

An invitation to the conference will be sent to you upon receipt by the committee of the thesis of the conference report and the payment slip of the organizational fee.

The publication of thesis on the electronic media (disk) with the assignment of the code and the certificate of the participant are financed by the expense gathered by organizational payments and the costs associated with the organization of the conference.

Per Participant Payment:-

Participation and Publication : 250 UAH
Publication of abstracts, reports without participation in the conference : 150 UAH.

Payment details for organizational contribution:

Account: Kyiv National Trade
Economic University

P / P UA158201720313271001201016398

at the SCSU in Kyiv
MFO 820172

EDRPOU code 01566117

Payment code 25010100

Payment Purpose: Participation in conference - II International Scientific and Practical Conference “Journalism and Advertising: interaction vectors” on 29th March , 2020

**Coordinators of the conference
from Kyiv National University of Trade
and Economics:**

**Lisun Yanina (Ph. D.)
Head of Department of Journalism and
Advertising**

тел.: 531 - 31 - 46
тел.: +38 (050) 240-16-35

**Diana Fayvishenko
Associate Professor of
Journalism and Advertising Department**

тел.: +38 (050) 908-48-10

**Iryna Gamova
Associate Professor of
Journalism and Advertising Department**

**E-mail:
mediacon@knute.edu.ua
y.lisun@knute.edu.ua
@jr.knute**

**More details:
www.knteu.kiev.ua
[@knute_news](https://www.facebook.com/knute_news)**

**Department of Journalism and
Advertising, Kyiv National University
of Trade and Economics
Kyiv, Ukraine**



**Kyiv National University
of Trade and Economics
Kyiv, Ukraine**

announces the
**II International Scientific
and Practical Conference
“Journalism and
Advertising:
interaction vectors”
March 19, 2020**

In association with



March 19, 2020, the II International Scientific and Practical Conference "Journalism and Advertising: interaction vectors" will be held at the Kyiv National University of Trade and Economics.

The conference provides work in the following directions:

- The state and scientific approaches to the definition of mediology
- Digital space
- Ethics and principles in the media environment
- Formation of media competence of experts in the field of journalism, advertising and public relations
- Advertising in Ukraine and in the world
- Global challenges in shaping public opinion
- Innovative approaches to the formation of reputable dividends

Scientists, professors, Ph.D scholars and other students interested 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.

Those who wishing to participate in the conference please send research Thesis / Paper till **March 02, 2020** of reports and copy of payment slip of registration fee to e-mail:

[**mediacon@knu.edu.ua**](mailto:mediacon@knu.edu.ua)

executive secretary
Yusupova Olga

The best thesis of the conference participants determined by the committee will be recommended for publication in the journal "Bulletin of KNUTE", which is professional according to the Act of the Higher Attestation Commission of Ukraine.

Thesis of the II International Scientific and Practical Conference "Journalism and Advertising: interaction vectors" will be posted on the website of the Laboratory of Distance Learning of the Kyiv National University of Trade and Economics.

[**www.ldn.knteu.kiev.ua**](http://www.ldn.knteu.kiev.ua)

Requirements for the Thesis / Paper:

Thesis / Paper should submitted in Ukrainian, or English language from authors of any foreign countries, typed in the editor Microsoft Word (font "Times New Roman", figure - 14, interval - 1.0; formulas - in the Equation editor). Fields: to the right and to the left - 25 mm, to the top - 25 mm; the distance from the edge to the coloniferous (page number) at the bottom - 20 mm. Thesis of the report - up to 3 pages.

Structure of the text:

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

Example of - Thesis / Paper:

Section: Advertising in Ukraine and in the world

ADVERTISING IN CONVERGENT MEDIA

Ivanova Anna

**Ph. D. Associate Professor of the Department
Journalism and Advertising KNUTE, Kyiv,
Ukraine**

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

Text, text, text, text ... [1, c. 115].

1. The volume of the Internet media market. [Electronic resource]. / Internet Association of Ukraine. - 2017. - Access mode: <https://inau.ua/news/obem-rynka-medyyynoy-ynternet-reklamy-vyros-na-42>.
2. Ivanilov O.S. Planning an advertising activity of the enterprise. / O.S. Ivanilov - K.: KNUTE, 2018. - 565 p.

Addresse, mobile, e-mail.

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