**Kostanay Regional University named after A.Baitursynov**

**P. Chuzhinov Institute of Economics and Law**

**Department of Journalism and Communication Management**

**Information letter**

The Kostanay Regional University named after A.Baitursynov invites students and teachers of Kazakhstani and foreign universities, practical journalists, advertising and PR specialists, representatives of non-governmental organizations, public figures to take part in the V International Scientific and Practical Conference **"Actual problems of modern journalism and PR",** which will be held on **November 20-21, 2023**.

**The purpose of the conference:** analysis of modern medical space and its impact on culture, economy and politics.

The languages of the conference are **Kazakh, Russian, English.**

**Conference venue:** NAO "Kostanay Regional University named after A.Baitursynov", Kostanay, Baitursynov str., 47.

**Format of the event:** mixed (offline and online). A link to connect to Zoom will be sent to the applicant's email address.

**Within the framework of the International Scientific and Practical Conference, work is planned on the following thematic areas:**

- features of the development of PR and advertising in various spheres of the company's activities;

- new media in the context of current trends in mass communication;

- the history of Kazakh journalism as a factor in the formation of traditions;

- language and style of mass media;

- television and audiovisual media in the process of globalization;

-legal regulation of the media space;

-ethics and issues of deontology of mass communications;

-media literacy and media education as part of education and personal development.Participation in the conference and publication in the collection are **free of charge**.

It is planned to publish an online collection based on the results of the conference with the assignment of an ISBN.

For publication, it is necessary to submit an application (form below) and an article by October 25, 2023 at [jandprkonferencia@gmail.com](mailto:jandprkonferencia@gmail.com)

**Requirements for the design of the text of the article:**

- text in doc format (Microsoft Word). A4 sheet format (297x210 mm.). All fields are 2 cm. TimesNewRoman font. The symbol size is 12 pt. The text should be formatted in width without hyphenation, indent at the beginning of the paragraph – 1 cm. The line spacing is single.

- the UDC is indicated in the upper corner, which is formatted by left alignment (in the usual font);

- the title of the article is formatted in the center in capital letters in bold);

- below the title (in italics, in regular font), the full name and patronymic of the author (no more than 3 authors), place of study (name of faculty, institute, course) are indicated. If the article was prepared by several authors, their data are indicated in order of importance of each author's contribution to the article. After the information about the author(s), it is necessary to specify information about the scientific supervisor – position, academic or academic degree, surname, first name, patronymic in full;

- the following is the abstract of the article (in italics, in regular font), no more than 50 words in the language of the article;

- the text of the article is provided in one electronic file, the name of which must consist of at least three words: the first of which is the author's surname (if there are several authors, then the author's surname coming first), and the following – the first two words of the title of the article. The total volume of the article, including the list of sources, should be at least 3 pages and not exceed 5 pages;

- **the list of sources** used is located at the end of the article according to the order of mention in the text. The reference number in the text is placed in square brackets, **for example –[1].**

The Organizing Committee reserves the right to select materials for speeches and publication.

The conference participants will receive an electronic certificate.

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**Sample design of the article**

UDC

**TITLE OF THE ARTICLE**

**(*centered, capital letters, bold*)**

*Surname of the acting, course, specialty, institute, UNIVERSITY, city of the author (in italics)*

*Supervisor: Surname of the acting, position, academic degree, place of work of the supervisor (in italics)*

*(Indent)*

*Abstract (in italics, no more than 50 words in the language of the article, the word "Abstract" is not written)*

*The text of the article (no more than 5 pages).*

**List of sources used:**

1. Kozybayev S.K. Proud name - journalist [Text]: textbook / S.K. Kozybayev. - Almaty: Almatykitap, 2012. – 600 p.

2. Lebedeva N.A. Information support of public administration mechanisms in the field of cinematography [Text]: article / N.A. Lebedeva // Bulletin of the Treasury. Journalism series.- No. 59 - Almaty, 2021. – 183 p.

**Application form**

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| Surname First Name Patronymic of the student/undergraduate/doctoral student, course/ Surname First Name Patronymic of the author of the publication, position |  |
| Surname First Name Patronymic of the supervisor, position, scientific title |  |
| Educational institution/Organization |  |
| Name of the publication |  |
| Contact phone number |  |
| Contact email address |  |
| Are you planning to speak at the conference |  |
| If yes, then write the format – offline or online |  |