



НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ  
БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ  
УКРАЇНИ



Дипломатична  
академія  
України



University of  
Reading



Uniwersytet  
Pomorski  
w Słupsku

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF  
UKRAINE**

**Faculty of Humanities and Pedagogy  
Department of Philosophy and International Communication**



**Hennadiy Udovenko Diplomatic Academy of Ukraine  
under the Ministry of Foreign Affairs  
University of Reading (United Kingdom)  
Pomeranian University in Słupsk (Poland)**

**INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE**

**«International and Intercultural Communication in Shaping  
Ukraine's Image: Development Strategies»**

**Kyiv, 01 May 2025**



**General Information**

**Conference Goal:** The conference aims to discuss and present to a wide audience modern approaches, strategies, and tools of international and intercultural communication in shaping a positive image of Ukraine on the global stage. It seeks to identify ways to integrate national cultural, social, and economic values into the global informational space.

**Participants Invited:** We welcome the participation of researchers, educators from higher and secondary education institutions, students, postgraduate students, young scholars, doctoral candidates, researchers, representatives of professional communities, and members of civil society.

**Venue:** National University of Life and Environmental Sciences of Ukraine (NULES Ukraine), Faculty of Humanities and Pedagogy, Building 3 (Room 309), 15 Heroiv Oborony Street, Kyiv 03041, Ukraine.



**Format:** Hybrid format.

The conference will be conducted via **Zoom** under the title: International Scientific and Practical Conference *International and Intercultural Communication in Shaping Ukraine's Image: Development Strategies*, to join please click on the link below.

Time: May 01, 2025 09:00 AM Kyiv Join Zoom Meeting

<https://nubip-edu-ua.zoom.us/j/86172908121?pwd=g5priE4pBJBPgTagJazsMPavVhMoBr.1>

Meeting ID: 861 7290 8121

Passcode: 608278

**The conference proceedings** will be published in an electronic collection of materials.

The programme and proceedings will also be accessible on the official website of the National University of Life and Environmental Sciences of Ukraine.

**Scholarly articles** (8 to 12 pages) will be featured in the following peer-reviewed journals:

- Humanitarian Studios: Pedagogics, Psychology, Philosophy

(<http://journals.nubip.edu.ua/index.php/Pedagogica>)

- International Journal of Philology (<http://journals.nubip.edu.ua/index.php/Filol>)

These journals are indexed in prominent international databases, including Index Copernicus, MIAR, Research Bib, AGRIS, and Google Scholar.

**Conference languages:** Ukrainian, English, German, French, and Polish.

### Conference Sections

- |  |  |
|--|--|
| 1. International Communication in the Era of Globalization                         | 5. Philosophical, Educational, and Linguistic Aspects of Intercultural Communication |
| 2. Intercultural Communication: Overcoming Barriers and Finding Solutions          | 6. Information Warfare and Propaganda in International Communication                 |
| 3. The Role of Media in International Communication                                | 7. Digital Technologies and Their Impact on International Communications             |
| 4. The Role of Translators in International Negotiations: Challenges and Solutions | 8. Economic and Legal Aspects of International Communication                         |

### Conference Schedule

**01 May 2025**

- 09:00–10:00 Registration of Participants  
10:00–10:30 Opening of the Conference  
10:30–13:00 Plenary Session  
13:00–14:30 Lunch Break  
14:30–16:30 Section Sessions

### Registration (Submission of Materials)

To participate in the International Scientific and Practical Conference, please submit the completed application form and abstract to the organising committee via email **by 10 April 2025**.

The file names should follow this format: for the application, Surname\_Application (e.g., Vakulyk\_Application.doc), and for the abstract, Surname\_Abstract (e.g., Vakulyk\_Abstract.doc).

In addition, please send the application, abstract, and a copy of the payment receipt (photo or scanned) for the organisational fees to the organising committee's email: **philosophy\_konf\_nubip@ukr.net**, with the subject line **Conference**.



## Abstract Formatting Requirements

The abstract should not exceed 3 pages, formatted using Microsoft Word for Windows in \*.doc, \*.docx, or \*.rtf file formats. The page orientation should be portrait (A4), with margins set to 25 mm on the left and 20 mm on the other sides. The font size should be 14, and the line spacing should be 1.5. Do not number the pages. The text should not include word breaks or macros.

On the right side of the first page, include the following information about the author: full name, academic degree, academic title, and the full name of the author's (authors') affiliation.

The title of the abstract should be centered, with one line space above it. Use Times New Roman font, size 14, bold, and all capital letters. Do not include a period at the end of the title.

### Template

**Iryna VAKULYK,**  
*PhD in Philology, Associate Professor,  
National University of Life and  
Environmental Sciences of Ukraine  
(Kyiv, Ukraine)*

## COUNTRY IMAGE IN INTERNATIONAL MEDIA: AN ANALYSIS OF STRATEGIES FOR IMPROVEMENT

### ABSTRACT TEXT

References (if applicable)

## Application Formatting Requirements

**Iryna VAKULYK,** PhD in Philology, Associate Professor at Department of Philosophy and International Communication, National University of Life and Environmental Sciences of Ukraine (Kyiv, Ukraine)

## COUNTRY IMAGE IN INTERNATIONAL MEDIA: AN ANALYSIS OF STRATEGIES FOR IMPROVEMENT

Phone 0925558855

E-mail [vakulyk@ukr.net](mailto:vakulyk@ukr.net)

I plan to attend the conference in person / I do not plan to attend

Request for an official personal invitation: Yes / No

## Conference Fees

The organisational fees for conference participation include the publication of the electronic programme, the e-collection of conference materials, and a certificate of participation. The fees make **UAH 200**.

For students of NULES Ukraine, participation in the conference and publication of abstracts in the e-collection of materials are **free of charge**.

Doctoral degree holders participating independently in the conference do not need to pay the organisational fees.

The organisational fees should be transferred as per the following bank details:

Recipient: National University of Life and Environmental Sciences of Ukraine

Address: 15 Heroiv Oborony Street, Kyiv

**IBAN: UA038201720313211001202016289**

Bank: ДКСУ (in Cyrillic), Kyiv



НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ  
БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ  
УКРАЇНИ



Дипломатична  
академія  
України



University of  
**Reading**



Uniwersytet  
**Pomorski**  
w Słupsku

Bank Code: 820172

USREOU: 00493706

Taxpayer ID: 004937026501

**Payment Purpose: Designated account 18.04.01.05**, participation in the conference *International and Intercultural Communication in Shaping Ukraine's Image: Development Strategies*, First Name and Surname.

**Note:** *In the purpose lane as set out by PrivatBank, please indicate, for “For Scientific Publications of the University.”*

The organizing committee can assist with accommodation in Kyiv hotels upon individual request. Accommodation and meals are at the participants' expense.

### Contact Details of Organising Committee

***National University of Life and Environmental Sciences of Ukraine***

Building 3 (Room 125), 15 Heroiv Oborony Street, Kyiv

Phone numbers:

(044) 527-81-50, +380687177254 – Olena Balalaieva

(044) 527-81-50, +380989015066 – Oksana Prytyka

Email: olena.balalaeva@gmail.com