

The 6-th International research-to-practice conference
“Strategic communications in business and politics»
STRATCOM-2018

Call for papers

Dear colleagues,

Saint-Petersburg State University invites you to take part in the 6-th International research-to-practice conference “Stratcom-2018», which is going to be held on

22-23 November 2018

Address: Saint-Petersburg, 1-st liniya Vasilievskiy ostrov, 26

Host of the conference - Saint-Petersburg State University (School of journalism and mass communications).

The main aim of the conference is to establish a dialog between Russian and foreign academics and practitioners in strategic communications, PR and advertising, GR; to bring along the development of Russian’s education in communications field, to inspire multi-university and international scientific ties.

On organizational issues contact conference academic secretary: Yuliya Taranova, PhD in Political Science, Associate Prof. at Public Relations in Business Department (statebrand@mail.ru,) or event secretaries (e-mails are noted in the table below).

On publication in academic journal «Strategic communications in business and politics» (RSCI) contact Elena Bykova, Doctor Litterarum, reader in Business PR e.bykova@spbu.ru

Sign-up via site is necessary

List of the events, participation terms, requirements for abstracts’ execution are provided below.

Stratcom conference -2107 events (22.11.17-23.11.17)

Format	Date and time	The event	Header of the event	Section’s secretary
22 nd November, Tuesday				
Registration, 601 room	10.00-14.30	Event sign-up Stratcom-2018		
Plenary meeting, 603 room	11.00 – 13.30	Strategic communications and communicative strategies in the extent of trust	Dmitry Gavra, Doctor of Sociology, Prof., head of Public Relations in Business Department d.gavra@spbu.ru	Dekalov Vladislav andavior@gmail.com

		devaluation		
Panel discussion 603 room	14.3 0- 18.0 0	Integrated business PR between digital fetishism and anthropological realism	Dmitry Gavra, Doctor of Sociology, Prof., head of Public Relations in Business Department d.gavra@spbu.ru	Selyavina Julia Yulia.seliavina@gmail.com
Panel discussion 303 room	14.3 0- 18.0 0	Propaganda in digital society	Achkasova Vera, Doctor of Political Science, Prof., Head of Public Relations in Politics and Government Administration Department v.achkasova@gmail.com	Kuzmin Alexey alkuzmino@ya.ru
Panel discussion 304 room	14.3 0- 18.0 0	Information Security of the State in the Circumstances of the Global Information and Psychological Warfare	Pantserev Konstantin, Doctor of Political science, associate professor at the Department of Theory and History of International Relations pantserev@yandex.ru	Zaslavskaya Natalia zaslavsk@mail.sir.edu
23rd November, Friday				
Registration, Room 601	10.0 0- 11.0 0	Event sign-up Stratcom-2017		
Panel discussion, 603 room	10.3 0 – 13.0 0	Linguistic architecture of strategic communications	Liliya Duskaeva, PhD in Philology (doctor nauk), Prof., Head of Speech Communication Department lrd2005@yandex.ru	Pusurmanova Kamilla r161@yandex.ru
Roundtable discussion, Room 304	10.3 0- 13.0 0	Regional media as a strategic power resource	Nigmatullina Kamilla, PhD in Political Science, associate prof., H.T. Digital media communications Department Camille00100@gmail.com Dovbish Olga, Higher School of Economics	Knikst Anna
Panel discussion,	10.3 0-	Strategic mediacommunicati	Akopov Grigoriy, Doktor of Political	Belenkova Tatyana belenkovatatyana@inb

303 room	13.00	ons management	Science, Prof., H.T. mass communication management Department	ox.ru
Panel discussion, 603 room	10.30-13.00	Territory strategic communications and city branding	Kaminskaya Tatyana	
Roundtable discussion, 304 room	14.00-16.00	Precedent-setting phenomena in strategic communications	Vladimir Konkov, PhD in Philology (Doctor nauk), Prof., Speech Department v_konkov@mail.ru	Samsonova Elizaveta

Registration deadlines and text requirements

Form of participation	Charge	Preparation of application for participation	Deadlines
1. A participant with abstract publication in electronic conference digest	1000 rub.	1. Electronic application form 2. Submit abstracts in Word format at the chosen section's secretary e-mail (Send a copy to scbp@spbu.ru specifying chosen section)	After section's secretary confirms that your abstract is selected, he/she will send you a link to the registration and payment. Deadline for abstract submission – 01.11.2018 Submission instructions are provided below
2. A participant with a report publication in scientific journal «Strategic communications in business and politics» (RSCI)	1000 rub.	1. Electronic application form 2. Article is to be sent to e.bykova@spbu.ru Elena Bykova	Articles are receiving till 10.10.2018 Submission instructions if requested Elena Bykova e.bykova@spbu.ru After section's secretary confirms that your article is approved and selected, he/she will send you a link to the payment.

The Selection of presented materials for publication is provided by event headers and editors of the scientific digests.

Section's secretary will inform you if your abstracts are approved for publication in electronic abstracts' digest.

Before the conference all abstracts are proof read and downloaded to the conference page on the official School of Journalism and Mass Communication's site as a conference digest. The digest has its publisher's imprint. All materials from the digest are self sufficient publications.

Each participant may proceed one application only and present abstracts for one event.

Organising committee reserves the right to decline presented abstracts if they don't correspond to conference subject or style guide.

Submission instructions for abstracts:

All submissions will be made in Windows/Word format. Abstracts are limited to 2.000 symbols including gaps, Times New Roman Cyr, 1,5 interspace, 14 point.

Heading is to be aligned to left: first and second name, University/organization (fully, no acronyms) - Roman light type, lower case letters. Title - Roman light type, capital letters.

☒Text:

- full justification, no shifts;
- no tables and diagrams;
- no paragraph indention;
- no typographic marking;
- references (if needed) are inside text in plain brackets;
- no "Literature» division.

Submission instructions for articles in academic journal «Strategic communications in business and politics» (RSCI) contact Elena Bykova

Everyone interested (regardless for a publication) are welcome to participate in the conference!

Travel and living costs are at the expense of the participant.