

OKSANA MELNICHENKO

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Candidate of Psychological Sciences
Senior Lecturer in the Department of Journalism and Advertising

Profile of the scientist in international base:
[GoogleScholar](#)



RESEARCH EXPERTISE: features of writing of advertising texts, organizational and psychological support of advertising campaigns.

COURSES: «Advertising in the Marketing System», «Semiotics in Advertising», «Political Advertising», «Advertising History and Public Relations History»

ACADEMIC DEGREES:

- PhD in psychology, Kyiv National University of Trade and Economics, 2017
- MS, Kirovograd State Pedagogical University named after. Vynnychenko, 2008
- BS, Kirovograd State Pedagogical University named after. Vynnychenko, 2007

ACADEMIC APPOINTMENTS:

- Senior Lecturer in the Department of Journalism and Advertising, 2018- present
- Deputy Head of the teaching and methodical department of KNUTE, 2014-present
- Methodist of the second category of the teaching and methodical department of KNUTE, 2011-2014
- Methodist of the teaching and methodical department of KNUTE, 2008- 2007

AWARDS AND HONORS:

- Kyiv National University of Trade and Economics Diploma of honor, 2017

HOBBY: Music, sports, art, embroidery