



Borys Grinchenko Kyiv University

Faculty of Journalism

International Journalism Department

## INTERNATIONAL MEDIA COMMUNICATIONS IN THE DIGITAL AGE

### **Program**

of the 2<sup>nd</sup> International Round Table

November 28, 2023 • Kyiv



# ORGANIZING COMMITTEE OF THE ROUND TABLE

## ***Head of the Organizing Committee:***

**Vitalii TERESHCHUK**, Head of the International Journalism Department, Faculty of Journalism, Borys Grinchenko Kyiv University, Doctor of Political Sciences, Associate Professor

## ***Deputy Head of the Organizing Committee:***

**Viktoriiia IVASHCHENKO**, Deputy Dean of the Faculty of Journalism for the scientific work, Borys Grinchenko Kyiv University, Doctor of Philological Sciences, Professor

## ***Members of the Organizing Committee:***

**Oleh SEMENUIK**, Professor of the International Journalism Department, Borys Grinchenko Kyiv University, Doctor of Philological Sciences, Professor

**Olena DANYLINA**, Associate Professor of the International Journalism Department, Borys Grinchenko Kyiv University, Candidate of Philological Sciences, Associate Professor

**Oleksandra HONDIUL**, Lecturer of the International Journalism Department, Borys Grinchenko Kyiv University

## ***Address of the Organizing Committee:***

04212, Kyiv, Levka Lukianenka street, 13-b

Borys Grinchenko Kyiv University

e-mail: v.tereshchuk@kubg.edu.ua

# GENERAL INFORMATION

Borys Grinchenko Kyiv University  
Kyiv, Levka Lukianenka street, 13-b

**November 28, 2023**

10:00 – 13:00

**Zoom Link:**

<https://us02web.zoom.us/j/84304860873?pwd=cjBjK0syStlQTRkb2JOVndOYnhsQT09>

ID: 843 0486 0873

Access Code: NZ%j8s81



**Speech duration:** up to 10 min.

**Moderators:** Oleksandra Hondiul, Oleh Semeniuk

# PARTICIPANTS OF THE ROUND TABLE

## Welcome Speech

**Vitalii TERESHCHUK**, Head of the International Journalism Department, Faculty of Journalism, Borys Grinchenko Kyiv University

## Media Diversity: Obstacles or Opportunities?

**Volodymyr MANAKIN**

Doctor of Philological Sciences, Professor  
Independent Scholar (USA)

## Documentary as a Plane of Confrontation Between Narratives

**Olena ROSINSKA**

Candidate of Philological Sciences, Associate Professor  
University of Silesia in Katowice (Poland)  
Research fellow

## Malicious Use of Communications for Political and Ideological Purposes

**Ali HAJIZADE**

Anti-disinformation platform Tarand.io (Azerbaijan)  
CEO, expert

## Unveiling the Silence: Exploring Femicide in Conflict Zones

**Tina TSOMAIA**

MD, PhD, Professor  
Georgian Institute of Public Affairs (Georgia),  
European Journalism Training Association EJTA

## Freedom of Speech: The Ukrainian Context

**Olha DOBRODUM**

Doctor of Social Sciences, Professor  
State University of Trade and Economics (Ukraine)  
Professor of the Journalism and Advertising Department

## Media Populism During the Russian War Against Ukraine

***Nina ZRAZHEVSKA***

Doctor of Sciences in Social Communications, Professor  
Borys Grinchenko Kyiv University (Ukraine)  
Professor of the International Journalism Department

## Social Media as a Challenge to Traditional Journalism

***Olena IVANOVA***

Doctor of Social Sciences, Professor  
Odessa I.I.Mechnikov National University (Ukraine)  
Dean of the Faculty of Journalism, Advertising and Publishing

## The Quality of Political News About Ukraine in the Canadian Newspaper “The Globe and Mail”

***Mariia LYCHUK***

Doctor of Philological Sciences, Professor  
Borys Grinchenko Kyiv University (Ukraine)  
Professor of the International Journalism Department

## Topics of the Russian-Ukrainian War in Foreign Media

***Maryna NAVALNA***

Doctor of Philological Sciences, Professor  
The National University of Life and Environmental Sciences of Ukraine  
Acting head of the Journalism and Language Communication  
Department

## The Law and Responsibility of a Journalist in the Mirror of Mass Culture

***Oleh SEMENIUK***

Doctor of Philological Sciences, Professor  
Borys Grinchenko Kyiv University (Ukraine)  
Professor of the International Journalism Department

## The Role of International Broadcasting as a Tool for World Languages Learning: Supporting Sustainable Development or Neo-colonialism?

***Vitalii TERESHCHUK***

Doctor of Political Sciences, Associate Professor

Borys Grinchneko Kyiv University (Ukraine)  
Head of the International Journalism Department

### **Digital Advertising in the Media Space**

***Diana FAIVISHENKO***

Doctor of Economic Sciences, Professor  
State University of Trade and Economics (Ukraine)  
Head of the Journalism and Advertising Department

### **Electronic Study Publications for Higher Education Institutions**

***Nadiia FIHOL***

Doctor of Sciences in Social Communications, Professor  
Borys Grinchenko Kyiv University (Ukraine)  
Head of the Media Production and Publishing Department

### **Ethical Aspects of Immersive Journalism**

***Olena BALALAIIEVA***

Candidate of Pedagogical Sciences  
The National University of Life and Environmental Sciences of Ukraine  
Associate Professor of the Philosophy and International  
Communication Department

### **From Vesuvius to the Sands of the Sahara: Genre and Style Features of Artistic Reports by Stepan Levinsky**

***Olha BYKOVA***

Candidate of Sciences in Social Communications, Associate Professor  
Borys Grinchenko Kyiv University (Ukraine)  
Associate Professor of the International Journalism Department

### **Russian Propaganda in the Countries of Latin America**

***Kateryna VAKARCHUK***

Candidate of Political Sciences, Associate Professor  
Odessa I.I.Mechnikov National University (Ukraine)  
Associate Professor of the International Relations Department

## Modern Challenges of Ukrainian Journalism: International Context

***Vitalii HANDZIUK***

Candidate of Sciences in Social Communications, Associate Professor  
Vinnytsia Mykhailo Kotsiubynsky State Pedagogical University  
(Ukraine)

Head of the Journalism, Advertising and Public Relations Department

## Implementation of Domestic Advertising Digital Communication in a Sociopragmatic Aspect

***Yulia HRUSHEVSKA***

Candidate of Philological Sciences, Associate Professor  
National University "Odessa Law Academy" (Ukraine)

Associate Professor of the Journalism Department

## Digital Diplomacy and the Global Community: The Impact of New Media on International Relations and Cultural Exchange

***Olena HUDZENKO***

Candidate of Philosophical Sciences, Associate Professor  
Lesya Ukrainka Volyn National University (Ukraine)

Associate Professor of the Political Science and Public Administration  
Department

## Instagram as an Innovative Media Platform

***Oleksandr HUNDERUK***

Candidate of Sciences in Social Communications, Associate Professor  
Volodymyr Vynnychenko Central Ukrainian State Pedagogical  
University (Ukraine)

Senior lecturer of the Ukrainian Philology and Journalism Department

## Transformation of Genres in Modern Media

***Olena DANYLINA***

Candidate of Philological Sciences, Associate Professor  
Borys Grinchenko Kyiv University (Ukraine)

Associate Professor of the International Journalism Department

## Cross-platforming as a Technology for Countering Hostile Propaganda on the Internet

**Anzhelika DOSENKO**

Candidate of Sciences in Social Communications, Associate Professor  
V.I. Vernadsky Taurida National University (Ukraine)  
Head of the Journalism Department

## Coverage of the Hamas War Against Israel by Global News Agencies in the Context of Compliance with Global Media Quality Standards

**Vitalii ZHUHAI**

Candidate of Philosophical Sciences  
Borys Grinchenko Kyiv University (Ukraine)  
Associate Professor of the International Journalism Department

## National Codes in Social Networks: Traditions and Innovations

**Inna POHREBNIAK**

Candidate of Philological Sciences, Associate Professor  
Borys Grinchenko Kyiv University (Ukraine)  
Head of the Journalism and New Media Department

## Info-persuasive Status of News Texts

**Nataliia TALAVIRA**

Candidate of Philological Sciences, Associate Professor  
Kyiv National Linguistic University (Ukraine)  
Doctoral student

## Media Education in the Digital World: Realities and Prospects

**Yana FRUKTOVA**

Candidate of Pedagogical Sciences, Associate Professor  
Borys Grinchenko Kyiv University (Ukraine)  
Associate professor of the Journalism and New Media Department

## Civic Journalism and Globalization Media Processes

**Oleh KHARCHENKO**

Candidate of Philological Sciences  
Borys Grinchenko Kyiv University (Ukraine)

Associate professor of the Media Production and Publishing  
Department

### **Linguistic Programming: The Impact of Language on Human Life and Well-being (Fundamentals of Psycholinguistics)**

***Oleksandr BABINSKYI***

Teacher of language and literature, psychologist, writer (Ukraine)

### **Visualization of Online Publication Data in New Media**

***Yana BAKAIEVYCH***

Borys Grinchenko Kyiv University (Ukraine)

Lecturer of the Journalism and New Media Department, PhD student

### **Transformation of Ukrainian Media During the War**

***Kostiantyn BAKAIEVYCH***

Borys Grinchenko Kyiv University (Ukraine)

Head of the Training Laboratory of Radio Broadcasting

### **Implementation of Christian Values in the Mass Media and Their Influence on the formation of Civic Identity**

***Svitlana BILA***

Borys Grinchenko Kyiv University (Ukraine)

Lecturer of the Journalism and New Media Department

### **International Events as Communicative Tools for Conveying Socially Important Issues**

***Oleksandra HONDIUL***

Borys Grinchenko Kyiv University (Ukraine)

Lecturer of the International Journalism Department, PhD student

### **Promotion of the Entrance Campaign of the Ukrainian Higher Education Institution in Contemporary Conditions**

***Kateryna KUZMENKO***

Borys Grinchenko Kyiv University (Ukraine)

Public and Press Relations Officer

## **Monopolization and Concentration of Mass Media in Contemporary Conditions**

***Volodymyr MALININ***

Borys Grinchenko Kyiv University (Ukraine)

Lecturer of the International Journalism Department

## **The Content and Features of PR in the Foreign Policy of States**

***Iryna ODOBETSKA***

Vinnitsia Mykhailo Kotsiubynsky State Pedagogical University (Ukraine)

Lecturer of the Journalism, Advertising and Public Relations Department

## **Fact-checking as a Key Tool of Media Literacy**

***Alina OLIINYK***

Vinnitsia Mykhailo Kotsiubynsky State Pedagogical University (Ukraine)

Lecturer of the Journalism, Advertising and Public Relations Department

## **Media Communications and Artificial Intelligence**

***Alina BEREZHNA***

Borys Grinchenko Kyiv University (Ukraine)

Master's student ("International Media and Digital Communications" program)

## **The media potential of Telegram channels (on the example of the author's channel "Vishnews")**

***Tymofii VYSHNEVSKYI***

Borys Grinchenko Kyiv University (Ukraine)

Master's student ("International Media and Digital Communications" program)

## **Peculiarities of Institutional Discourses and Their Presentation in the International Media**

***Oleksandr HAPON***

Borys Grinchenko Kyiv University (Ukraine)

Master's student ("International Media and Digital Communications" program)

### **Activity of Correspondent Offices of Azerbaijani Mass Media in Ukraine**

**Maryna HONCHARUK**

Kyiv National University of Culture and Arts (Ukraine)  
Master's student,  
Journalist, Curator of Ukrainian-Turkic projects,  
Expert on the Ukrainian-Azerbaijani media process

### **Problems of the Development of Digital Broadcasting in Ukraine**

**Yevheniia HORBACH**

National University of Food Technologies (Ukraine)  
Student

### **Methods of Manipulative Influence of the Russian Mass Media in the Conditions of the War in Ukraine**

**Maksym DIRKO**

Borys Grinchenko Kyiv University (Ukraine)  
Master's student ("International Media and Digital Communications" program)

### **Social Networks as a Platform for International Communication in the Digital Age**

**Viktoriia ZAIKA**

Borys Grinchenko Kyiv University (Ukraine)  
Master's student ("International Media and Digital Communications" program),  
Public and Press Relations Officer

### **The Role of Media Communications in Shaping the Image of Ukraine Abroad (on the example of Twitter and YouTube platforms)**

**Mykyta SAIENKO**

Borys Grinchenko Kyiv University (Ukraine)  
Master's student ("International Media and Digital Communications" program)

## The Impact of Digital Culture on Ukrainian Society

***Kamila SEREBRENNIKOVA***

National University of Food Technologies (Ukraine)  
Student

### Other participants:

***Yuliya HORCHYNSKA***

Borys Grinchenko Kyiv University (Ukraine)  
Master's student ("International Media and Digital Communications"  
program)

***Anna ZHYTKO***

V. N. Karazin Kharkiv National University (Ukraine)  
Student of the Faculty of Philology (2nd year)

***Stanislav SVYRYD***

Borys Grinchenko Kyiv University (Ukraine)  
Master's student ("International Media and Digital Communications"  
program)

### Final speech

***Vitalii TERESHCHUK***, Head of the International Journalism  
Department, Faculty of Journalism, Borys Grinchenko Kyiv University