

ISMA
ANNO 1994



International scientific conference

Journalism, media, PR and advertising: a contemporary perspective

December 25–26, 2024
Riga, the Republic of Latvia

Scientists, postgraduate students, students of higher education and research institutions, as well as practitioners who are actively engaged in journalism, advertising and PR, media research are invited to participate in the international conference.

CONFERENCE ORGANIZER

ISMA University of Applied Sciences with
support of the
Center for Ukrainian and
European Scientific Cooperation.



STRONGER TOGETHER

Researchers are united!

HEAD OF ORGANISING COMMITTEE

Romans Djakons, Dr.sc.ing., Professor, Academician,
Chairman of the Board of ISMA University of Applied Sciences.



REGISTRATION PROCEDURE

Form of participation: distant. Persons who are interested in participation in the international conference should send the following documents to Organising Committee **before December 20, 2024 (inclusively)**:

1. **fill an application form**;
2. send the abstracts to Organising Committee: soc@cuesc.org.ua.

The title of a file should meet surname of a speaker indicating Abstracts – for abstracts. For example: Shevchenko_Abstracts.

Re: FOR THE JOURNALISM CONFERENCE.

SECTIONS

1. Communication theory and methodology.
2. Public relations and organizational communication.
3. Public relations and organizational communication.
4. Media ethics, media education and media literacy.
5. Studying the needs of the audience and involving the general population in the communication process.
6. Advertising as a type of social communication.
7. World trends in modern journalism.

CONDITIONS OF PARTICIPATION

All conference participants will be provided with an electronic collection of abstracts and a certificate of participation authenticated by a seal. Participants of the conference will have an opportunity to present the collection of abstracts and certificate as evidence of participation in the international conference that took place in the EU country.

Each conference participant receives an electronic certificate with the volume of skill enhancement (15 hours – 0.5 ECTS credit).

DOI will be assigned for each abstract from the conference's collection of abstracts, enabling authors to find their scientific work at the website of [Open Ukrainian Citation Index \(OUCI\)](#), which was developed by the specialists of the State Scientific and Technical Library of Ukraine by order of the Collegium of the Ministry of Education and Sciences of Ukraine.

The collection will be awarded with ISBN (International Standard Book Number) by European publishing house “Izdevnieciba “Baltija Publishing”.

Certificate is a document confirming participation in the activities of a scientific conference (congress, symposium, and workshop) that took place in the EU country according to paras. 7.4 Section 2 of the Procedure for awarding degrees to academic staff approved by the Order of the Ministry of Education and Science of Ukraine dated January 14, 2016, № 13.

A collection of conference abstracts will be available on an open platform of the European publisher “Izdevnieciba “Baltija Publishing”. A sample of the collection's publication is available [at the link](#).

ACADEMIC INTEGRITY

The Organizing Committee guarantees high-quality anonymous peer-review of every research paper. All conference abstracts are subject to checking for plagiarism using StrikePlagiarism.com by the Polish company Plagiat.pl.

PROHIBITION ON USING THE AGGRESSOR STATE'S SCHOLARLY PAPERS

Languages: Ukrainian, Latvian, and English. 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.

REQUIREMENTS FOR ABSTRACTS

Section name.

In one spacing, English paper title is centered (bold capital letters, Times New Roman, no. 16).

In one spacing, Ukrainian paper title is centered (bold capital letters, Times New Roman, no. 16).

In one spacing, in the center, the author's surname and initials in Latin characters (Times New Roman, no. 14, in bold type) academic degree, academic rank (if any), post, affiliation, city, and country (in English); Times New Roman no. 14, in italics.

In one spacing, in the center, the author's surname and initials (Times New Roman, no. 14, in bold type), academic degree, academic rank (if any), post, affiliation, city, and country (in Ukrainian); Times New Roman no. 14, in italics.

After one spacing there is a text which should meet the following requirements: A-4, all fields – 2 cm, Times New Roman № 14, line spacing – 1,5.

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 [7, p. 16].

Text volume is **up to 5 pages** including References.

Languages: Ukrainian, Latvian, English.

Please note that the **maximum number of co-authors** is 3.

REPRESENTATIVE OFFICE IN UKRAINE

Center for Ukrainian and European Scientific Cooperation (*according to signed international cooperation agreement with ISMA University of Applied Sciences*)

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Scientific Cooperation

EXAMPLE OF ABSTRACT

5. Studying the needs of the audience and involving the general population in the communication process

Native advertising in Ukrainian niche online news outlets

Нативна реклама в українських нішевих онлайн-виданнях

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Text... [1, p. 52].

References:

1. Яненко Я. В. Комунікаційні особливості сучасної нативної реклами. *Інформаційне суспільство*. 2017. Вип. 25. С. 49–57.