100 articles were found for only four previous years (2020-2023), hence it potentially overcomes several times those in the USA and in our country. Having been searched for “higher education”, American newspapers did not reveal many headlines with the term sought after, even though most of them discuss this topic under various headlines. The only newspaper that contained multiple articles with “higher education” placed in the position of headline is “The Washington Post”. Nevertheless, 2013-2023 is quite a substantial time span even for one media source. As for Russian newspapers, only some of them place the term “higher education” into the headline, therefore, the sample consists of articles gathered from various sources, which, in the aggregate, do not reach a hundred over a long period from 2010 to 2023. Nevertheless, HE is a relevant topic for discussion across cultures, though the emphasis is placed on different aspects in each cultural environment, therefore, headlines are written in specific manners.

Findings and discussion

The newspaper articles demonstrated a wide range of topics that consider various aspects of HE and its role in the modern society. The online availability of multilingual newspapers provides the opportunity

to compare and contrast the topics discussed within a certain area such as HE. The obtained articles were divided into several categories on the basis of their semantic reference, separately in each language, and compared in terms of media interest and views on the concept.

American news

The majority of American newspaper articles were devoted to the current issues which are usually closely intertwined, such as financial aspects in HE, the legal authority to introduce reforms, deficit budgets, among others. Let us consider a few articles that illustrate the most vivid examples of the conceptual field.

“Despite strong economy, worrying financial signs for higher education” considers endowment size, budget deficit, growing expenses that outpace revenue, uneven distribution of funding among HE institutions, stagnation of the HE system, changes in students’ preferences and values, obligatory work for participating employers, and internships. The financial issues are the result of a number of changes in the American society.

“The blessing and curse of fundraising for higher education” draws the conclusion that receiving investment is necessary for obtaining new facilities, cutting-edge research, top-notch faculty, and scholarships for students; however, the pursuit of money is sometimes exalted. The keywords include raising money, endowment, and fundraising.

“How to raise rural enrollment in higher education? Go local.” is focused on the existing gap in HE between rural and urban residents and the educational and economic divide between rural and nonrural America. Due to the rural education gap, students in suburban communities are socially distanced and face barriers to HE.

“Higher education’s biggest challenge is income inequality” addresses a tough dilemma about whether it is necessary to provide financial aid for institutions and increase HE affordability for low income student or reduce public support which offsets expenditure savings. Despite increased tuition fees, the student body remains to be socioeconomically diverse, and the lagging income of families poses financial challenges for institutions.

“For black men, higher education and incomes don’t lower risks of depression, researchers say” is devoted to social issues related to cultural diversity in the US which are covered in terms of deprivation and dissatisfaction – discrimination, adverse mental health outcomes despite

achievement, increased anxiety despite economic success, personal ambitions and hopelessness, inequality and blocked opportunities for the national minorities who are viewed as threatening subjects.

“How low-income Asian Americans became the forgotten minorities of higher education” examines social issues related to the Asian category of people in the American society, who are referred to as immigrants with a childhood poverty rate, and the HE system functioning in their regard. The current trend is the elimination of race-conscious admissions. The conceptual field includes such semantic connections as race-conscious admission policies, the model-minority stereotypes, racial quota system, and low admission rates for high-achieving Asian-American applicants as underrepresented groups.

In addition, high admission requirements are described as significant challenges for certain social categories. Traditionally transparent admission rules are undermined by unclear practices. The article under the title: *“Opinion | The biggest problem in higher education isn’t the Varsity Blues scam”* indicates illegal schemes: *“It is appalling that wealthy parents willing to pay bribes allegedly used what the architect of a recently revealed scam called “a side door” to get their children admission into schools such as Yale, Georgetown and Stanford universities.”*

Unequal access to HE for different social groups necessitates conducting reforms that meet the needs of modern students. This transformation is discussed in a few articles as follows: *“Opinion | Our college students are changing. Why aren’t our higher education policies?”*: *“College students are now more likely to work, have family commitments and come from low-income backgrounds than in earlier generations.”*

Overall, the newspaper articles address the issues concerning different social groups which experience problems with the access to HE programs due to financial difficulties, admission issues, ethnic tensions in the American society, involvement into political processes, and the close connection of the HE system to the labour market, which determines supply and demand of qualified human resources across the country. American HE is viewed as a self-sustaining system that is in demand among young people; the recent trends, however, demonstrate low demand due to high education fees which do not seem to be self-

sustaining costs in terms of salary that is supposed to act as return on payments.

Chinese news

The newspaper articles were mainly devoted to the development of HE and international cooperation. The questions of development are considered at the national and regional levels, for specific industries and for the purposes of social welfare. Fewer articles were related to digitalization, gender equality and labour market.

Chinese authorities are concerned about the future quality of HE in the country, especially considering the fact that the Chinese HE system is the largest in the world and the gross enrollment rate of HE continues to increase. In pursuit of better quality educational approaches, innovation plays a significant role and important guarantee for realizing educational modernization. In particular, the authorities pay attention to student dormitory construction and adopting innovative ideas to planning land use and construction works. The examples of articles related to this topic are as follows: 专家共议：新时代高等教育如何实现高质量发展 [*Experts discuss: How to achieve high-quality development of higher education in the new era*], 在学人数 4002 万，我国已建成世界规模最大的高等教育体系 [*With 40.02 million students enrolled, China has built the world's largest higher education system*], 探寻高等教育高质量发展新路 第十二届新华网教育论坛即将举 [*Exploring new paths for high-quality development of higher education, the 12th Xinhuanet Education Forum will be held soon*], 加快推进高等教育高质量发展 [*Accelerate the high-quality development of higher education*], 推进构建中国式现代化高等教育体系 [*Promote the construction of a Chinese-style modern higher education system*], 全国政协委员程建平：加快推动高校学生宿舍建设 夯实高质量高等教育体系的基本保障 [*Cheng Jianping, a member of the National Committee of the Chinese People's Political Consultative Conference: Accelerate the construction of dormitories for college students and consolidate the basic guarantee for a high-quality higher education system*].

The Chinese authorities are open for international cooperation with different countries, such as Malaysia, Thailand, Jordan, Egypt, Cuba,

Great Britain, France, Spain, Portugal, and others. One of the most critical aspects of international educational cooperation and exchange relations are agreements on mutual recognition of HE qualifications. These are a few examples of newspaper articles which elaborate on the details on such multilateral arrangements for mutual equality, respect, trust and sincerity: 中国已与 54 个国家签署高等教育学历学位互认协议 [*China has signed agreements on mutual recognition of higher education qualifications with 54 countries*], 共克时艰马中高等教育交流合作不断线 [*Overcoming the difficulties together, exchanges and cooperation in higher education between Malaysia and China continue*], 中外语言交流合作中心与泰国高等教育和科研创新部、泰国教育部签署系列合作协议 [*The Chinese and Foreign Language Exchange and Cooperation Center signed a series of cooperation agreements with the Ministry of Higher Education, Research and Innovation of Thailand and the Ministry of Education of Thailand*], 埃及高等教育部副部长希沙姆·法鲁克：珍惜任何一个与中方合作的机会 期望将中国专业技术引进到埃及 [*Hisham Farouk, Deputy Minister of Higher Education of Egypt: Cherish any opportunity to cooperate with China and hope to introduce Chinese professional technology to Egypt*], 中国高等教育学会与英国大学联盟召开视频会议 [*China Higher Education Association held a video conference with Universities UK*], 法国高等教育部长：法中教育与科技合作堪称典范 2020 年大有可为 [*French Minister of Higher Education: France-China cooperation in education and science and technology is exemplary and has great potential in 2020*], 世界高等教育大会将在巴塞罗那举行 旨在塑造全球高等教育未来 [*World Higher Education Congress to be held in Barcelona, aiming to shape the future of global higher education*], 澳门特区与葡萄牙明日起互认高等教育学位及文凭 [*Macao SAR and Portugal will mutually recognize higher education degrees and diplomas from tomorrow*].

Holistically, the media focus in the Chinese newspapers place a premium on building a powerful country in which HE is the leading growth engine. The goals of HE include strengthening the potential of teaching staff, cultivating high-level innovations, nurturing creative talents, and improving the level of scientific research. The intense development of HE is determined by the needs of contemporary economy and society, which are intended to produce results meeting the country's major strategic goals and enhance international competitiveness and influence.

Russian news

The Russian newspapers discussed HE at multiple angles which embraced a wide variety of social aspects, employment prospects, the social demand for HE, expectations of young people and their parents, factual benefits in the form of financial rewards, the necessity to reform the system of HE, among others.

From the societal perspective, HE was discussed as an ambivalent phenomenon. On the one hand, the social value of HE was considered in such articles as *“После бума. мода на высшее образование принесла дивиденды”* [*After the boom. The fashion for higher education has paid dividends*], *“В России стали больше ценить высшее образование”* [*In Russia higher education has become more valued*], *“Ученые: Высшее образование дает больше шансов женщине на замужество”* [*Science: Higher education gives a woman more chances to get married*]. Firstly, HE is considered as a public good and personal benefit that develops individual abilities. Secondly, HE enables young women under 30 to find a permanent partner, who becomes their husband, and found a family. Thirdly, HE opens up opportunities for young people to develop progressive cognition pattern, self-confidence and attain competitive advantages as an individual in the labour market. Overall, HE provides a firm start for young people who are determined to reach their full potential.

Meanwhile, a number of newspaper articles, on the other hand, presented the opposite opinions and statistics, which argued the benefits of HE as a panacea to all social and personal problems. This category includes such articles as *“90% родителей с высшим образованием не видят альтернатив вузу для детей”* [*90% of parents with higher education do not see alternatives to university for their children*], which debates inflated expectations from HE returns and the inability of young

people and their parents to draw long-term plans for bearing responsibilities and covering all expenses related to HE payment fees. Similar concerns are considered in the article “Заслуженный учитель: почему россияне не хотят получать высшее образование” [*Honored teacher: Why Russians do not want to get higher education?*], in which the author elaborates on the risks connected to the reduction of state-funded university places and financial liabilities learners gain, having entered into contractual relations with HE institutions. The repercussions of such liabilities can be observed in such articles as follows: “Каждый пятый кузбассовец 20-29 лет имеет высшее образование и живет за счет родителей” [*Every fifth Kuzbass resident 20-29 years old has a higher education and lives at the expense of their parents*], “Россияне разочаровались в высшем образовании” [*Russians are disappointed in higher education*], in which the discrepancy between the expectations from HE and the actual income of graduates becomes evident and posed as a social issue. Many young people with a diploma of HE believe that the role of HE is exaggerated since real-life goal achievement does not depend on HE alone.

As a response to the social concerns about the utilitarian role of HE, a number of reforms were considered for the future of educational and professional standards, for example, HE individualization, the abolition of high standards requiring diplomas of HE for a number of jobs, rapid development of secondary vocational education (college-level). These innovative decisions are covered in such articles as “Учителя без высшего образования появятся в российских средних школах” [*Teachers without higher education will appear in secondary schools*], “Установка на высшее образование потеснена установкой на среднее профессиональное” [*The focus on higher education has been supplanted by the focus on secondary vocational education*].

Simultaneously, the reforms are aimed at the growing interest of young people to receive HE, and the system is designed to satisfy the needs of motivated adults, especially in the fields of medicine and arts, and those who are busy with their family responsibilities, for example, “В России можно будет получить высшее образование, не поступая в ВУЗ” [*In Russia it will be possible to obtain higher education without entering a university*], “Второе высшее образование в медазах предлагают сделать бесплатным” [*Second higher education in medical universities is proposed to be made free*], “Расширен

список вузов Петербурга, где можно получить второе высшее” [The list of universities in St. Petersburg where you can get a second degree has been expanded], “Россияне смогут бесплатно получить второе высшее образование” [Russians will be able to get a second higher education for free], “Многодетные мамы России смогут получить второе высшее бесплатно” [Russian mothers with many children will be able to get a second degree for free].

A number of articles were devoted to the topic of HE quality which is inclined to decrease as a result of its massive scale and universal approach. The preparation level leaves much to be desired as graduates tend not to meet employee standards when starting their professional career: *“Высшая школа экономики: высшее образование в России всеобщее и бесполезное” [Higher School of Economics: Higher education in Russia is universal and useless], “Имитация высшего образования” [Simulation of higher education], “Россияне оценивают качество современного высшего образования как среднее” [Russians rate the level of modern higher education as average].* The focus of the concern, however, may not be in the quality of HE, as it may seem. According to the prominent politician and businessman Herman Gref, the quality of HE should be viewed in terms of practice graduates receive as part of their university preparation: *“Герман Греф решил взяться за высшее образование” [Herman Gref decided to take up higher education].* H.O. Gref accentuated the importance of cooperation between universities and employers who need new specialists for filling vacant positions in their organizations.

The question of HE is closely connected with employment and labor market. Universities provide programs for medium and high positions in organizational hierarchies, whereas students are young adults without any work experience. The processes of career choice, professionalization and professional development are accompanied by several vital tasks which young people need to accomplish, such as socialization, starting a family, entering into a profession, gaining work experience, along with providing oneself with personal income. HE alone cannot help complete all these tasks; on the contrary, it widens the scope of personal goals and is often viewed as a problem. Therefore, the years of studying at a HE institution seem to be a difficult time when young people have to fill basic vacancies which do not require any qualifications. Many graduates are not able to find suitable jobs that meet their personal expectations.

The following articles discuss these concerns: “У 40% курьеров в России есть высшее или незаконченное высшее образование” [40% of couriers in Russia have higher or incomplete higher education], “Люди с высшим образованием дольше задерживаются в безработных” [People with higher education remain unemployed longer], “Треть россиян с высшим образованием работают не по специальности, на которую учились” [A third of Russians with higher education work in a specialty other than the one they studied for].

Summing up, HE has been undergoing certain changes under the influence of economic, social, and political factors. The system of HE in Russia has been revisited to satisfy the needs of different social categories and meet the expectations of young people as the subjects of the educational process.

Conclusion

As an intercultural phenomenon, the media image of the HIGHER EDUCATION concept has many common features, for instance, the trend towards HE improvement and adaptation to new changes; however, there are certain differences across the countries under analysis. Let us consider core semantic relations of the HE concept in the newspaper articles:

The American HE media image

reforms, development and improvement, university reduction and consolidation, quality, enrollment decline, layoffs, rising cost of college, tuition fees, student loans, debt, income-driven payment, endowment, reduced public support, taxes, budget deficit, financial crisis, supply and demand crisis, affordability, expenditure savings, employment issues, inequality, legacy preference, legacy programs, underrepresented groups, minority students, political participation, job training, overqualification for jobs, poor-quality colleges, worthless degrees, talented students, disadvantaged students, dysfunctional system, freedom of speech, improved marketing, career-focused majors, university ranking, flagship universities, segregated society

The Chinese HE media image

reforms, development and improvement, quality, remote regions development, high education quality, international cooperation, increased enrollment rates, cooperation with domestic and foreign universities, digital transformation, high-quality digital resources, talent cultivation, social progress, sustainable development, teaching

materials, quality assessment, outstanding retired teachers, employment difficulties alleviation, labor market, open cooperation among countries, status, funding guarantee, resource investment, high-level talents, talent training and mobility, sustainable future, online communications, industry integration, technological revolution, industrial changes, school-enterprise cooperation, security systems, cultural exchange, international qualification recognition, moral integrity, new requirements, cultural preservation, support for disadvantaged groups, building a strong country, military academies, national self-reliance

The Russian HE media image

reforms, development and improvement, university reduction and consolidation, flagship universities, quality, enrollment decline, remote regions development, state accreditation, well-paid jobs, forms of education, levels of education, demographics, development of society, technological development, systematized knowledge, innovation economy, knowledge-driven economy, labour market, free admission, priority admission, parents' choice, expenses for school and tutors, financial affordability, personal financial autonomy, lack of practical skills, demographic gap, return to traditions, job in one's degree field, developing personal qualities, financial barriers, long-term financial planning, social risks, social inequality, job opportunities, career expectations, career development, self-confidence, social security, welfare, life goal attainment

The American media exercise a socially problem-oriented approach that questions the affordability of HE for different demographics, implying infringed interests of certain strata and, generally, the inequality in terms of finance (payment of educational fees) and admission principles. The reforms are discussed in the view of increasing the HE availability under the conditions of changing young people's interests and preferences.

The Chinese media promote HE as a national vector for boosting national development via international cooperation, regional development, such as revitalizing the central and western regions, supporting innovative research, modernization, achieving high-quality HE in the new digital era, HE management standardization, cultural inheritance protection, cultural self-confidence improvement, strengthening moral values among young people, and promoting self-improvement.

The Russian media present the HE concept at a personalized angle of vision, covering news in application to personal interests, such as young mothers, parents who actively participate in covering educational expenses for their children. The media act as an indicator of public opinions, eliciting the modality of opportunities and social needs in terms of qualifications and employment prospects.

As a result of the conducted research, it was found that the HIGHER EDUCATION concept has a certain public image depending on the culture behind the conventional idea of HE as the upper level of formal education which ends with an academic degree. Across the cultures, HE is perceived as a value for personal development, successful social integration, career growth and professional development. Nevertheless, the American press focuses more on financial aspects and inequality issues; the Chinese press underlines the importance of national and regional development along with international cooperation; and the Russian press questions the availability of HE for everyone, discusses new employment opportunities for college students, and the demands of the labour market. The identified dilemmas in the HE system across the cultures were as follows: open access and large scale involvement vs. high quality and prestige; universities as autonomous academic institutions vs. universities as organizations integrated into the labour market; the number of graduates vs. demand for specialists with HE in the labour market; HE for personal development vs. HE as the labour market requirement. In conclusion, HE is a complex phenomenon which satisfies various human needs such as those for personal, social, academic, and professional development. HE is considered to have a significant impact on individual life prospects and the future of the whole country.

Литература

1. Ахренова Н.А., Зарипов Р.И. Лингвопрагматические характеристики современных медиатекстов // Вестник Российского университета дружбы народов. Серия: Теория языка. Семиотика. Семантика. – 2023. – Т. 14. – №3. – С. 801-817. DOI: 10.22363/2313-2299-2023-14-3-801-817
2. Ачкасов А.В. Жанровые вопросы перевода // Вестник СПбГУ. Серия 9. Филология. Востоковедение. Журналистика. – 2016. – Вып. 4. – С. 5–17. DOI: 10.21638/11701/spbu09.2016.401.

3. Белоглазова Е.В. Проблемы лексикографии русизмов в английском языке // Известия РГПУ им. А. И. Герцена. – 2023. – №207. – С. 203-208. DOI: 10.33910/1992-6464-2023-207-203-208
4. Болдырев Н.Н., Федяева Е.В. Когнитивные методы исследования в лингвистике: концептуально-инференционный анализ // Вестник Российского университета дружбы народов. Серия: Теория языка. Семиотика. Семантика. – 2023. – Т. 14. – №3. – С. 686-703. DOI: 10.22363/2313-2299-2023-14-3-686-703
5. Бордовский Г. А. Проблемы и задачи высшего педагогического образования на современном этапе развития страны // Высшее образование в России. – 2023. – Т. 32, № 6. – С. 9-18. DOI: 10.31992/0869-3617-2023-32-6-9-18.
6. Васильев М.В. Речевая стратегия «объективная похвала» и её тактики в английских политических дискурсах малой формы // Вопросы современной лингвистики. – 2022. – №6. – С. 81-90. DOI: 10.18384/2310-712x-2022-6-81-90
7. Грецкая С.С. К вопросу о "калейдоскопических" концептах в лингвистике // Вестник Московского университета. Серия 19: Лингвистика и межкультурная коммуникация. – 2021. – №3. – С. 83-92.
8. Гришечко Е.Г. Оптимизация обучения иностранным языкам с использованием подкастов: анализ обратной связи и практического применения // Материалы II Всероссийской научно-практической конференции «Актуальные вопросы межкультурной коммуникации и методики преподавания иностранных языков». – Ростов-на-Дону: Академ-Лит, 2023. – С. 69–72. EDN: DJONAB
9. Денисенко В.Н., Сафаралиева Л.А., Кольшева О.Н. Моделирование концепта ПЕНСИЯ: экспериенциальный подход // Вопросы когнитивной лингвистики. – 2022. – № 3. – С. 116-124.
10. Добросклонская Т.Г. Медиалингвистика: актуальные направления изучения медиаречи // Вестник Московского университета. Серия 19: Лингвистика и межкультурная коммуникация. – 2020. – №4. – С. 26-38.
11. Карабулатова И.С., Анумян К.С., Коровина С.Г., Кривенко Г.А. Эмотикема УДИВЛЕНИЕ в новостном дискурсе России,

- Казахстана, Армении и Китая // Вестник Российского университета дружбы народов. Серия: Теория языка. Семиотика. Семантика. – 2023. – Т. 14. – №3. – С. 818-840. DOI: 10.22363/2313-2299-2023-14-3-818-840
12. Малога Е.Н. Функционально-прагматические аспекты английских вопросительных предложений. – РУДН, 2001. – 296 с. EDN: TIOFKX
 13. Малога Е.Н. Новые тенденции англоязычного научного дискурса: вопросы актуальности исследования и языковой идентичности // Вестник Томского государственного университета. Филология. – 2019. – № 58. – С. 52–70. DOI: 10.17223/19986645/58/4
 14. Мансурова С.Е. Человек как субъект педагогического процесса: антропологические ориентиры понимания постнеклассической науки // Известия РГПУ им. А. И. Герцена. – 2023. – № 208. – С. 52-59. DOI: 10.33910/1992-6464-2023-208-52-59
 15. Нильсен Е.А., Окулова Е.А. Отражение концепта SURPRISE в английском языке (на материале текстов корпусных баз данных) // Когнитивные исследования языка. – 2022. – №4 (51). – С. 865-869.
 16. Новоспасская Н.В., Ян С., Михайленко А.Ю. Образ женщины в китайских и русских поговорках // Вестник Российского университета дружбы народов. Серия: Теория языка. Семиотика. Семантика. – 2023. – Т. 14. – №3. – С. 633-646. DOI: 10.22363/2313-2299-2023-14-3-633-646
 17. Соколова В. Л. Коммуникативные стратегии воздействия на читателей в печатном дискурсе и языковые особенности их реализации в редакционной статье (на материале современной французской прессы) // Вопросы прикладной лингвистики. – 2022. – № 48. – С. 120-149.
 18. Филясова Ю.А. Социально-мотивационная каузальность перфекционизма и лени в профессиональной деятельности // Высшее образование сегодня. – 2023. – №1. – С. 19-30. DOI: 10.18137/RNU.NET.23.01.P.019
 19. Филясова Ю.А. Функционально-семантическое поле английских концептуальных метафор HEAVEN и HELL в новостных заголовках // Дискурс профессиональной

- коммуникации. – 2023. – Т. 5. – № 3. – С. 26-48. DOI: 10.24833/2687-0126-2023-5-3-26-48
20. Akopova A.S. Manipulation as a component of efficient communication // *Humanitarian and Social Sciences*. – 2016. – № 6. – С. 33–39. DOI: 10.18522/2070-1403-2016-59-6-21-25
 21. Akopova A.S. English for Specific Purposes: tailoring English language instruction for history majors // *Training, Language and Culture*. – 2023. – № 7(3). – P. 31–40. DOI: 10.22363/2521-442X-2023-7-3-31-40
 22. Filyasova Yu.A. Perfection as a concept of hyperbolisation in English promotional discourse: A multi-dimensional linguistic analysis // *Training, Language and Culture*. – 2022. – Vol. 6. – No. 4. – P. 50-61. DOI: 10.22363/2521-442X-2022-6-4-50-61
 23. Khramchenko D.S. How headlines communicate: a functional-pragmatic analysis of small-format texts in English-language mass media // *Training, Language and Culture*. – Vol. 7. – No. 2. – P. 30-38. DOI: 10.22363/2521-442X-2023-7-2-30-38
 24. Malyuga E.N., Poliakova N.V., Shabanova V.P. The functional and stylistic characteristics of French advertising discourse in modern economic and political media // *XLinguae*. – 2022. – Vol. 15. – No. 4. – Pp. 67-78.

References

- Achkasov, A.V. (2016). Genre issues in translation studies. *Vestnik of Saint Petersburg University. Language and Literature*, 4, 5-17. DOI: 10.21638/11701/spbu09.2016.401.
- Akhrenova, N.A., Zaripov, R.I. (2023). Linguopragmatic Scopes of Modern Media Texts. *RUDN Journal of Language Studies, Semiotics and Semantics*, 14 (3), 801-817. DOI: 10.22363/2313-2299-2023-14-3-801-817
- Akopova, A. S. (2016). Manipulation as a component of efficient communication. *Humanitarian and Social Sciences*, 6, 33–39. DOI: 10.18522/2070-1403-2016-59-6-21-25
- Akopova, A. S. (2023). English for Specific Purposes: Tailoring English language instruction for history majors. *Training, Language and Culture*, 7(3), 31–40. DOI: 10.22363/2521-442X-2023-7-3-31-40

- Beloglazova, E.V. (2023). Lexicography of Russianisms in English. *Izvestia: Herzen University Journal of Humanities & Sciences*, 207, 203-208. DOI: 10.33910/1992-6464-2023-207-203-208
- Boldyrev, N.N., & Fedyaeva, E.V. (2023). Cognitive research methods in linguistics: conceptual-inferential analysis. *RUDN Journal of Language Studies, Semiotics and Semantics*. 14 (3), 686-703. DOI: 10.22363/2313-2299-2023-14-3-686-703
- Bordovsky, G.A. (2023). Problems and Tasks of Higher Pedagogical Education at the Present Stage of Country's Development. *Vysshee obrazovanie v Rossii = Higher Education in Russia*, 32 (6), 9-18. DOI: 10.31992/0869-3617-2023-32-6-9-18
- Denisenko, V.N., Safaralieva, L.A., & Kolysheva, O.N. (2022). Representation of cognitive features of the concept PENSION in the experimental approach. *Issues of Cognitive linguistics*, 3, 116-124.
- Dobrosklonskaya, T.G. (2020). Medialinguistics: Modern trends in studying language in the media. *Bulletin of Lomonosov Moscow State University. Series 19: Linguistics and intercultural communication*, 4, 26-38.
- Filyasova, Yu.A. (2022). Perfection as a concept of hyperbolisation in English promotional discourse: A multi-dimensional linguistic analysis. *Training, Language and Culture*, 6 (4), 50-61. DOI: 10.22363/2521-442X-2022-6-4-50-61
- Filyasova, Yu.A. (2023). Exploring the functional and semantic fields of 'heaven' and 'hell' conceptual metaphors in media news headlines. *Professional Discourse & Communication*, 5(3), 26-48. DOI: 10.24833/2687-0126-2023-5-3-26-48
- Filyasova, Yu.A. (2023). Social and motivational causation of personal perfectionism and laziness in professional activity. *Higher Education Today*, 1, 19-30. DOI: 10.18137/RNU.HET.23.01.P.019
- Gretskaya, S.S. (2021). On "kaleidoscopic" concepts in linguistics. *Bulletin of Lomonosov Moscow State University. Series 19: Linguistics and intercultural communication*, 3, 83-92.
- Grishechko, E. G. (2023, April 7). Enhancing language learning with podcasts: Evidence from feedback and practice. In *Proceedings of the 2nd Pan-Russian Research and Practical Conference Topical Issues of Intercultural Communication and Foreign Language Teaching Methodology* (pp. 69–72). Akadem-Lit. EDN: DJONAB

- Karabulatova, I.S., Anumyan, K.S., Korovina, S.G., & Krivenko, G.A. (2023). Emoticeme SURPRISE in the News Discourse of Russia, Armenia, Kazakhstan and China. *RUDN Journal of Language Studies, Semiotics and Semantics*, 14 (3), 818-840. DOI: 10.22363/2313-2299-2023-14-3-818-840
- Khramchenko, D.S. (2023). How headlines communicate: a functional-pragmatic analysis of small-format texts in English-language mass media. *Training, Language and Culture*, 2, 30-38. DOI: 10.22363/2521-442X-2023-7-2-30-38
- Malyuga, E. N. (2001). *Functional and pragmatic aspects of English interrogative sentences*. RUDN University. EDN: TIOFKX
- Malyuga, E. N. (2019). Emergent trends in English scientific discourse: Issues of research relevance and linguistic identity. *Tomsk State University Journal. Philology*, 58, 52–70. DOI: 10.17223/19986645/58/4
- Malyuga, E.N., Poliakova, N.V., & Shabanova, V.P. (2022). The functional and stylistic characteristics of French advertising discourse in modern economic and political media. *XLinguae*, 15 (4), 67-78.
- Mansurova, S.E. (2023). An individual as a subject of education: human-centered agenda of post-non-classical science. *Izvestia: Herzen University Journal of Humanities & Sciences*, 208, 52-59. DOI: 10.33910/1992-6464-2023-208-52-59
- Nilsen, E.A., & Okulova, E.A. (2022). Explication of SURPRISE concept in English (based on corpora data). *Cognitive studies of language*, 4 (51), 865-869.
- Novospasskaya, N.V., Yang, X., & Mikhaylenko, A.Y. (2023). Image of a woman in Chinese and Russian paroemiae. *RUDN Journal of Language Studies, Semiotics and Semantics*, 14 (3), 633-646. DOI: 10.22363/2313-2299-2023-14-3-633-646
- Sokolova, V.L. (2022). Communicative strategies of influence on readers in media discourse and the language features of their implementation in editorial (based on the material of modern French press). *Issues of Applied Linguistics*, 48, 120-149.
- Vasiliev, M.V. (2022). Speech strategy “objective praise” and its tactics in English political discourses of a small form. *Bulletin of the Moscow Region State University. Series: Linguistics*, 6, 81-90. DOI: 10.18384/2310-712x-2022-6-81-90