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|  | RUSSIAN RAILWAYSFederal State Educational Institutionof Higher Education«Rostov State Transport University» Rostov-on-Don |

Dear Colleagues!

We are glad to invite you to participate

in the XIIth International scientific and practical conference

*ADVERTISING AND PUBLIC RELATIONS:*

*TRADITIONS AND INNOVATIONS*

ISSUES OF THE CONFERENCE SECTIONS:

1. Linguistic aspects of creativity

2. Media Reality Creation: Media Myths and Manipulative Technologies in Advertising and Journalism

3. Visual communications in journalism, advertising, public relations.

1. PR technologies in business, politics, government and social spheres
2. Current aspects of branding and marketing communications
3. Perception of advertising: national, regional, cultural and historical aspects
4. Legal and economic foundations of advertising and PR: modern approaches, research, trends.
5. Professional media education and current issues in teaching philological disciplines.

The conference will take place on May 15-16, 2025 at the Rostov State Transport University (Rostov-on-Don, Rostovskogo Strelkovogo Polka Narodnogo Opolcheniya Sq. 2.) in a mixed format with the possibility of remote communication. To participate in the conference, you ought to send an application and completed abstracts of the report to the conference e-mail conf\_mkpl@rgups.ru up to April 25, 2025.

# CONFERENCE CALENDAR

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| Applications up to | 12.05.2024 |
| Acceptance of reports until | 12.05.2024 |
| Conference work | 31.05.2024 |

Contact Information:

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| Scientific secretary of the organizing committee  Polyakova Olga  phone: +7-908-512-77-52 (WhatsApp),  e-mail: ruter\_olga@mail.ru | **Goryunova Elena**  phone: +7-928-108-15-15,  e-mail: egorunova2013@ya.ru | **Khoroshevskaya Yulia**  phone: +7-906-421-48-25 (WhatsApp),  e-mail: armaiti@inbox.ru |

APPLICATION for participation in the conference is made in the following form:

|  |  |
| --- | --- |
| Full name |  |
| Affiliation |  |
| Academic degree, position (for undergraduate and graduate students - indicate the supervisor, his academic degree, position) |  |
| Phone, E-mail |  |
| Section |  |
| Participation form |  |
| Topic of the report |  |
| Supervisor recommendation (for undergraduate and graduate students) |  |
| Necessary Equipment |  |
| Additional important information |  |

Requirements for the abstract of the report

To the organizing committee of the 12th International scientific and practical conference "Advertising and public relations: traditions and innovations"

The reports are written by the authors in the text editor Word for Windows, font Times New Roman Cyr, 14 pt, margins: left, top, bottom, right - 2.0 cm, page orientation - portrait, A4 format, justified alignment, paragraph indent 1, 25 cm, single line spacing (intervals "before" and "after" the paragraph are equal to 0), without hyphens.

The volume of reports - from 3 to 8 pages.

The author has the right to publish one article of his own and the second as a co-author.

Title of the report in capital letters, bold, centered, without hyphens. One line below, after an interval - initials, surnames of authors in the center, then on the next line - the name of the organization in italics. Then, after an interval, all the presented text is printed.

Figures - black and white, without filling with color, are embedded in the document as objects in \*.jpg format. Signed: Fig. 1 Name. Distance from text to figure or table above and below - 1 spacing.

References to sources indicated in the bibliographic list in the text of the works (report) are to be put in square brackets: [2].

The formulas given in the text are to be typed in the MathType program.

Texts are to be checked by the authors in the Antiplagiat system (uniqueness of at least 75%, the rest is correct citation).

Articles with a mark “some fragments generated by artificial intelligence” are not accepted.

Authors are required to independently put marks in their texts in case of mentioning foreign agents, as well as terrorists and extremists in accordance with the current list of Roskomnadzor.

A copy of the text are to be sent by e-mail.

The organizing committee reserves the right to select materials for inclusion in the conference proceedings.

The working languages of the conference are Russian, English, German, French. The collection will be included in the Russian Science Citation Index (RSCI).

The conference proceedings are published on a commercial basis. The cost of publishing one article of 4–5 pages is 400 rubles, each additional page is 100 rubles. An author receives a collection of conference proceedings and a participation certificate in electronic form. Sending an author the printed version of the collection of conference proceedings and / or participation certificate is possible on request for an additional fee.

Bank details

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| --- | --- |
| Получатель | УФК по Ростовской области (ФГБОУ ВО РГУПС, л/с 20586Х38340) |
| ИНН | 6165009334 |
| КПП | 616501001 |
| ОКПО | 01116006 |
| ОГРН | 1026103709499 |
| ОКТМО | 60701000 |
| БИК | 016015102 |
| ОКВЭД | 85.22 |
| current account (расчетный счет получателя) | 03214643000000015800 |
| correspondent account (корреспондентский счет) | 40102810845370000050 |
| recipient bank (банк получателя): | Отделение Ростов-на-Дону//УФК по Ростовской области, г. Ростов-на-Дону |
| Please indicate in the payment details (В назначении платежа указать) | 00000000000000000130 “Advertising and public relations: traditions and innovations”; author’s name, purpose of payment: organizational fee, additional pages etc.)  («Реклама и связи с общественностью: традиции и инновации», Ф.И.О. автора статьи, за что произведена оплата (организационный взнос, дополнительные страницы) |

An example of presentation of reports (fields not shown):

SUGGESTIVE MEANS OF IMPACT OF ADVERTISING ON A HUMAN

V. I. Kamburov

Rostov State Transport University, Rostov-on-Don, Russia

Text text text text text…………………………………………………………………………..

References

1. Buari, F. (2001) Public relations or the strategy of trust, M., Infra-M, Image-Contact, 95 p.

2. Golovneva, E.V. (2013) The regional identity as a form of collective identity and its structure, in: Labirint. The Journal of Social and Humanities Research, № 5, pp. 42–50.

*MATERIALS SUPPLIED TO THE ARTICLE*

1. Information about the authors:

- surname, first name (in full, without abbreviations);

– place of work of each author (full title, without abbreviations);

- postal address of the place of work with the postal code;

– academic degree, academic title, position;

- telephone;

– e-mail.

Information about the authors is compiled for each author separately in the order of mention.

2. Abstract:

– the title of the article (capital letters, bold);

– abstract (brief content of the article, including 3–4 sentences).

3. Keywords.

Each keyword or phrase is separated from another by a comma.

*The Organizing Committee will be grateful to you for disseminating this information among university professors, specialized organizations and educational authorities of your countries, who will be interested in participating in the conference.*