

Ministry of Education and Science of Ukraine  
Borys Grinchenko Kyiv University  
Institute of Journalism  
National Union of Journalists of Ukraine  
Institute of Social and Political Psychology  
of the National Academy of Pedagogical Sciences of Ukraine  
University of Girona (Spain)  
University of Latvia (Republic of Latvia)  
Silesian University of Technology (Poland)



## INFORMATION LETTER № 1

**Dear colleagues!**

We invite you to take part in the International Scientific and Practical Conference «**Media Studies in European Dialogue: Educational and Scientific Discourses**», which will take place on **November 13-14, 2020** at the Institute of Journalism of Borys Grinchenko Kyiv University.

**The purpose of the conference** is to combine the theory and practice of modern media studies, to initiate different formats of media studies discussions with the academic world of the EU.

**The conference program includes:**

1. Plenary sessions and work of sections on topical units.
2. Round tables and poster presentations.
3. Panel discussions.
4. Presentations of scientific works, reference and lexicographical publications, educational and educational-methodical literature.
5. Cultural program.

### TOPICAL UNITS

#### **I. “Journalism, journalism studies and media practice: Ukraine's priorities and the latest EU paradigms”:**

- Current issues in the theory and history of Ukrainian journalism: the European context. Journalism studies as one of the research areas of modern media studies.
- Dialogue of media cultures: Ukraine - EU. Media law in Ukraine and in the EU. Ukrainian regional mass media against the background of European ones: traditions and peculiarities of functioning.
- Genre diversity of modern media discourse. Modern audiovisual media: prospects for development. New media in online communication.
- Media criticism and ethical guidelines of modern media. Gender issues in the media.
- Media markets and media ownership: the problem of content.

#### **II. “Modern advertising and advertising practice: media aspects of the EU experience in Ukraine”:**

- Media in the theory and practice of PR and advertising. Ethical aspects of advertising and PR content.

- Advertising communication in the European and Ukrainian mass media areas. International cooperation in the field of PR and advertising.
- Advertising and PR in print and electronic media. New media in advertising and PR activities. Visualization of advertising and PR-messages: career-oriented, technological, financial aspects.
- Professional training of specialists in advertising and public relations in Ukrainian universities: new challenges, approaches, theoretical and organizational principles.

### **III. “Information policy in the EU-Ukraine dialogue”:**

- Ukraine in the European and world information spaces. Media in exposing misinformation and destroying myths (fact checking): European practice and Ukrainian realities. Media psychology in information security: practice of Ukraine and the EU.
- Manipulation of consciousness and media terrorism. Ensuring information security of Ukraine. Ukrainian media in forming a unified worldview and own narratives.
- Information threats and mechanisms of counteraction in the media environment: analysis, forecasting, monitoring.

### **IV. “Library and information institutions and new media: European experience in Ukrainian realities”:**

- Library in European and Ukrainian media cultures. Creative industries in intercultural dialogue. Media qualification of library and information workers: prospects of Ukraine in the EU.
- Library science, bibliography, documentology, bibliology, informology, museum studies, archival science in a single system of social and communication sciences: media aspects.
- Library journalism. Media space of a modern library: organizational forms of communication, cooperation of specialists with mass media.
- Formation of media competencies in the training of information, library and archival specialists in Ukrainian universities: problems and prospects.

### **V. “Formation of innovative publishing strategies in the European market. Digital media in publishing”:**

- Modern paradigm of publishing: changing vectors in European and Ukrainian practices. Digital transformations and digital technologies in the publishing industries of the EU and Ukraine. Innovative publishing products.
- Diversification of publishing services in today's market. Niche projects in publishing. Publishing startups.
- Media aspects of editology. Editorial training of digital media and training of specialists for digital media in Ukrainian universities.

### **VI. “Language and metalanguage of modern media studies in the system of education and professional communication: the narrative of Ukraine and the EU”:**

- Media linguistics in Ukraine and the EU.
- Metalanguage of modern media studies in European dialogue. Terminology in the media and media terminology in the language cultures of European countries. The communicative function of the media term in Ukrainian and European educational, scientific and professional discourses.
- Lexicographic elaboration of media terminology in Ukraine and the practice of compiling dictionaries of media terms in EU countries. Media lexicography: traditional and e-dictionaries, terminological databases.
- Phraseology in media and media phraseology. Media phraseography: traditional and e-resources.
- Language of mass media area and Ukrainian spelling (2019). Linguistic personality of media professionals: the culture of professional communication.
- Media multicultural: the context of the XXI century.

ROUND TABLE  
“Media and the Coronavirus Pandemic (COVID-2019)”

“Media education and media literacy: EU achievements and Ukraine's prospects”

PANEL DISCUSSION  
“Current aspects of modern European information security”

If you plan to take part in the conference, we invite you to **register** on the website of the Institute of Journalism of Borys Grinchenko Kyiv University by **October 5, 2020**. You can do it via link [International scientific and practical conferences “Media Studies in European Dialogue: educational and scientific discourses” \(2020\)](#) or by **sending a completed Application form** (Application form is attached) and a 3x4 **photo** to the e-mail address of the conference [ms.ond@kubg.edu.ua](mailto:ms.ond@kubg.edu.ua) (title of your files should include your Surname as follows: “Soshynska\_application form”, “Soshynska\_photo”).

**Working languages of the conference** are Ukrainian, English.

There is a **face-to-face participation**, in which travel, accommodation and meals are provided at the expense of participants or at the expense of the sending party. In addition, it can be **remote participation** with the presentation of reports in online format, for which a special platform will be created. In case of quarantine measures, only remote participation in the format of an online conference with reports-presentations is possible, about which the Organizing Committee will inform additionally.

**The proceedings will be published** after the conference in a special issue of the peer-reviewed scientific journal “Integrated Communications”, which gains the status of a professional edition in Ukraine. The recommended volume of the article is at least 10 pages. The deadline for submission is **February 10, 2021** (the terms of submission of the article for publication will be sent in a separate information letter; see the requirements for the design of the article on the edition's website: <https://intcom.kubg.edu.ua/index.php/journal>).

Moreover, we plan to publish a collective monograph “Media Studies in European Dialogue: Educational and Scientific Discourses”. The recommended volume of the monograph section is at least 20 pages. The deadline for submission is **March 10, 2021** (conditions and requirements for the design of the section will be sent in a separate information letter).

**Address of the Organizing Committee:** Kyiv, Ukraine, 04212, Institute of Journalism of Borys Grinchenko Kyiv University, Marshal Tymoshenko street, 13B, room 105.

**Additional information is available from** the secretaries of the Conference Organizing Committee – *Victoria Soshynska* (service: +380444852092, mob.: +380679352972), *Anzhelika Dosenko* (mob.: +380934001436), *Oleksandra Hondiul* (mob.:+380683564907), *Daria Haramurza* (mob.: +380983552813); on the website of the Institute of Journalism of the Borys Hrinchenko University of Kyiv via link [International scientific and practical conferences "Media Studies in European Dialogue: educational and scientific discourses" \(2020\)](#).

**Conference Organizing Committee**

International scientific and practical conference

**MEDIA STUDIES IN EUROPEAN DIALOGUE:  
EDUCATIONAL AND SCIENTIFIC DISCOURSES**

**November 13 – 14, 2020**

**APPLICATION FORM**

**First Name, Last Name\*** \_\_\_\_\_

**Scientific degree, academic title\*** \_\_\_\_\_

**Position\*** \_\_\_\_\_

**Organization (place of work), country\*** \_\_\_\_\_

**Mobile number\*** \_\_\_\_\_

**Email\*** \_\_\_\_\_

**Title of the report\*** \_\_\_\_\_

**Annotation (1800 characters)\***

**Keywords (5 – 8 words)\*** \_\_\_\_\_

**I plan (please mark)\*:**

- to deliver a report at the plenary session
- to deliver a report at a section session at the topical unit:
  - I. “Journalism, journalism studies and media practice: Ukraine's priorities and the latest EU paradigms”
  - II. “Modern advertising and advertising practice: media aspects of the EU experience in Ukraine”
  - III. “Information policy in the EU-Ukraine dialogue”
  - IV. “Library and information institutions and new media: European experience in Ukrainian realities”
  - V. “Formation of innovative publishing strategies in the European market. Digital media in publishing”

VI. “Language and metalanguage of modern media studies in the system of education and professional communication: the narrative of Ukraine and the EU”

- to take part in a roundtable discussion on “Media and the Coronavirus Pandemic (COVID-2019)”
- to take part in a roundtable discussion on “Media education and media literacy: EU achievements and Ukraine's prospects”
- to take part in the panel discussion “Current aspects of modern European information security”
- to make a poster report (report title) \_\_\_\_\_

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– to present a monograph, reference and / or lexicographical publication, educational / educational-methodical literature

– to submit an article for publication (to the “Integrated Communications” edition)

– to submit a section for publication (to the collective monograph “Media Studies in European Dialogue: Educational and Scientific Discourses”)

– to report without publication (report title) \_\_\_\_\_

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– to take part in a cultural program

Technical tools necessary for speech: \_\_\_\_\_

Please, indicate the needed number of seats to book hotel \_\_\_\_\_

**Date of completion** \_\_\_\_\_