

Razzakova Mokhichekhra Ruzmatovna
2nd course master student of "SOP"

Bubikova Larisa Borisovna
Candidate of Philological Sciences, Associate Professor
Kazan Federal University.

LANGUAGE AND POLYCODE MEANS OF PERFORMING THE CATEGORY OF ATTRACTIVENESS IN THE CONTENT OF THE WEBSITES OF RUSSIAN UNIVERSITIES

Abstract. The effectiveness of university websites in attracting prospective students largely depends on the integration of linguistic elements and polycode strategies, which combine both verbal and non-verbal communication. This paper explores how Russian universities employ language and polycode means to enhance the attractiveness of their online presence. Through an analysis of content strategies, this article discusses how text, images, and multimedia work together to create a welcoming and engaging digital environment. The findings suggest that the combination of language and polycode elements not only facilitates communication but also shapes the perception of universities, helping to establish a competitive edge in the global educational market.

Keywords: language, polycode, attractiveness, university websites, Russian universities, digital content, web design.

In the digital age, university websites serve as crucial interfaces for communication between educational institutions and potential students, faculty, and stakeholders. As Russian universities increasingly seek to expand their international reach and attract more students, the role of web content in conveying institutional identity and appeal has gained considerable importance. One of the most significant factors in the effectiveness of these websites is the use of language and polycode means, which combine textual, visual, and multimedia elements to create an immersive user experience.

Attractiveness, in this context, refers to how well a website engages visitors, communicates essential information, and persuades prospective students to consider a particular university. Language plays an important role in this process, but the integration of polycode strategies - where verbal communication is complemented by images, videos, and interactive elements - greatly enhances the overall impact of the content. This article examines how Russian universities incorporate these strategies into their websites to create attractive, informative, and user-friendly digital platforms, ultimately contributing to their efforts to stand out in an increasingly competitive global educational landscape.

The Role of Language in Website Attractiveness. Language is the primary tool through which universities convey their identity and communicate with potential students. In the case of Russian universities, linguistic strategies on websites are designed to make the institution appear academically reputable, culturally rich, and globally competitive. The language used on these sites is not only important for conveying factual information but also for establishing an emotional connection with visitors. For example, universities often employ specific terminology to highlight their strengths, such as "world-class education," "innovative research," or "international partnerships." These terms serve to reinforce the institution's academic prestige.

Moreover, the choice of language reflects the audience the university aims to attract. Russian universities often provide multilingual content, especially in English, to appeal to international students. This linguistic flexibility signals inclusivity and a global outlook. In addition, the tone of the language can be a key factor in website attractiveness. A friendly and welcoming tone can evoke a

sense of warmth and approachability, whereas a more formal, authoritative style might cater to students seeking a serious academic environment. Ultimately, the language used on a university website contributes significantly to shaping its digital identity and appeal.

Polycode Strategies in Website Content. Polycode strategies encompass the use of diverse media elements - such as images, videos, infographics, and interactive features - that complement the written language. On Russian university websites, these elements work in tandem with language to create a cohesive and dynamic user experience. For instance, a university website might feature images of the campus, student life, and faculty members, allowing visitors to visually engage with the institution's environment before they even step onto the campus. Videos showcasing student testimonials, academic achievements, or research projects further enrich the content, providing an emotional connection through storytelling.

Interactive features such as virtual tours, application portals, and event calendars are examples of polycode means that engage users in a more hands-on manner. These features not only provide functional value but also add to the attractiveness of the website by making it more user-friendly and immersive. For example, interactive maps of the campus allow prospective students to visualize the layout of buildings and facilities, which enhances their overall perception of the university.

The combination of these polycode strategies ensures that information is not only conveyed but experienced in a way that resonates with diverse users. As a result, the visual and interactive elements contribute to the overall attractiveness of the website, making it more likely to leave a positive, lasting impression on potential students.

The Aesthetic Dimension of University Websites. The aesthetic quality of a university website plays a crucial role in creating an attractive digital presence. A clean, well-organized layout is fundamental to ensuring that visitors can easily find the information they need without feeling overwhelmed or lost in the content. Russian universities often prioritize an intuitive design that emphasizes navigation simplicity, making the experience of browsing their websites as smooth as possible. Aesthetic decisions such as color schemes, typography, and image placement all contribute to the overall user experience.

For example, using colors that reflect the university's brand identity, such as the institution's official colors, can enhance recognition and foster a sense of pride among current students and alumni. Additionally, the use of high-quality, engaging imagery helps create a sense of the university's vibrancy and culture. It is not uncommon for websites to feature imagery of students engaging in campus activities, academic settings, or international collaborations, all of which reinforce the university's academic and social environment.

Conclusion. In conclusion, the attractiveness of university websites is greatly enhanced by the effective use of language and polycode strategies. For Russian universities, the integration of clear, accessible language with engaging visual and interactive elements creates a digital environment that is both informative and inviting. The combination of these strategies allows universities to present their academic offerings, campus culture, and student life in an engaging and visually appealing way. As competition for international students grows, the ability of a university to attract and retain prospective students through its website will continue to be a key factor in its success.

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