



UCZELNIA NAUK SPOŁECZNYCH

Academy of Social Sciences

Scientific and pedagogical internship

Development of Specialists in Journalism, Advertising, and PR in the Context of Lifelong Learning

January 5 – February 15, 2026
Łódź, the Republic of Poland

Academic staff of higher education institutes, research associates of scientific establishments, doctoral candidates, postgraduate students, applicants, students, who have or obtain journalism, advertising and PR education, are invited to participate in the internship.

About the internship

Workload of the internship has **6 credits ECTS (180 hours)** and distributed 6 hours each day for 6 business weeks.

Every internship participant receives **a certificate** of completion of a scientific and pedagogical internship (in two languages with the specification of the hourly program) and **a printed collection of abstracts**.

The certificate of completion is a document confirming completion of the scientific and pedagogical internship in a scientific institute of EU country and which is necessary for obtainment of academic rank of Associate Professor, Professor and Senior Research Fellow, according to paras. 2.1, 2.2, 2.3, 2.5, 2.7 of Procedure for awarding degrees to academic staff (given the latest amendments under the [Order of the MES of Ukraine](#) No. 322 dated 17.03.2021) as well as for licensing and accreditation of educational services.

Organising Committee

- dr Piotr Domżał, Rector, Academy of Social Sciences;
- dr Agnieszka Szpak, Vice Rector, Academy of Social Sciences;
- Joanna Skiba, Executive MBA, Academy of Social Sciences.

Zoom lecture

English Zoom lecture is planned under the framework of the internship. All participants of the internship receive a link to the online lecture after covering the internship fee. The lecture will be saved.

Date and time: 23 January, 17:00 (Kyiv time).

Topic: “Innovative Educational Leadership: Your Soft Skills Toolkit”.

Speaker: Joanna Skiba, Executive MBA, International Officer at Academy of Social Sciences, expert in adult education and NGO facilitator.



Registration Procedure

Form of participation: distant.

- 1) participants should fill in an application form and send abstracts meeting the scope of activities at an education or research institution of Ukraine to soc@cuesc.org.ua **before December 31, 2025 (inclusively)**;
- 2) send a scanned copy of payment confirmation of the organizing fee after receiving payment details.

RE: FOR INTERNSHIP IN JOURNALISM, ADVERTISING AND PR.

NB! Participation in the scientific and pedagogical internship without research and methodological report is impossible.

On March 9, 2026, the collection of abstracts and certificates will be sent to the participants at the postal addresses indicated in the form.

Academic integrity

The Organizing Committee guarantees high-quality anonymous peer-review of each contribution. All internship abstracts are subject to checking for plagiarism using [StrikePlagiarism.com](https://www.strikeplagiarism.com) by the Polish company [Plagiat.pl](https://www.plagiat.pl).

Requirements for Abstracts

Pay attention to the fact that the topic of the scientific and methodological report should concern the peculiarities of journalism, advertising and PR education scholars, the system of higher education in Ukraine and the EU, the formation of knowledge and skills of journalism education experts etc.

- Volume – from 2 to 5 pages A-4 exercised in Microsoft Word for Windows 2000, 2003, 2007; 2010; 2015; 2019.
- Type font – Times New Roman, size – 14; line spacing – 1,5; first line indent – 1,25 cm; fields – 2 cm.
- Sequence of materials in abstracts: title (capital letters, font – semi-bold); author's surname and initials (font – semi-bold); academic degree, rank (if any), post, place of employment (study); text.
- A file should be titled in accordance with participant's surname and initials (for example: Stetsenko L.P. _abstracts).
- References (without repetitions) are at the bottom of the text taking into account the National Standard of Ukraine [DSTU 8302: 2015 “Information and documentation. Bibliographic reference. General principles and rules of composition”](#).
- Citations in the text should be marked with numerical order of a source according to the list and page (pages) number, for example [5, p. 26].
- **Language:** Polish, English, Ukrainian.

Prohibition on using the aggressor state's scholarly papers

Languages: Polish, English, and Ukrainian. It is prohibited citing and including in the reference list Russian-language publications published in any country, including papers written in other languages but published in Russia and Belarus.

Representative Office in Ukraine

Center for Ukrainian and European Scientific Cooperation

Contact person: **Kachan Olena Viktorivna** – Coordinator of scientific events and projects on journalism.

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Facebook: facebook.com/cuescinfo

YouTube: youtube.com/cuescinfo



CUESC

Example of Abstract

Медіа-менеджмент як важливий фактор розвитку процесів децентралізації влади в Україні

Чикаренко О. О.

кандидат наук з державного управління, доцент,
доцент кафедри журналістики
Університет митної справи та фінансів
м. Дніпро, Україна

Текст... [1].

<...>

Література:

1. Реформа децентралізації: Олексій Чернишов зустрівся з представниками моніторингової місії Конгресу місцевих та регіональних влад Ради Європи. URL: <https://www.kmu.gov.ua/news/reforma-decentralizaciyi-oleksij-chernishov-zustri-vsya-z-predstavnikami-monitoringovoyi-misiyi-kongresu-miscevih-ta-regionalnih-vlad-radi-yevropi> (дата звернення: 01.12.2025).