

We invite you to take part in the **IX International Scientific Conference ‘Language in the Coordinates of Mass Media’**, which is planned to be held in the traditional face-to-face format **from 25 to 28 June 2025**.

The conference is organised by the Department of Media Linguistics of St. Petersburg State University in the context of the International Association of Researchers in the Language of Media Communication (IARLMC) and will be held in the face-to-face format at the School of Journalism and Mass Communications of St. Petersburg State University (St. Petersburg, 1st line of Vasilievsky Island, 26).

Registration of participants

Registration of participants is carried out through the form at <https://linguistics-media.ru/>, and it opens on 28 January 2025 and closes on **1 June 2025**. It is possible to participate in the conference without publication of the material.

Publications of reports

The organisers offer three publication options.

1. Collection of materials (ISBN, placement in RSCI). The text for publication should be formatted in accordance with the requirements (see Appendix 1), uploaded to the registration form on the website. Please duplicate the text, formatted in accordance with the requirements, to the Scientific Secretary of the Conference Anastasia Alexandrovna Samsonova anast.samsonova@mail.ru. **Submission of texts for publication - BEFORE 1 June 2025**. Reviewing of materials will be organised by the editorial board of the collection.

The decision to include the report in the program is made by the heads of the plenary sessions. After accepting the material in the Collection, the conference secretary **sends a link to pay the registration fee**. When co-authoring, each co-author is registered and pays the registration fee in full.

2. Authors of the best papers will be invited to prepare an article for the journal *Medialinguistics* (Quartile 2 in the Scopus Indexation) (<https://medialing.ru>). The article will be published if approved by the reviewers.

3. Event leaders can initiate the publication of a monograph on event issues in the international series of monographs ‘Language in the Coordinates of Mass Media’, established by School of Journalism and Mass Communications of St. Petersburg State University (Editor-in-Chief: A.S. Puyu).

Organisation fee:

Early payment: 28.01.2025 – 28.02.2025 – 1500 rub.

Standard payment: 01.03.2025 – 30.04.2025 – 2000 rub.

Late payment: 01.05.2025 – 01.06.2025 – 2500 rub.

Participation without report and publication: the whole period of registration – 1500 rub.

The organisational fee is calculated on the date of registration on the website.

Within the framework of the conference it is planned to work in six directions

Media Speech Resources / Media Speech Grammar

1. Media Influence on Grammar and Pragmatics of Language: Systemicity and Occasionalism (Microdiachronic Aspect)

Plenary session of the research group 'Grammar and pragmatics of deixis and structure units in media speech' IARLMC

Co-heads:

Maria Iosifovna Konyushkevich, Doctor of Philological Sciences, Professor, independent researcher (Republic of Belarus);

Tamara Anatolievna Pivovarchik, Candidate of Philological Sciences, Associate Professor of the Department of Journalism, Yanka Kupala State University of Grodno (Republic of Belarus)

Annotation:

The plenary session is devoted to discussing the study of media influence on the grammar and pragmatics of language in the microdiachronic section of the last decade of modern times. It is planned to a) discuss the methodology and methodology of corpus methods of media speech research in microdiachronic aspect; b) clarify the conceptual apparatus; c) define the boundaries of objects and subjects of research; d) establish criteria for distinguishing between systemic and occasional behaviour of linguistic units in media speech. It is planned to hear the first results of observations on microdiachronic changes in categorising, grammatical and pragmatic functions of deixis and relational units at the systemic level and in individual-authorial innovations.

Points for Discussion:

- Systemic and occasional language changes in deixis and relationality: categorisation and grammar.
- Systemic and occasional language changes in deixis and relationality: categorisation and pragmatics.

2. Specificity of Vocabulary Composition of Mass Media Language: Problems of Linguistic Description and Lexicography

Plenary session of the research group 'Mass Media Language Lexicon and Modern Lexicography' IARLMC

Co-heads:

Elena Vyacheslavovna Marinova, Doctor of Philological Sciences, Professor of Linguistics University

of Nizhny Novgorod

Ekaterina Alexandrovna Shcheglova, Candidate of Philological Sciences, Associate Professor of St Petersburg State University

Annotation:

The plenary session is devoted to the issues of studying the processes occurring in the lexicon of the mass media language. It is supposed to consider: ways and means of updating the social and political lexicon of the Russian language; changes in the semantics and connotation of individual words, causes and consequences of changes, in particular, the generation gap in the language; the process of actualisation of a word in the media, its functioning as a key word of the current moment/trendy word/ideologeme/affect, etc.; the causes and conditions of such actualisation; the process of usualisation of an occasional word in media space; the formation of an occasional word in media space; the formation of an ideologeme/affect, etc., reasons and conditions of such actualisation; the process of usualisation of an occasional word in media space; the formation of new phraseology in media discourse; the processes of determinologisation, ideologisation, colloquialisation, detabuisation of vocabulary in media text, and their expert evaluation. Special attention will be paid to the issue of creating and improving electronic dictionaries and online dictionaries, the problem of finding a new object of lexicography, as well as the problem of the addressee of digital lexicography products, in connection with which it is planned to discuss the state of modern terminology and terminography in the field of journalism.

Points for Discussion:

- □ Active processes in the lexicon and lexical semantics of mass media language: causes, consequences, specifics of the current period.
- □ The influence of professional norms of word usage on active processes in the lexicon and lexical semantics of mass media language.
- □ Media lexicon and professional language of a journalist as objects of digital lexicography.

Stylistic Analysis in Media Linguistics / Paradigmatics of Media Texts

3. Media Stylistics: Vectors of Modern Development

Plenary session of the research group 'Stylistic Studies of Media Language' IARLMC

Co-heads:

Natalya Ivanova Klushina, Doctor of Philological Sciences, Professor of Lomonosov Moscow State University

Branko Tošović, Emeritus Professor of the Institute of Slavic Studies, Karl-Franzens-Universität Graz, Austria

Annotation:

The plenary session will address issues related to the development of new trends in stylistic research of modern media discourse, such as generative stylistics, marketing media stylistics, axiological stylistics, and others. Special attention will also be paid to the stylistic parameters of media texts of different nature (journalistic and news, promoting and selling, etc.). Important for the problems of the session are the issues of ecological stylistics, which includes both speech culture and linguoecology of media communication.

Points for Discussion:

- □ New directions of stylistic research of modern media discourse
- □ The virtual turn in stylistics and the challenges of the digital age
- □ Axiological, ethical, cultural and speech aspects of environmental media stylistics
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4. Genre-Format Characteristics of Modern Media Texts

Plenary session of the research group 'Media Genres: Traditions and Digital Transformations' IARLMC

Co-heads:

Evgenia Konstantinovna Gurova, Candidate of Philological Sciences, Associate Professor Lomonosov Moscow State University

Maria Valeryevna Khrapko-Magala, lecturer of Lomonosov Moscow State University

Annotation:

The plenary session is devoted to the topical issue of differentiation of genre forms in modern journalistic and media communication activities. It is planned to discuss issues related to the correlation between the concepts of genre and format; changes that have occurred and are still occurring in the system of media genres under the influence of the digital revolution; new compositional and genre forms of online communication and their stylistic uniqueness.

The problem-thematic core of the discussion: criteria of genre differentiation and classification of new types of media texts, taking into account the peculiarities of their creation, identification of vectors for their research; genre and stylistic diversity of publications on new platforms; goals and means of media communication interaction and impact on the audience; the impact of technological factors on the genre and format of a modern media text.

Points for Discussion:

- • Traditional genre forms of journalism in demand in modern media communication, their peculiarities and 'media additives'. The system of genres of journalism and media communication: points of intersection.
- • Multimedia tools and polycodes for creating media texts for traditional and new communication channels.
- • Transformation of addresser and addressee positions in modern media text and its impact on the system of media genres. Personification of the media text. Actualisation of subjective modality in a media text (goals and means).

5. Historical Stylistics of Different Types of Media Speech

Plenary session of the research group 'Historical stylistics of different types of media speech' IARLMC

Co-heads:

Olga Sergeevna Kruglikova, Candidate of Philological Sciences, Associate Professor of St Petersburg State University

Alexander Alexandrovich Malyshev, Candidate of Philological Sciences, Associate Professor of St Petersburg State University

Annotation

The plenary session is devoted to the problem of diachronic study of media speech. It is expected to discuss specific tasks, principles and methods of historical and stylistic study of the genre-stylistic composition of journalistic, advertising and PR-communication, including the historical and semantic aspect. Special attention is paid to the praxiological aspect of the use of speech means in texts of previous historical periods.

Points for Discussion:

- • Publicity as a basic property of media speech in historical retro- and prospectives.
- • Diachrony of genre-stylistic composition of media speech.
- • Stylistic evolution of different types of media speech.

Paradigmatics and Syntagmatics of Media Discourses / Linguodiscursology of Media

6. Structure of Media Discourse

Plenary session of the research group 'Ontology of media speech and structure of media discourse' IARLMC

Co-heads:

Vladimir Ivanovich Konkov, Doctor of Philological Sciences, Professor of the Department of Medialinguistics St Petersburg State University ;

Tatyana Leonidovna Kaminskaya, Doctor of Philological Sciences, Associate Professor, Head of the Department of Journalism Yaroslav-the-Wise Novgorod State University.

Annotation

The plenary session is devoted to identifying and analysing the structure of media discourse. The course of the discussion is largely determined by how one or another researcher understands the content of the concept of media discourse. The answer to this question largely depends on what results linguists get when studying different types of thematic discourses within the media communication environment.

Points for Discussion:

- Media speech: content of the concept
- Media discourse models
- Thematic types of media discourse.

7. Dialogue in Different Speech Situations of Media Communication

Plenary session of the research group 'Dialogue Studies in Medialinguistics' IARLMC

Co-heads:

Lilia Rashidovna Duskaeva, Doctor of Philological Sciences, Professor, Head of the Department of Medialinguistics at St Petersburg State University;

Natalia Anatolievna Prokofieva, Candidate of Philological Sciences, Associate Professor of St Petersburg State University

Annotation:

The plenary session is devoted to understanding the role of dialogue and dialogicality in media communication. The discussion is devoted to clarifying the structure of the most important dialogue strategies - clarifying the situation, agreeing on assessments and values, coordinating actions, as well as the factors and forms of dialogue interruption.

Points for Discussion:

- Dialogue of different communicative strategies in media communication: speech etiquette, action of the principle of politeness, presentation of the semantic position.
- Values and evaluations in communicative dialogue strategies.

- □ Dialogue interruption: factors and forms of manifestation.

8. Dynamic Processes in Audiovisual Mass Media Discourse

Plenary session of the research group 'Discursive Studies of Audiovisual Mass Media' IARLMC

Co-heads:

Natalia Georgievna Nesterova, Doctor of Philological Sciences, Professor Томского государственного университета

Сабаева Юлия Сергеевна, Candidate of Philological Sciences, Associate Professor of Tomsk State University

Annotation

The plenary session is devoted to two main issues: 1. Development of new varieties of audiovisual communication. The problem-thematic core of the discussion: dynamic aspects of transformation of the communicative space of national television and radio; new channels of audiovisual content implementation; hybridisation of discourses in the media environment, polycodicity, hypertextuality; new communicative practices; idiostyle of the presenter/moderator. 2. Media images of territories in the context of national identity. Problem and thematic core of the discussion: creation of a positive image of the country as a way to ensure national security; formation of the media image of the country within the framework of bilateral cooperation between the two countries.

Points for Discussion:

- • Development of new forms of audiovisual communication
- • Media images of territories in the context of national identity

9. Multimodal Discourse Analysis

Plenary session of the research group 'Multimodal discourse analysis' IARLMC

Co-heads:

Marina Viktorovna Zagidullina, Doctor of Philological Sciences, Professor of Chelyabinsk State University;

Irina Vladimirovna Topchiy, Candidate of Philological Sciences, Associate Professor of Chelyabinsk State University.

Annotation

The plenary session is devoted to the development of methods of multimodal analysis of modern communication phenomena, which are complexes of video, audio, graphic and textual information. The session will discuss the current state of multimodal discourse analysis (including its different types - critical, corpus multimodal discourse analysis, big data analysis and other variants), as well as identify promising directions for the development of multimodal discourse analysis.

Points for Discussion:

- □ Current state of multimodal discourse analysis (Russian and world experience).
- □ The development of multimodality theory in the context of modern communication.
- □ The analysis of cases of the application of multimodal discourse analysis.

10. Verbal-Visual Links in the Language of Strategic Communications

Plenary session of the research group 'Verbal-visual links in the language of strategic communications' IARLMC

Co-heads:

Eleonora Mikhailovna Glinternik, Doctor of Arts, Professor, Head of Advertising Department at St Petersburg State University.

Vera Tukenovna Abisheva, Doctor of Philological Sciences, Professor of Karagandy State University (Kazakhstan).

Annotation:

The plenary session is devoted to presenting the results of research on verbal and visual language in communicative practice based on an interdisciplinary approach.

Points for Discussion:

- study of the history of Russian literature and speech practice in the field of mass communications;
- study of linguistic aspects of verbal-visual communication using formal methods;
- systematisation and analysis of current linguistic practice in advertising and PR activities.

11. Media Text in the Analogue and Digital World: Problems of Organisation, Interpretation and Perception

Plenary session of the research group 'Linguistic hermeneutics of media discourse in synchronicity and diachrony' IARLMC

Co-heads:

Elena Vladimirovna Bykova, Doctor of Philological Sciences, Professor St Petersburg State University;

Irina Pavlovna Zaitseva, Doctor of Philological Sciences, Head of the Department of World Languages, Vitebsk State University (Republic of Belarus);

Yulia Mikhailovna Konyaeva, Candidate of Philological Sciences, Associate Professor St Petersburg State University

Annotation

The plenary session is devoted to the interpretation of a wide range of media texts (including texts written by AI) within the framework of the hermeneutic approach. It is expected to address the issues of studying the principles and methods of media text interpretation in traditional (analogue) and digital contexts in various socio-cultural spheres with a projection on the hypothetical addressee's perception of the media text's value potential (own/other); the impact of media text organisation for the target audience in the context of generational theory; identification of typological contact-establishing means and types of feedback.

Points for Discussion:

- Total digitalisation of media content: technological challenges, identity problems, representation of the image of the future
- Fast world vs social demand for slow journalism in a period of technological and geopolitical transformation
- Communicative risks of interpretation: assessing, overcoming, minimising consequences

12. Intercultural Communications in Media Discourse (Linguistic, Cultural and Other Aspects)

Plenary session of the research group 'Mediadiscourse of Intercultural Communication' IARLMC

Co-heads:

Olga Grigorievna Kungurova, Candidate of Philological Sciences, Professor of Kostanay Regional University (Republic of Kazakhstan)

Aisulu Rashidovna Mukhanbetjanova, Master of Arts, Senior Lecturer of Kostanay Regional University (Republic of Kazakhstan)

Annotation

The plenary session is oriented towards the consideration of issues related to the problems of communicating peoples, their cultures and languages in the context of modern media discourse, which is actualised in accordance with the current realities of human existence in interethnic and intercultural communications. It is expected to discuss the problems of understanding, interpretation of meanings, communicative impact, mechanisms of tolerance and intolerance in media texts, to outline methodological approaches to the study of the processes of positioning intercultural communications in media speech.

Points for Discussion:

- □ contemporary processes of speech cross-national adaptation in media speech;
- □ trends in the creation of images of indigenous and non-indigenous ethnic groups in the context of modern media discourse (linguistic, cultural and other aspects).

Media Speech Criticism

13. Toxicity of Media Speech: Nature, Forms, Coping

Plenary session of the research group 'Cultural and Linguistic Criticism of Media' IARLMC

Co-heads:

Mariana Yakovlevna Rosenfeld, Candidate of Philological Sciences, Associate Professor Voronezh State University

Eugenia Naumovna Basovskaya, Doctor of Philological Sciences, Professor at Russian State University for the Humanities

Yulia Alekseevna Stratienko, Candidate of Philological Sciences, Senior Lecturer at Voronezh State University

Annotation:

The plenary session will discuss the nature of toxicity in media communication. The research goal is to consider the typological features of toxicity in linguistic, speech and discursive aspects. Attention will also be paid to ways of overcoming toxicity in media speech.

Points for Discussion:

- • Violation of linguistic norms as a manifestation of media speech toxicity.
- • The pragmatics of toxic media communication

14. Cultural and Historical Memory in Modern Media Discourse

Plenary session of the research group 'Cultural and Historical Aspect in the Study of Media Text Language' IARLMC

Co-heads:

Inna Ivanovna Minchuk, Candidate of Philological Sciences, Associate Professor, Head of the Department of Journalism, Yanka Kupala State University of Grodno (Republic of Belarus);

Anastasia Vadimovna Zezulevich, Candidate of Philological Sciences, Associate Professor, Yanka Kupala State University of Grodno (Republic of Belarus)

Annotation

The plenary session is devoted to the representation of concepts that form the space of cultural and historical memory in modern media texts of different countries. The plenary session will 1) discuss the key concepts (conceptual fields), which are used to form the cultural and historical memory of peoples in modern media, 2) clarify the current ways of representation of these concepts, and 3) identify social, political and cultural practices that contribute to the mediatisation of cultural and historical memory.

Points for Discussion:

- • What is the national specificity of the actual ways of concept representation that form the space (conceptosphere) of cultural and historical memory in modern media texts?
- • What contemporary social, political, cultural practices contribute to the mediatisation of cultural and historical memory?

15. Literary and Art Criticism in the Media Environment

Plenary session of the research group 'Literary and Art Criticism: Linguopraxiological Aspects' IARLMC

Co-heads:

Natalia Sergeevna Tsvetova, Doctor of Philological Sciences, Professor St Petersburg State University;
Ludmila Petrovna Saenkova-Melnitskaya, Doctor of Philological Sciences, Professor, Head of the Department of Literary and Art Criticism, Faculty of Journalism, Belarusian State University.

Annotation:

The plenary session is devoted to identifying the essence of the medial turn of contemporary literary and art criticism, its risks and advantages.

Points for Discussion:

- New formats and a modernised genre system.
- Author's status and modulations of evaluability
- Discursive options for synthesising verbal and non-verbal textual components.

16. Communicative Risks in Media Space and Their Actualisation in Educational, Enlightenment and Linguo-expert Discourse

Plenary session of the research group 'Linguistic Expertise of Media Texts' IARLMC

Co-heads:

Tatyana Vladimirovna Chernyshova Doctor of Philological Sciences, Professor, Head of the Department of General and Applied Philology, Literature and Russian Language; Head of the Expert Centre of the Institute of Humanities of Altai State University; member of the Board of the Guild of Linguists and Experts in Documentary and Information Disputes

E. S. Kara-Murza, Candidate of Philological Sciences, Associate Professor, Associate Professor, Faculty of Journalism at Lomonosov Moscow State University, expert of the Guild of Expert Linguists on Documentary and Information Disputes

Annotation:

The plenary session is devoted to the problem of the functioning of texts related to the dissemination of information in different types of media discourse (in journalism, advertising, blogging, etc.), in professional and everyday communication (online and offline), and the assessment of the communicative risks and information threats they create in the educational, awareness-raising and linguo-expert spheres. It is intended to be discussed from such perspectives as educational (in the interests of mass audiences), educational, methodological (in the interests of media education) and linguo-expertise (in the interests of improving the quality of linguistic expertise). Texts from different spheres of media discourse are evaluated as potential objects of linguoexpert analysis according to the degree and nature of conflict involvement.

Points for Discussion:

- • Correlation of mediallynguistic and linguo-expert approaches in the study of media discourse and media texts.
- • Problems of training specialists capable and ready to fulfil educational and linguo-expert functions in media discourse.
- • Ways and forms of minimising communicative risks in media communication and possibilities of their implementation in educational (informative/explanatory/preventive) discourse.

Applied research in mediallynguistics

17. Formation of Linguocommunicative Competence in Media as a Main Problem of Modern Education

Plenary session of the research group 'Ways of forming linguocommunicative competence in media' IARLMC

Co-heads:

Ekaterina Vladimirovtseva Vyrovvtseva, Candidate of Philological Sciences, Associate Professor St Petersburg State University;

Elena Alexandrovna Barashkina, Candidate of Philological Sciences, Associate Professor, Director of the Testing Centre of Samara National Research University.

Annotation:

The plenary session is devoted to the consideration of the issues of methodology for the formation of linguocommunicative competence of novice specialists in the field of professional speech media activity. The problems of the need to acquire new knowledge, skills and abilities due to changes in the relationship between the author and addressee in mass media, the rapid development of digital technologies, and the transformation of communicative strategies are actualised.

Points for Discussion:

- • an interdisciplinary approach to teaching mediallynguistic courses;
- • linguoethics and contemporary media discourse: the question of norm in modern methodology.

18. Media Text in Foreign Language Teaching Methodology

Plenary session of the research group 'Mediatext in foreign language teaching methodology' IARLMC

Co-heads:

Elena Viktorovna Stoyanova, Doctor of Philological Sciences, Constantine of Preslav University of Shumen (Bulgaria);

Irina Alexandrovna Gerasimchik, Candidate of Philological Sciences, Associate Professor at Yanka

Annotation:

The plenary session is devoted to the linguodidactic study of the media text as a tool and resource for teaching foreign languages in the totality of text- and style-forming, communicative, semiotic, pragmatic, rhetorical, etc. qualities. At the present stage, the formation of media competence is perceived as one of the important tasks in the formation of professionals. The skill of understanding and assimilating media texts and the ability to transform them into texts of other types, genres and spheres of communication is one of the important criteria for assessing the level of professional proficiency in Russian as a native or foreign language

Points for Discussion:

- • Development of critical thinking as a basis for media literacy in foreign language teaching. AI in dealing with fake and fact.
- • New media as a resource in foreign language teaching.

19. The Use of Artificial Intelligence Tools in Media Discourse Studies

Plenary session of the research group 'Intelligent Analysis of Media Text' IARLMC

Co-heads:

Vladimir Alexandrovich Salimovsky, Doctor of Philological Sciences, Professor at Perm State National Research University;

Ivan Mikhailovich Pechishchev, Candidate of Philological Sciences, Associate Professor at Perm State National Research University.

Annotation:

The plenary session is devoted to the use of artificial intelligence tools in media speech research. It is expected to discuss reports on the application of software methods in solving problems in media linguistics and related fields of knowledge, as well as on the results of the linguistic study of media speech, involving their subsequent formalisation.

Points for Discussion:

- • areas of application of automatic text analysis in mediallynguistics;
- • neural network approach in solving text production and interpretation tasks: opportunities and limitations;
- • speech systematicity as a linguistic basis for automatic identification of media text varieties.

20. AI Media and International Communication

Plenary session of the research group "Media discourse of international relations in modern geopolitical conditions" IARLMC, submitted by Asia-Pacific Communication Forum Alliance (Macau)

Co-chairs:

Prof Wu Mei, President of Asia-Pacific Communication Exchange Association;

Prof Kamilla Nigmatullina, head of Digital Media Communications Department, Saint Petersburg State University

Annotation:

Artificial intelligence (AI) has become a transformative force in the global media and communications landscape. From newsrooms to social media, from content creation to video production,

AI tools are changing the way international information is created, disseminated and interpreted. This panel will explore the complexity and impact of AI media through several key themes. 1. In the era of “fake news” and polarized social media, the question arises to what extent data sets and algorithms influence AI language models and create biases, distortions and malformations. 2. How can we respect and protect human creativity in an increasingly automated and cross-border communication? 3. Are the profession of journalism and journalism education in decline? How do they see their role in AI-supported international news production?

Points for Discussion:

- Bias and responsibility of content using generative AI in global conflicts.
- Problems of ethics and authenticity of human creativity.
- The impact of AI on media workers and journalism education

Interdisciplinary research

21. Axiology of Modern Media Communications: Value Imperatives and Representation of Values in Modern Mass Media

Plenary session of the research group ‘Philosophical Problems of Media Communication and Media Discourse’ IARLMC

Co-heads:

Eugeny Alexandrovich Kozhemyakin, Doctor of Philosophy, Professor of School of Communications at the Faculty of Creative Industries of the HSE University;

Elif Aladdinovna Shipi, Lecturer of School of Communications at the Faculty of Creative Industries of the HSE University

Annotation:

The plenary session is devoted to understanding the value aspects of modern media communications and media discourse. It is expected to discuss both the axiological imperatives that guide the participants of media communications and the linguistic and discursive representations of values in mass media. Problem and thematic core of the discussion: principles of media axiology as a direction of socio-philosophical media research; transformation of value systems in the conditions of broad mediaisation; axiological conflicts and challenges in the era of artificial intelligence.

Points for Discussion:

- Value imperatives of participants of modern media communications.
- Language and discourse representation of values and value-laden social phenomena in mass media: history, memory, identity.

22. The Mediatisation of Society: Constructing Divided Experience in Language and Practice

Plenary session of the research group ‘Sociological Studies of Mediatisation and Digitalisation of Modern Societies’ IARLMC

Co-heads:

Elena Alexandrovna Ostrovskaya, Doctor of Sociology, Professor of St Petersburg State University;

Elizaveta Valeryevna Rodionova, Candidate of Sociology, Associate Professor of St Petersburg State University

Annotation:

The plenary session is devoted to the analysis of strategies, language forms and practices of self-representation of culture, religion and ethnicity in the spheres of mediated publicity. The plenary discussion includes the following questions: how do traditional religions and ethnic cultures present themselves in the cultural public sphere of media? Who are the actors who communicate traditional cultural, religious and ethnic values through the media? How do different media, or combinations of media, contribute to the construction of traditional values in the public sphere?

Points for Discussion:

- • How do cultural practices and patterns of constructing identity, community, and authority in the public sphere change under the influence of the process of mediation?
- • What are the parameters of interrelations and mutual influences of digital practices of identity construction and offline traditions?
- • What historical events are re-represented in the public sphere of media?

23. Political Communication and Current Media Discourse: Vectors of Narrative Construction

Plenary session of the research group 'Political Science Research on Media Communication' IARLMC

Co-heads:

Vera Alekseevna Achkasova, Doctor of Political Science, Professor, Head of the Department of Public Relations in Politics and Public Administration at St Petersburg State University ;

Liudmila Vladimirovna Minaeva, Professor, Head of the Department of International Communication, Lomonosov Moscow State University

Annotation:

The growing role of political communication and the problems of transformation of the language of politics actualise the study of mechanisms and ways of formation of political media discourse. The main attention is focused on the issues of analysing the content of political communication and its reflection in media discourse, narrative schemes that determine the nature of modern political media discourse. The subject of scientific discussion is also the means, techniques and methods of constructing political media discourse.

Points for Discussion:

- • What narrative schemes does contemporary political media discourse offer?
- • What are the main tools, means and techniques of constructing political media discourse?
- • How can artificial intelligence modify political narrative construction practices?

24. The Image of the Future in Social Media

Plenary session of the research group 'Interdisciplinary Content Analysis of Social Media' IARLMC

Co-heads:

Maria Alexandrovna Pilgun, Doctor of Philological Sciences, Professor Russian State Social University, M. V. Lomonosov Moscow State University;

Alexey Nikolayevich Raskhodchikov, Candidate of Sociology, Chairman of the Board of the Moscow Centre for Urban Studies 'Gorod', Agency for Social Research 'Stolitsa'

Annotation:

Interest in the study of images of the future has emerged relatively recently, which is connected with the analysis of ideas about the future existing in modern culture, which is shared by various social

groups. The starting point of this research is the recognition of the fact that the actions of an individual and entire groups depend on their images of the future. The identification of social expectations is in demand, in particular, in anti-crisis management, in building a political course in a situation of uncertainty, etc. The study of the image of the future as a scientific notion is of great importance. The image of the future as a scientific concept is used within the framework of various types of foresight aimed at studying the existing social perceptions of the future, social attitudes related to the future, as well as readiness for future changes.

New opportunities for studying collective perceptions are opened due to the emergence of large volumes of textual and visual data generated by users in the virtual environment. Discussions of socially significant events and topics of concern to people in online communication can be used to study collective perceptions, including perceptions of the future. Obviously, the use of social media data in research requires taking into account the specifics of online communications and choosing appropriate research methods.

Points for Discussion:

- • Representation of the future in different types of actors on the material of a large amount of social media data.
- • Issues in exploring collective perceptions of the future of cities in social media
- • Methodology and tools for studying the image of the future in social media

Pay attention!

The Organising Committee does not make hotel reservations for conference participants.

Payment of participants' travel expenses by the sending party.

Postgraduate students, candidates and doctors of sciences, employees of higher educational institutions are invited to participate in the conference.

CONTACTS

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Chairperson of the Conference Programme Committee

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SAMPLE TEXT

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Technical requirements for the design of materials

Annotation no more than 250 characters with spaces. Without the word «Annotation».

Keywords: no more than five words and phrases in the nominative case.

The volume of the main text (excluding metadata and reference list): from 4 to 6 thousand characters with spaces (the volume requirement is key, because the material is indexed in RSCI as an article). No pagination, no hyphenation, no illustrations, diagrams and tables. References in the text (Ivanov 2018: 20). Without footnotes (Petrov 2020).

Use italics without inverted commas to illustrate *empirical material*; use boldface to highlight **elements** in empirical examples.

Only referenced literature is allowed, up to 5 sources, unnumbered list in alphabetical order. No more than two references to the works of the author or co-authors. Text without literature is allowed.

Metadata should be provided in the language of the report and in English. In case of an English-language article, the metadata are duplicated in Russian.

Literature

Ivanov I.I. A great article on the topic // Journal. 2021. №3. P.15–19.

Petrov A.A. An excellent monograph. M., 2020.

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Аннотация аннотация аннотация.

Ключевые слова: ключевые слова, ключевые слова, ключевые слова,
ключевые слова.

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