



Department of Media Communications
of Ukrainian Academy of Printing

Department of Informatology, Bibliology and Media Education
of Maria Curie-Skłodowska University
(Republic of Poland)

«Actual Issues of Functioning of the Media Sphere: Publishing and Media Communications»

International scientific and practical conference

Information letter

Dear colleagues!

We would like to invite you to take part in the **VII Tyktor's Readings «Actual Issues of Functioning of the Media Sphere: Publishing and Media Communications»**, which will be held on **June 12–13, 2023** at Ukrainian Academy of Printing.

With this event, we traditionally honor the activities of **Ivan Tyktor** (1896–1982), a prominent Ukrainian publisher, the founder of the Ukrainian Press concern, whose experience — a business approach to publishing combined with high social motives and the affirmation of national ideals — can and should become a guide for modern publishers.

A special focus of this year's readings is celebrating the anniversary of **Nadiia Zelinska**, Professor, Doctor of Philological Sciences, researcher of the history and theory of publishing and editing, specialist in the field of creating and publishing of scientific literature and one of the active workers of modern Tyktoriana.

Conference sections

1. (Not) looking back on the past: the Ukrainian publishing movement in the context of the world.
2. On the way to success: theoretical and practical issues of the media sphere.
3. Publishing at gunpoint: confronting threats and creating an identity.
4. «Invisible art»: the role of editing in the age of mass creativity.

Working languages — Ukrainian, English, Polish.

To participate in the conference, you are invited to apply **by April 20, 2023** using the link <https://cutt.ly/Z4iFSlB>.

The event will be held in a mixed format (off and online). The format of participation will be agreed before the conference.

The articles of the conference participants may be published in a special issue of the scientific and technical journal *Printing and Publishing* <http://pvs.uad.lviv.ua/en>, which is specialized on technical sciences and social communications. The journal is indexed in the international databases *Index Copernicus*, *Google Scholar*, *ResearchBib*, etc. For article requirements, see: <http://pvs.uad.lviv.ua/en/requirements>.

Please send your articles **by May 30, 2023** to tyktorsreadings@gmail.com.

Address of the organizing committee:

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Thank you for your cooperation!

PAPER SUBMISSION
for the journal of scientific papers “Printing and Publishing”
issued by Ukrainian Academy of Printing
<http://pvs.uad.lviv.ua>

The papers in Ukrainian or English, which were not previously published in other journals (including electronic ones), written at a high scientific level and having an important theoretical and practical significance, are accepted for publishing in the Journal. The content of the papers should correspond to the profile and direction of the Journal, and have a high scientific and theoretical level.

The paper should be designed in the following order:

1. Index of Universal Decimal Classification (UDC).
2. Title of the paper (approximately 10 words; without abbreviations; strictly corresponds to the content of the paper).
3. Names and surnames of the author (-s).
4. The name of the educational institution or research institution where the research has been performed, including mailing address.
5. Abstract in the original language (900-1100 printed characters with one single spacing).

When preparing the abstract it is necessary to take into account the following ideas:

- the text of the abstract must be concise and clear, free from less important information;
- the abstract gives an opportunity to get an idea of the main content of the paper, which sometimes eliminates the need to read the overall material.

Abstracts are used to find documents and information in search engines, (including automated systems).

6. Keywords in the original language (approximately 5-10 words).
7. The text of the paper, structured in accordance with the requirements of: Resolution of the Presidium of the Higher Attestation Commission of Ukraine from 15.01.2003 . №7-05/01.

The problem statement should reflect the relevance of the subject matter, its connection with the most important theoretical, scientific and practical tasks, the importance of the development of a certain field of science and practice.

The analysis of the latest researches and publications should contain references to reputable scholars involved in the research of the relevant scientific problem, a brief overview of the main studies and publications available in the list of sources attached to the scientific paper referred to by the author, a synthesis of modern opinions concerning the problem. The analysis of studies and publications are completed by the allocation of discussion points, the difficulties in developing this issue, the unsolved tasks within the general problem considered to the paper.

The aim of the paper is a description of the main idea of the publication, the ways it differs, complements and deepens already known approaches, and highlights new facts and regularities; the aim of the paper arises from the statement of the general problem and the review of previously performed research.

The main material of the research is the main part of the paper, which covers the main statements and results of scientific research, personal ideas, opinions, obtained scientific facts, methodological approaches and results of their approbation, methods to get and analyse the actual material.

Conclusions. The paper should contain specific conclusions and recommendations that briefly summarize the material presented in the main part and/or in the prospect of further research.

8. **List of sources used** is provided according to the National Standards of Ukraine 8302: 2015 “Information and documentation. Bibliographic link. General requirements and rules of drafting”. The list is written in the original language in the sequence of quotation to the relevant sources in the text of the paper. All quotation references must be mentioned in the text. Any statistics data must be mentioned in the reference page. Quotations in the text are indicated only in square brackets, for example: [1, 6], [1, p. 5], [4, p. 5; 8, pp. 10–11].

- The list of sources should contain six titles; in addition, foreign sources are desirable. It is recommended to use quotations from the journals included in international scientific databases, in particular, Scopus and Web of Science.
- **The editorial board recommends to avoid references to:**
 - laws, regulations, instructions or deeds because the subject of discussion and the opponent are unclear;
 - textbooks and tutorials, especially published earlier containing unclear fact found by the author of the paper (the scientist!) in the student textbook, concerning the latest development of the subject of discussion;
 - theses (published 7-10 years ago and more), since this does not indicate the relevance of the research and does not allow talking about the completeness of the problem. Such quotations are relevant in the fundamental works (monographs, textbooks), where the history of the origin and development of the topic can be considered. The journal papers should include the most recent results of the world research;
- Today, the attention of international community of scientists is drawn to the lack of references to the papers published in well-known international journals. In this case, the review of the researched problem is carried out by the author within one country, which does not allow considering the completeness and significance of the research results presented in the paper.

9. **REFERENCES** (sources in the Latin language) is written as an absolutely separate unit, repeating the list of sources provided in the national language, regardless the presence of foreign sources in it, or not. If there are quotations to foreign publications, they are completely repeated in the reference, in the Latin alphabet.

References are made in accordance with the APA (American Psychological Association (APA) Style) when the year of publication is in round brackets after the author's name. It is impossible to use quotation marks in the description elements (only inverted commas (" ")), or replace the Latin letters with Cyrillic ones.

It is recommended to use automatic transliteration systems:

- the transliteration of the Ukrainian text in Latin is carried out in accordance with the Resolution of the Cabinet of Ministers of Ukraine No. 55 dated January 27, 2010. (<http://translit.kh.ua/#passport>);
- the transliteration of the Russian text in Latin is carried out by means of US State Department system (<https://translit.net/ru/?account=zagranpasport>).

10. After the **ENGLISH** references, the following information should be provided:

- Title of paper
- Name and surname of the author (-s).

It is obligatory to provide the author (s) name in English in accordance with the international passport or other official documents. It is due to the need for the correct writing of the author's name and surname in all of his/her publications in order to correctly determine the quotation index.

- The name of the Educational Institution or Research Institution, where the study has been performed, and its address.
- Author (s) e-mail
- Extended abstract (**at least 1800 characters, including keywords**) in English (or in Ukrainian, if the paper is written in English).

- In case the journal is multilingual, every article published in other language than English should contain abstract in English of total length not less than 1800 characters, including keywords. In case the journal is multilingual, every article published in other language than Ukrainian should contain abstract in Ukrainian of total length not less than 1800 characters, including keywords.
- Remember that the summary written in languages other than the language of the article is the only source of information about the content and the obtained results of the research, for scholars who do not know the language of the article.

11. Date of the paper receiving.

PAPER FORMAT

A digital version of the paper is prepared and presented as a file created using the **Microsoft Word 2010** text editor. **docx** format.

When writing a paper, do not use text styling, pagination and hyphenation.

Page parameters - B5 format (176 mm × 250 mm); book orientation: left side margin - 13 mm, right side margin - 22 mm, top margin - 18 mm, bottom margin - 25 mm

Requirements for the structural elements of the paper:

1. **Universal Decimal Classification Index (UDC):** typeface - Times New Roman; font – ordinary bold; in capitals; font size 11 pt; line spacing - multiplier, 1,2; without indent; left side page alignment.

2. **Title of paper:** typeface - Times New Roman; font - ordinary bold; in capitals; font size 11 pt; line spacing - multiplier, 1,2; without indent; central page alignment. Title of paper is written after Universal Decimal Classification Index in one single spacing.

3. **Information about the author (s):** typeface - Times New Roman; font - ordinary light; font size 11 pt; line spacing - multiplier, 1,2; without indent; central page alignment. The initials and surnames of the author (s) are submitted after the title of paper in one single spacing.

4. **Information about the name of the educational institution or research institution where the study has been performed:** typeface - Times New Roman; font - italic light; font size 11 pt; line spacing - multiplier, 1,2; without indent; central page alignment. The name of the educational institution or scientific institution is written after the author (s) information in one single spacing.

5. **Abstract, keywords:** typeface - Times New Roman; font - italic light; font size 11 pt; line spacing - multiplier, 1,2; indent - 0.7 mm; page width alignment. The abstract is written after the name of educational or scientific institution where the research was done, after one single spacing. Keywords are written after the annotation, without spacing. The word "Keywords" is highlighted in italic bold font.

6. **Basic text:** typeface - Times New Roman; font- ordinary light; font size 11 pt; line spacing - multiplier, 1,2; indent - 0.7 mm; page width alignment. The main text of the paper is written after the keywords in one single spacing.

7. **Illustration:** graphics should be positioned with central page alignment, without text wrapping and bleed. Schemes and charts are without colour progression. Each graphic or chart must have the quotation in the text. Illustration should be presented in TIFF format (for raster graphics) and EPS format (for vector graphics) with a resolution of at least 300 dpi for black and white images and at least 600 dpi for color images (if necessary). The scientific journal only published black and white images. Colour images in the paper are presented on the Website of scientific journal if they have a certain informational value. The originals of illustrations should be added to the papers in a separate archive.

Graphic titles: typeface - Times New Roman; font - ordinary light; font size 10 pt; line spacing - multiplier, 1,2; without indent; central page alignment.

8. **Tables** should be positioned with central page alignment, without text wrapping and bleed. They should be compact, have the title and number (if there are two or more tables). The abbreviation in the title of the table is not allowed. Tables must be presented in the paper directly after the text, where they are mentioned at first. Each table in the text must have the quotations.

Table number: typeface - Times New Roman; font - ordinary light; font size 10 pt; line spacing - multiplier, 1,2; without indent; right side page alignment.

Table title: typeface - Times New Roman; font - ordinary bold; font size 11 pt; central page alignment.

Table content: typeface - Times New Roman; font - ordinary light; size 10 pt; line spacing - multiplier, 1,2; without indent.

9. **Formula** must be written in MathType formula editor. They are positioned in a new line after the text. The text after the formula is also positioned in a new line. Each formula in the text must have the quotations. The formulas which have the quotation, are numbered in Arabic numerals in round brackets on the right side.

10. **References** are presented after the main paper text in one single spacing.

Title: typeface - Times New Roman; font – ordinary bold; in capitals; font size 10 pt; line spacing - multiplier, 1,2; without indent; central page alignment.

List of sources: typeface - Times New Roman; font - ordinary light; font size 10pt; line spacing - multiplier, 1,2; without indent; page width alignment.

The paper length should be no more than 12 pages (with annotations, tables, graphs and list of sources); Overview paper should be up to 20 pages; scientific report should be up to 4 pages; feedback or review should be up to 3 pages. The larger paper may be accepted by the decision of the editorial board. The last page of the paper should be written at least for 3/4.

If the paper contains materials researched within grants, targeted programs, business agreements, etc., or with the financial support of the relevant institutions, it is highly recommended to indicate this fact in the paper headnote. Example:

* The research was carried out with the financial support of UFG (Grant № 07-06-1109)

or

* The research was carried out within business agreement ... (№ 324/7-82).

INFORMATION ABOUT THE AUTHORS should be attached in a separate file in Ukrainian and English. The file must contain the following data (without abbreviations): author's surname, name, patronymic, academic degree, academic title, a position at the department and the name of institution, address, phone number and e-mail.

Example:

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