

CONNECT UNIVERSUM

WEB-CONFERENCE
MAY 29–31, 2012

INFLUENCE OF NEW MEDIA
ON CONSCIOUSNESS AND BEHAVIOR
OF YOUTH: INTERDISCIPLINARY APPROACH



DEPARTMENT of SOCIAL
COMMUNICATION
TOMSK STATE UNIVERSITY

Dear colleagues!

The Department of Social Communication of the Faculty of Psychology at National Research Tomsk State University (NR TSU), along with the partners, invites postgraduate students, doctoral candidates, professors, lecturers, scientists, and practitioners dealing with the problems of social communications to take part in the International Scientific-Practical Internet-Conference 'Connect-Universum 2012' (29-31 May, 2012).

The theme of the conference is
**'The Influence of New Media on Consciousness
and Behavior of Youth: Interdisciplinary Approach'.**

The main idea of the 'Connect-Universum' as an international scientific forum on the problems of social communications is providing the opportunity of the direct contact and connection. Therefore the Internet-format is the most suitable for the subject matter of such forum. 'Connect' is both a condition and a result of forming the modern 'networks of intellectual communication' (R. Collins); 'invisible colleges' — groups of scientists working in the new research area. Everybody can express their opinions about the object under consideration and be heard as in the information-communicative society every spot of the

Earth, every city and every university can become an active Network cell, can be the initiator of communication. No matter how far the participants of the discussion are situated from each other. It is important that they have something to tell each other.

This year the theme of the International scientific Internet-discourse is
**'The Influence of New Media on
Consciousness and Behavior of
Youth: Interdisciplinary Approach'.**

'New' and, what is more important, 'social' media become extremely

attractive for the young people and practically are one of the most effective ways of self-expression, 'extension of the sense organs' (M. McLuhan) in the process of electronic communication. However their rising popularity, causing drawing into online communication a huge number of young people, has positive and negative consequences for them and the whole society. The participants of the conference representing different spheres of scientific knowledge are to discuss diverse and controversial potential of the influence of "new media" on youth's consciousness and behavior.



Interdisciplinary approach

to discussing the theme of the conference provides the opportunity to propose materials on various scientific areas such as *philosophy, theory of communication, humanities informatics, neuro-physiology,*

psychology, sociology, political sciences, culture sciences, semiotics, theory of journalism, marketing, PR and advertising theory, pedagogics, social work, organization of work with youth, new media practice (case-study).

ISSUES SUGGESTED FOR DISCUSSION:

- 'New Media' as a complicated and ambivalent technological and socio-cultural phenomenon
- Influence of New Media on Human Brain
- Psychology of a Young Internet-User and a Member of the Network Society
- 'Network' Identification and Self-Identification of Young People
- Global Search Engines and Cognitive Abilities of Young People
- Young People's Manifestations of 'New Media' Addiction
- Main Trends in Developing of New Media
- Value Basis of Social Media
- Semiotics of New Media
- Languages of New Media
- New Media Potential in Developing Innovation Ecosystems and in Production of New Goods, Technologies and Services
- Discursive Practice of New Media
- Synergetic Approach to the New Media Analysis
- Network Humanities Technologies in Education and in Formation of Professional Characteristics of the Future Specialists
- New Media museum communication
- The Role of Media-Libraries in Formation of Young People's Culture
- The Consequences of the Digital Inequality for Formation of the Professional Career
- Gender Resources of New Media in the Process of Self-Realization of Young People
- Opportunities of New Media for Young People with Limited Abilities
- PR and Advertising in New Media
- Young People as the Target Audience of New Media Political and Marketing Communications

HOST:



Department of Social Communication NR TSU
<http://pr.tsu.ru>

ORGANIZERS:



National Research Tomsk State University (NR TSU)
<http://tsu.ru>



Tomsk Regional Non-Profit Organization 'Strategy of Success'
<http://pr.tsu.ru/success/>



Scientific-Educational Center 'Civil Society and Social Communications' of the International Institute of Government Service and Management (IIGSM) at Russian Academy of National Economy and Government Service under the President of the Russian Federation

<http://www.migsu.ru/departments/guip/departments/goisk>

PROSPECTIVE KEY-SPEAKERS:

Astafieva Olga N.

Ph.D., Professor (Russian Presidential Academy of National Economy and Public Administration, Moscow, Russia), Chair of Moscow branch of Scientific and Educational Society for Cultural Research.

Bankov Kristian

Ph.D., Professor (New Bulgarian University, Sofia, Bulgaria), Head of the Southeast European Center for Semiotics Studies.

Biliarsky Svetoslav

journalist, advertising and marketing practitioner (Sofia, Bulgaria).

Bruni Roberto

Ph.D., Associate Professor (The University of Cassino, Italy).

Chernikova Irina V.

Ph.D., Professor (Tomsk State University, Russia).

Dobronravova Irina S.

Ph.D., Professor (Ukrainian Synergetics Society, Ukraine).

Galkin Dmitry V.

Ph.D., Associate Professor (Tomsk State University, Russia).

Greenfield Susan A.

Ph.D., professor (Oxford University, UK); Baroness, Member of House of Lords, Cavalier of Order of Honorable Legion.

Kaftandjiev Christo

Ph.D., Professor (Sofia University, Bulgaria).

Kirillova Natalia B.

Ph.D., Professor (Ural State University, Russia).

Kotchubey Natalia V.

Ph.D., Professor (Ukrainian Synergetics Society, Ukraine).

Kuvshinov Sergey V.

Ph.D., Associate Professor, Head of the Institute of New Educational Technologies and Informatization (Russian State University for the Humanities, Moscow, Russia).

Kuzheleva-Sagan Irina P.

Ph.D., Professor (Tomsk State University, Russia).

Negri Marco

Ph.D., Senior Researcher (Tomsk State University, Russia - Italy).

Nikonorova Ekaterina V.

Ph.D., Professor (Russian State Library, Moscow, Russia).

Posner Vessela

Ph.D., Senior Researcher, Artist (Märkisches Museum, Berlin, Germany).

Rassell Martha G.

Ph.D., Professor, Associate Director of Media X (H-STAR, Stanford University, California, USA).

Ryabov Denis

Public Relations specialist (Tomsk, Russia).

Sansone Marcello

Ph.D., Professor (The University of Cassino, Italy).

PARTNERS:

академия
фотографии

'Academy of Photography'
(Tomsk)

<http://photoacademy.tomsk.ru>



Institute of New Educational Technologies and Informatization at Russian State University for the Humanities

<http://inot.rsuh.ru>



Faculty 'International Institute of Government Service and Management'

<http://www.migsu.ru/about>

Moscow Branch of Scientific-Educational Cultural Society

Russian Association of Film and Media Education

<http://edu.of.ru/mediaeducation>



РИА НОВОСТИ
РОССИЙСКОЕ АГЕНТСТВО МЕЖДУНАРОДНОЙ ИНФОРМАЦИИ

Russian Information Agency 'RIA-Novosti'

<http://ria.ru>

and Tomsk Media Center 'RIA-Novosti'
<http://media.centrr.com>

PROSPECTIVE KEY-SPEAKERS:

Shlykova Olga V

Ph.D., Professor (Moscow State University of Culture and Arts, Russia).

Westermann Arne

Ph.D., Professor (International School of Management, Dortmund, Germany).

Yaroslavtseva Elena I.

Ph.D., Associate Professor (The Institute of Philosophy of the Russian Academy of Sciences, Moscow, Russia).

Zaric Sinisa

Ph.D., Professor (University of Belgrade, Serbia).

HONORARY EXPERTS:

Berger Arthur A.

Ph.D., Professor Emeritus (San Francisco State University, USA) and Writer.

Chumikov Alexandr N.

Ph.D., Professor, General Director of 'International Press Club. Chumikov PR & Consulting' Agency, Moscow, Russia).

Gavra Dimitry P.

Ph.D., Professor (Saint-Petersburg State University, Russia).

Matyash Olga I.

Ph.D., Professor (Ivy Tech State College, Indianapolis, USA; Russian Communication Association, Russia).

Pomati Paolo

Ph.D., Professor (University of Piemonte Orientale 'Amedeo Avogadro', Italy); President of EUPRIO (European Universities Public Relations & Information Officers).

CONFERENCE PROGRAM:

The webinars of the key-speakers will be conducted at the three-day plenary session (Moscow time):

May 29 th	14:30 – 18:00
May 30 th	6:30 – 11:00
May 31 st	9:00 – 15:00

English will be the working language of the first two days of the conference (May 29-30th).

Russian will be the working language of the third day of the conference (May 31st).

Later all the presentations of the plenary session will be uploaded to the conference website <http://connect-universum.com> in both Russian and English languages.

More details will be provided in the next information letter.

To participate in the webinar must register at:
<http://webinar.ido.tsu.ru/connect-universum-2012/event/>

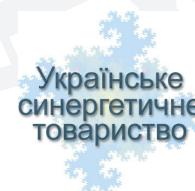
PARTNERS:



Scientific-Information Center of Culture and Art 'Infoculture'
<http://infoculture.rsl.ru>



Siberian Branch of Russian PR Association
<http://sibraso.ru>



Ukrainian Society of Synergetics
<http://www.synergetic.org.ua>



Ural Scientific-Methodical Center of Media-Culture. Founder — Russian Institute of Culture
<http://www.urfomediacycenter.ru>



Digital Scientific-Educational 'Journal of Cultural research'. Founder — Russian Institute of Culture
<http://www.cr-journal.ru>

There are three statuses proposed to the participants: 'key-speaker', 'speaker', and 'participator'. Key-speakers will conduct online webinars at the plenary session of the conference. Speakers will provide their papers for uploading them to the conference online system and further publication in journals (optional). Participators will ask questions and comment on the papers during webinars or on the website after all the papers are published.

The participation in the conference and the placing of the materials on the site of the conference are free. The publication conditions will be provided to you later. The authors from other cities will receive their copies of issues by post. The authors of the papers chosen by the expert committee will be proposed to publish them in the partner journals for free (see 'Organizers and Partners' section of the website).

The materials provided by all the participants will have been published

in appropriate sections on the forum of the conference by May 29, 2012. During two weeks the discussion on the reports will take place there.

Till June 18, 2012, every person can leave comments and questions to the reports on the site of the conference. It's an insistent request to all the participants of the discussion to specify their names and surnames while placing their questions and comments to the reports. On June 18, 2012 the opportunity to place comments will be disabled.

The additional information will be provided in 'Documents' section on the website of the International Scientific-Practical Web-Conference «Connect-Universum-2012» <http://connect-universum.com>.

The website will function after March the 30th.

CONDITIONS OF PARTICIPATION IN THE INTERNET-CONFERENCE:

In order to take part in the conference you should send your application and annotation of the report to the organizing committee of the conference to the email address connect-universum2012@yandex.ru (with the subject of the letter "Application to the conference") or register yourself on the Conference website (<http://connect-universum.com/registration>) till **April 5, 2012**.

The full text of the report should be sent to the e-mail address connect-universum2012@yandex.ru (with the subject of the letter "Report to the conference") till **April 30, 2012**:

The text of the report in the format MS Word in Russian or English for placing on the site of the conference and following publication (in the author's edition) designed in accordance with the requirements;

The annotation of the report must be given in Russian and in English (not more than 200 words);

The **digital author's photo** must be attached to the sent materials. It is preferable that the report is accompanied with video presentation, illustrative materials.

PARTNERS:



Scientific Journal 'Vestnik TSU'.
Founder — National Research
Tomsk State University
<http://vestnik.tsu.ru>



Scientific-Practical Journal
'Siberian Psychological
Journal'. Founder — Faculty
of Psychology at National
Research Tomsk State
University
<http://www.spj.tsu.ru>



Scientific-Practical Journal
'Librarianship'. Founder —
Russian State library
<http://www.rsl.ru/ru/s3/s17/s33/d93>



Scientific-Practical Journal
'Media-Library and World'.
Founder — Russian State
Library
<http://www.rsl.ru/ru/s3/s17/mediatheque/info/>

THE FOLLOWING APPLICATION FORM SHOULD BE FILLED:

Surname _____

Name _____

Place of employment _____

Position _____

Academic rank, academic degree _____

The title of the report _____

Tel., e-mail _____

Mailing address for the delivery of the collection _____

THE ORGANIZING COMMITTEE OF THE CONFERENCE:

The Department of Social Communication at Tomsk State University.

Address: Russia, Tomsk, Moscovsky trakt, 8, office 419.

Tel. 8 (3822) 529 537

Website:
<http://pr.tsu.ru>

Website of the conference:
<http://connect-universum.com>

REQUIREMENTS TO THE REPORTS:

- The volume of the presented materials is 2–8 pages in A4 format.
- The formatting options:
 - font — Times New Roman, size — 12 pt;
 - single line spacing;
 - margins: top and bottom — 2 cm, left — 2,5 cm, right 1,5 cm;
 - justified alignment;
 - tables and pictures should be fit into the format of the page;
- The title of the article is centered, in capital letters (medium-face font), without hyphenation and without a period in the end of the title;
- The author's surname and initials (the authors' surnames and initials) with the evidence of academic degree and position must be placed below the title, with a gap of 1 line, lowercase letters, centered;
- On the next line the name of the organization, city and e-mail are indicated, a comma-separated, centered;
- Below, with the gap of 1 line, the text of the report.
- The references are placed in the alphabetical order in the end of the text.

The organizers reserve the right to select the articles for publication in the issue of the conference.

