

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
IVAN FRANKO NATIONAL UNIVERSITY OF LVIV
FACULTY OF JOURNALISM
DEPARTMENT OF FOREIGN PRESS AND INFORMATION



International Scientific and Practical Conference
"Journalism in the Era of Global Challenges: Information Warfare, Post-Truth, Artificial Intelligence"
(May 21, 2026)

Dear Colleagues!

We invite you to participate in the International Scientific and Practical Conference "**Journalism in the Age of Global Challenges: Information Warfare, Post-Truth, and Artificial Intelligence**," which will be held on **May 21, 2026**, at the Faculty of Journalism of the Ivan Franko National University of Lviv.

The purpose of the conference is to hold a scholarly discussion of current issues in the development of journalism in the context of globalization processes, information threats, and the digital transformation of the media sphere. In particular, the conference seeks to conduct a systematic analysis of the theoretical and methodological foundations of modern journalism; examine information warfare, disinformation, and the phenomenon of post-truth in the context of media communications; explore the impact of digital technologies and artificial intelligence on journalistic practice; discuss ethical, professional, and worldview challenges facing the media; present research findings and facilitate the exchange of practical experience among scholars and media professionals.

The conference program includes a plenary session, sectional discussions, and roundtable debates on key issues.

Conference Sections and Round Tables:

Section 1. Theory, History, and Methodology of Journalism Studies (Moderators: Assoc. Prof. Ihor Sklenar, Assoc. Prof. Ihor Paslavskiy)

Section 2. Media and War: Journalism in the Context of Armed Conflicts and Information Threats (Moderators: Prof. Marian Zhytariuk, Assoc. Prof. Iurii Melnyk)

Section 3. Artificial Intelligence and the New Media Ecosystem (Moderators: Prof. Borys Potiatynyk, Assoc. Prof. Nataliia Gabor)

Section 4. Post-Truth, Trust, and Fact-Checking in Contemporary Media (Moderators: Dr. of Philosophy Serhii Smirnov, Assoc. Prof. Nataliia Voitovych)

Section 5. International Communications and the Global Information Space (Moderators: Assoc. Prof. Taras Lylo, Assoc. Prof. Andrii Melnyk)

Section 6. Media Education and Journalism Training in the Era of Digital Transformation (Moderators: Dean of the Faculty of Journalism, Assoc. Prof. Marian Lozynskiy; Assoc. Prof. Andrii Yatsenko)

Section 7. Intercultural Communication and Transnational Media (Moderators: Assoc. Prof. Tetiana Khomenko, Assoc. Prof. Olha Kvasnytsia)

Section 8. Media Rhetoric and Audiovisual Content: Strategy, Analysis, Practice (Moderators: Assoc. Prof. Paraskoviia Dvorianyn, Assoc. Prof. Khrystyna Datsyshyn)

Round Table: "Ivan Franko's Journalism and Modernity" (moderated by Prof. Maria Yatsymirska, Prof. Stepan Kost).

Round Table: "Journalism in Times of War: Between Professional Standards and Civic Stance" (Moderators: Senior Lecturer Taras Balda, Assoc. Prof. Solomiia Onufriiv)

We invite researchers, academic and teaching staff, doctoral and postgraduate students, media professionals, as well as representatives of Ukrainian and international non-governmental organizations to participate in the conference.

Official languages: Ukrainian, English, Polish.

Participation formats: in-person, online, off-site.

The conference will be held on the Zoom platform (the link will be sent in advance) and at the Faculty of Journalism (49 Generala Chupryny St., Lviv) on May 21, 2026, from 11:00 to 18:00 (EET). Participation in the conference is **free of charge**. Following the conference, all participants will receive the conference program, the collection of materials in PDF program, as well as the certificate of participation.

The collection of materials will be published on the website of the Faculty of Journalism: <https://journ.lnu.edu.ua/research/publications>.

To participate in the conference, please complete the participant registration form between March 5 and May 5, 2026, via the following link: <https://forms.gle/DW6ciPq2A9oL49AS9>.

Deadline for submitting theses of presentations: from March 5 to April 21, 2026, either through the registration form mentioned above or by email to: visnyk.journalism@lnu.edu.ua.

Please name the file as follows: **Surname_Conference of the Faculty of Journalism LNU** (e.g., Petrenko_Conference of the Faculty of Journalism LNU). The same information should be reproduced in the subject line of the email.

Requirements for formatting the abstract/theses of the presentation

Text editor: Microsoft Word. Page format: A4, all margins: 2 cm. Font: Times New Roman; size – 14 pt, line spacing – 1.5, paragraph indent – 1 cm.

Length: 3–4 pages, up to 8000 characters including spaces (including references).

Sequence of elements in the abstract text:

In the top right corner: author's first name and surname, academic degree, title (if any), position, full name of the institution (where the author studies or works), email address.

Title of the presentation (bold, centered, in uppercase letters). Main text of the presentation – without a final bibliography/reference list at the end; use footnotes (bottom-of-page notes) and endnotes. References in footnotes should follow ДСТУ 8302:2015 (Ukrainian National Standard). If the abstract is submitted in English, references should be formatted according to the Harvard style.

When typing the text, distinguish between hyphen (-) and em dash (—).

References to sources are given at the bottom of the pages in the order of citation, using superscript numbers “¹, ², ³” etc.

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НАЗВА ДОПОВІДІ / ПОВІДОМЛЕННЯ

Водночас на рішення Кюстіна поїхати до Росії вплинув ексцентричний 23-річний польський граф-емігрант Ігнацій Гуровський, який оселився в паризькому будинку Кюстіна. Розмови з ним, а також із тогочасними відомими польськими емігрантами початку 1830-х років Федериком Шопеном, Адамом Міцкевичем та іншими, глибоко вразили Кюстіна. «Після того, як Астольф побував у Іспанії 1835 року, він задумався про поїздку в Росію, в яку вирушив через чотири роки, на початку липня 1839 року, з Любека морем до Петербурга. Подорож Кюстіна загалом тривала майже три місяці. У 1842 році Кюстін переїхав із Франції до Італії, де й написав свій відомий твір»¹...

Аналіз публікацій на сайті Другого каналу німецького телебачення (ZDF) у перші дні після теракту дає підстави стверджувати про низку типових маніпулятивних прийомів. По-перше, було застосовано тенденційне балансування інформації. У публікації «Демонстрація AfD3 і контрпротести в Магдебурзі»⁴ зазначено, що прихильники «Альтернативи для Німеччини» вийшли на демонстрацію на Соборній площі Магдебурга, під час якої лунали вигуки «депортація»².

¹ Лильо Т. Я. «Держава, яка може існувати лише завдяки завоюванням» (Кюстінівська «росія 1839 року» як ключ до розуміння сучасної росії) / Т. Я. Лильо // Медіадискурс війни: український та закордонний досвід : монографія / [Мар'ян Житарюк, Тарас Балла, Тарас Лильо та ін.] ; наук. ред., упорядк., вступ, висновки проф. М. Житарюк. Веб-версія – Львів : ЛНУ ім. Івана Франка, 2025. – С. 65-106. – ISBN 978-617-10-0904-2. – <https://doi.org/10.30970/mdw.2025>

² Лильо Т. Я. Медійні та ідеологічні аспекти презентації проблеми імміграції у західноєвропейських країнах: погляд Дугласа Мюррея / Т. Я. Лильо // Вісник Львівського університету. Серія журналістика. – 2025. – Вип. 56. – УДК 316.774-046.44:323.285-054.72(4-15) (136-146) – DOI: DOI: <http://dx.doi.org/10.30970/vjo.2025.56.13175>

It is expected that the participants adhere to academic integrity when preparing materials (Regulations on ensuring academic integrity at the Ivan Franko National University of Lviv. URL: https://lnu.edu.ua/wp-content/uploads/2019/06/reg_academic_virtue.pdf) and the requirements set forth in the letter of the Ministry of Education and Science of Ukraine No. 1/2017-24 dated 06.02.2024 (On the need to terminate any forms of scientific (scientific and technical) cooperation with the Russian Federation and the Republic of Belarus. URL: https://osvita.ua/legislation/Vishya_osvita/91375/). The Organizing Committee reserves the right to reject materials if they do not correspond to the conference topic, are submitted late, contain plagiarism, or if academic integrity is not observed.

Conference partners in Ukraine:

Mykhailo Kotsiubynskyi State Pedagogical University of Vinnytsia, Department of Journalism, Advertising and Public Relations, Faculty of Philology and Journalism named after Mykhailo Stelmakh

Vasyl Stefanyk National Scientific Library of Ukraine in Lviv

State Higher Educational Institution "Uzhhorod National University", Department of Journalism

Semen Kuznets National Economic University of Kharkiv, Department of Business Journalism and Digital Media

Taras Shevchenko National University of Kyiv, Educational and Scientific Institute of Journalism

International partners:

Bath Spa University, United Kingdom; World University Service, United Kingdom
Adam Mickiewicz University in Poznan, Poland
Institute of Literature and New Media, University of Szczecin, Poland
Institute for Intercultural Studies of Central and Eastern Europe, University of Warsaw, Poland
University of Missouri–St. Louis, USA
Otto-Friedrich-University of Bamberg, Germany
Ukrainian Free University, Munich, Germany
Independent Journalists' Association of Vojvodina (Court of Honor), Novi Sad, Serbia
FOJO Media Institute, Sweden
Non-profit organization "Journalists for Justice" (The Hague, Netherlands)
Ibaraki Christian University, Japan
Aydın Adnan Menderes University, Turkey
Gaylord College of Journalism and Mass Communication, University of Oklahoma, USA

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