

**EUVGENIA KYIANYTSIA**  
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**PhD of Sciences in Social Communications,  
Senior Lecturer of the Department of Journalism and Advertising**



Profile of the scientist in international bases:  
[ResearcherID](#), [Google Scholar](#), [ORCID](#)

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**RESEARCH EXPERTISE:** Modern marketing communications; analysis of applying PR-technologies abroad; new tools for PR and advertising; organizational and psychological support of advertising campaigns and PR events; new possibilities of IT technologies, creative approaches for advertising, PR-campaigns, social initiatives.

**TEACHING COURSES:** "Creative advertising", "Semiotics", "Preparing scientific texts", "Copywriting", "Speechwriting"

#### **ACADEMIC DEGREES:**

- PhD of Sciences in Social Communications, KNUCA, 2017

#### **PROFESSIONAL EXPERIENCE:**

- August 2017 – currently - Senior Lecturer of the Chair of Journalism and Advertising in the Kiev National Trade and Economic University
- August 2013 - August 2017 Senior Lecturer of the Department of Advertising and Public Relations at Kiev Boris Grinchenko University
- October 2010 - 2014 Postgraduate studies at KNUCA
- June 2007 - 2009 Head of PR Administration of ViDi Group companies;
- March 2007 – June 2007 Commercial Director of TV Company LIK-TV", TV project "Park of the Automobile Period";
- 2005 - 2007 Head of advertising department of business weekly «Investgazeta»
- 2004 - 2005 Manager of the Advertising Department, a reporter of Publishing House "Economics";
- 2002 - 2004 Project Coordinator of the Public Organization "The Society of Independent Experts";
- 1995 - 2002 Leading Economist of the Operations Department, JSCB "Ukraine"

#### **[GO TO LIST OF PUBLICATIONS](#)**

#### **LANGUAGE SKILLS:**

Russian, Ukrainian – native, English – intermediate, German – basic.

**HOBBY:** travelling, theatre.

## LIST OF PUBLICATIONS:

1. Kyianytsia Ye.O. Classification of PR-technologies according to the specific use in cultural institutions / Ye. O. Kyianytsia // Current problems of the history, theory and practice of artistic culture: Col.of research works, NAKKKiM. - Kyiv: Millennium, 2011. - Vip. XXIII. - P. 156-164.
2. Kyianytsia Ye.O. The emergence and development of the concept "public relations" / E.O. Kyianytsia // Culture and modern times: alm. NAKKKiM - Kyiv: Millennium, 2011. - No. 2. - S. 26-113.
3. Kyianytsia Ye.O. Cultural Communication as an Instrument for Developing Dialogue Between European Countries / Ye.O. Kyianytsia // Dialogue of Cultures: Ukraine-Greece: Mater. III International sci. pract. Conf., 20-21 September 2012 - K.: NAKKKiM, 2012. - P. 166 - 172.
4. Kyianytsia Ye.O. The image of organizations in the socio-cultural sphere: a structural approach / E.O. Kyianytsia // Bulletin of the Kharkiv State Academy of Culture: Col. of scientific works. - Kharkiv:, 2014. - № 44. - P. 78-85.
5. Kyianytsia Ye.O. Prospects for PR technologies in the socio-cultural sphere / Ye. O. Kyianytsia // Journal of the Book Chamber: Sciences. journ - Kyiv: Book Chamber of Ukraine, 2014. - No. 10. - P. 47-56.
6. Kyianytsia Ye.O. "Specific functioning of PR in the context of socio-cultural dynamics" / Ye. O. Kyianytsia // Modern mass-media space: realities and perspectives. - Vinnytsya: "Dilo", 2014. - pp. 247-254.
7. Kyianytsia Ye.O. Evolution of Public Relations in the Activities of the Organizations of the Socio-Cultural Sphere of Ukraine // Ye. O. Kyianytsia // ScienceRise. - No. 4 (9). - Kharkiv, 2015. - P. 78-83.
8. Kyianytsia Ye.O. Use of creative technologies in political advertising // Ye.O. Kyianytsia // Humanitarian, socio-economic and social sciences: scientific. journal - Krasnodar: Publishing House-South, 2015. - No. 1. - P. 56-61.
9. Kyianytsia Ye.O. The study of the classification of event communication in the library sphere // Kyianytsia Yevgenia // Eureka: social and humanities. - Publisher "Scientific Route", 2016. - No. 5. - P. 11-18.
10. Kyianytsia Ye.O. Trends and Prospects for Collaboration of Modern Media Library // Ye.O. Kyianytsia // Bulletin of the Book Chamber: Sciences. journ - Kyiv: The Book Chamber of Ukraine, 2016. - No. 4 (237). - P. 45-48
11. Kyianytsia Ye.O. Analysis of the basic models of public relations in the socio-cultural sphere / Ye. O. Kyianytsia // Integrated Communications: Sciences. journ - Kyiv: Kiev. Untitled Boris Grinchenko, 2016. - No. 1. - P. 36-42.
12. Kyianytsia Ye.O. Communications of Public Libraries in the Socio-Cultural Space of the Region: Monograph / E.O. Kyianytsia - K: Lyra, - 2018. - 120 p.
13. Kyianytsia Ye.O. Making a plan for awareness of regional communities about library innovations / Kyianytsia Ye.O. // Bulletin of the Book Chamber: Sciences. Pract. journ - Kyiv: Book Chamber of Ukraine, 2018. - No. 10. - P. 49-58.
14. Kyianytsia Ye.O. Creative technologies in producing social advertising: the rule or necessity / Kyianytsia Ye.O. // European Journal of Humanities and Social Sciences. - Vienna: Premier publishing, 2018 - No. 4. - pp. 7-12
15. Kyianytsia Ye.O. Content and targeting - the main elements of the latest mediology / Kyianytsia Ye.O. // Scientific notes of the Taurida National University named after VI Vernadsky Series: Philology. Social communication - Kyiv. - 2018 - №2. - P. 167 – 171