

Ministry of Education and Science of Ukraine

Kyiv National University of Trade and Economics

Paris School of Business (France)

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КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ
ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ
УНІВЕРСИТЕТ



III Internaional Scientific and Practical Conference

«JOURNALISM AND ADVERTISING: INTERACTION VECTORS»



**24 March, 2021
Kyiv**

On **March 24, 2021**, Kyiv National University of Trade and Economics will hold the **III International Scientific and Practical Conference «Journalism and Advertising: interaction vectors»** aimed to integrate journalism, advertising and PR-technologies.

The conference provides work in the following directions:

- Scientific approaches to medialogy
- Leading technologies for creating media channels and products
- Research of the modern digital media market
- Advertising technologies for the promotion of digital content
- High media skills in the field of journalism and advertising
- Journalist branding in the digital interactive environment
- Ethical norms in the media environment and information society

Scientists, specialists in the field of journalism and advertising, scientists of higher educational institutions, representatives of national and international public organizations of journalists and advertisers are invited to participate in the conference.

THE PARTICIPATION IN THE CONFERENCE IS FREE

- To participate, you must register at the link bit.ly/2YO1fas
- After receiving the application for participation, you will be sent a link to the Zoom conference till **19.03.2021**.
- Those who wishing to participate in the conference please send thesis till **15.03.2021** to e-mail: mediacon@knute.edu.ua
- A digital certificate will be sent to all conference participants
- PDF book and conference program will be published on the web-site of the Kyiv National University of Trade and Economics on **30.03.2021**.

REQUIREMENTS FOR THE THESIS

- The file name must be appropriate to the first author's surname (Ivanov_ thesis)
- The file must be typed in Microsoft Word
- Languages: Ukrainian and English
- Theses of the report – 3 to 4 pages

Main requirements:

- Portrait orientation
- Fields: to the right and to the left – 25 mm, to the top – 20 mm
- Font: Times New Roman 14; interval – 1,0
- formulas – in the Equation editor

Text structure:

- 1 – the direction of the conference (in the middle, key – 14, without selection)
- 2 – name of the report (letters, bold type, in the middle, kugl – 14)
- 3 – surname and initials of the author (no more than two) (bold type, left, key – 14)
- 4 – information about the author (academic degree, full academic rank, place of work) (ordinary font, left, key – 14, without selection);
- 5 – keywords: language theses / translation into English (kugl – 14)
- 6 – the text (in width, kugl – 14)
- 7 – necessarily a list of used sources (bold font, in width, kugl – 14)

CONFERENCE MODERATORS FROM KNUTE

Yanina Lisun

PhD. Associate Professor
Head, Department of Journalism and Advertising
tel.: +38 (050) 240-16-35

Executive secretary

Olga Yusupova

PhD. Associate Professor, Department of Journalism and Advertising

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the reliability of the facts and originality of abstracts



EXAMPLE OF THESIS

Section: Leading technologies for creating media channels and products

Advertising in convergent media

Ivanova Anna

Ph. D. Associate Professor

Department Journalism and Advertising KNUTE

Kyiv, Ukraine

Keywords: *advertising company, advertising campaign, advertising management process.*

Text, text, text, text [2, p. 115].

1. The volume of the Internet media market.

[Electronic resource]. / Internet Association of Ukraine. – 2020. – Access mode: <https://inau.ua/news/obem-rynka-medynoy-ynternet-reklamy-vyros-na-42>.

2. Ivanilov O.S. Planning an advertising activity of the enterprise. / O.S. Ivanilov – K.: KNUTE, 2020. – 565 p.

*Thesis, executed without taking into account the above requirements,
will not be considered by the committee*