

## Using A Corpus Approach To Investigate Positive University Images: A Comparison Between Chinese And ESC Universities

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**Abstract :** University image is receiving attention because of its key role in influencing student choice, faculty loyalty, and social recognition. Therefore, all universities strive to promote their positive images. However, for most people, the positive image of a university is often from fragmented perceptual understanding. Since universities' official websites are important channels for image promotion, a corpus approach to university profiles in their official websites can reveal holistic positive images of universities. This study aims to compare positive images of high-level universities in China and English-speaking countries based on a profile corpus of these universities. It is found that the positive images revealed in these university profiles are similar, with some minor differences. The similarities are reflected in the campus environment, historical achievements, comprehensive characteristics, scientific research institutions, and diversified faculty; while the differences are reflected in their unique characteristics. Furthermore, the findings also reveal a gap between Chinese universities and high-level universities in the English-speaking countries.

**Keywords :** university image, positive image, corpus of university profiles, comparative analysis, high-frequency words

**Conference Title :** ICCLTS 2022 : International Conference on Corpus Linguistics and Translation Studies

**Conference Location :** Rome, Italy

**Conference Dates :** July 21-22, 2022