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AR and VR in strategic communication: application features in Moscow city apps.

Научный руководитель – Шилина Марина Григорьевна

Станкевич Ольга Андреевна
Student (bachelor)
Российский экономический университет имени Г.В. Плеханова, Факультет маркетинга,
Москва, Россия
E-mail: olyastank@yandex.ru

Despite the absence generally recognised definition, strategic communication can be identify like direct message - that is, it realised by double-way symmetrical model, and communication which realised by one-way model can't named strategic, how it was suggested by some theorists (Paul, 2011). In recent decades strategic communication like actual concept is formed at the junction of various theories and practices of marketing and public relations.

Strategic communication pays special attention to personal interaction between basis subject and target audience and to getting a new user experience.

So today digital technologies AR and VR become the most optimal.

Augmented reality (AR) - is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory and olfactory.

Virtual reality (VR) - is a simulated experience that can be similar to or completely different from the real world. Applications of virtual reality can include entertainment (i.e. video games) and educational purposes (i.e. medical or military training).

But using VR and AR technologies in strategic communications isn't learn. That's why we can make conditional, that learning AR and VR in strategic communication is an actual topic and that's what it is object of learning.

Appearance of application practices AR and VR in Moscow allows analyse features of using these technologies in strategic communications of the city.

RQ1: what functions AR and VR apps about Moscow do they perform?

RQ2: what are the parameters of strategic communication of Moscow interjected by AR and VR-driven?

In 2019 Moscow Government developed an app "MOSCOW ARVR" which shows to audience how did Moscow look like 100 years ago.

Here you can swipe between various epochs of the city and see what it looked like using VR technologies. But you need to have special postcard and download the VR panorama to use this app. In other words, you can't use this app without postcard with QR-code. On the other hand, "MOSCOW ARVR" can help you to discover Moscow and find out something new about city and its history, sights and architecture.

What is more, this app was developed specially for Moscow Urban Forum 2019, where it was presented for the first time. Now it named like special development for Moscow Urban Forum. So, that's one-way model of communication. This app performs functions such as informing, creating an image of the city, teaching

It may be better known in a few years, when AR and VR technologies will be more useful in the ordinary life.

Another AR and VR app about Moscow is "AR.Mos". In this app users can better know about sightseeing and historical buildings which are included in the historical heritage. This

project is a kind of a time machine. However, it looks like the previous app, because you can see Moscow's past. "AR.Mos" is the platform building up the places of the past in smartphone. You need to direct your camera to concrete point in app and it will show you moments of Moscow's history and help you to know more about the city, and maybe answer to something questions about it.

In the app you have instruction of using with schemes and hints, you just need to follow it and turn your camera on. This app helps people to get more detailed information about Moscow and history of the city, learn interesting facts, create image of the city and show people how it looked in various times.

But unfortunately, this app isn't promoted well and a very small percentage of people know about it.

Nowadays these apps aren't promoting well, and the most people really don't know about it.

So that, development of AR and VR in strategic communication of Moscow relying to fix functions of information, but communicative potential isn't implemented particularly widely. In terms of strategic promotion of the city, Moscow's AR and VR apps isn't moving forward very good in the target audience performing a recreational function. On the other hand, it is very interesting and actual theme what need to be promoted.

References

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