



Department of Media Technologies, Information
and Book Business
Institute of Printing Art and Media Technologies
Lviv Polytechnic National University

Media Technologies in Social Communications: Experience, Trends, Prospects

Information Letter

Dear Colleagues!

We invite you to participate in the **VIII Tyktor Readings** (in the format of the All-Ukrainian Scientific and Practical Conference with Foreign Participation) “**Media Technologies in Social Communications: Experience, Trends, Prospects**”, which will be held on **June 5–6, 2025** at the Institute of Printing Art and Media Technologies.

With this event, we continue the initiative started at the Ukrainian Academy of Printing to honour the legacy of **Ivan Tyktor** (1896–1982), a prominent Ukrainian publisher and founder of the *Ukrainska Presa* concern (1923). His approach — combining business-oriented publishing with strong social motives and the affirmation of national ideals — remains a valuable guide for modern publishers, advertisers, and media professionals.

Thematic areas of the conference:

1. Historical context of the media sphere: from analogue to digital technologies.
2. Media technologies in wartime: countering disinformation and fake news.
3. Media technologies in document and book studies: traditional approaches and new solutions.
4. Innovative content forms: interactivity and experimental formats.
5. Business innovations: analytics, effective communication, and productivity.
6. Virtual worlds: augmented and virtual reality in social communications.
7. Artificial intelligence and neural networks in media: opportunities and challenges.

Working languages: Ukrainian, English, Polish.

The event will take place in a hybrid format (offline and online).

To participate, please register by **May 20, 2025**, via <https://forms.gle/Domav4cfK8smZj6J7> and submit your materials to tyktor.readings@lpnu.ua.

Participation in the conference is free of charge.

The conference proceedings will be published electronically on the conference website and sent to participants by email.

We accept materials in all working languages, 3–4 pages long, formatted as follows: Times New Roman, 14 pt; spacing 1.5; margins 2 cm; paragraph indent 1.25 cm. Each submission must include UDC, abstract up to 300 characters (with spaces), 5–10 keywords and a list of references, arranged in alphabetical order and formatted according to DSTU 8302:2015 “Information and documentation. Bibliographic reference. General provisions and rules of compilation” (for Ukrainian sources) or in APA Style (for foreign sources). All references in the text must be cited in square brackets, e.g., [23, p. 145] or [15, 21]. Figures and tables must have headings and be referenced in the text.

Example of the formatting:

UDC 007:304:655(075.2)

**PUBLISHING CULTURE OF SCHOOL TEXTBOOK:
EDITORIAL AND DESIGN ASPECTS**

Nadiya Zelinska, Halyna Lystvak

The main aspects of publishing culture are examined using a selection of school textbooks from recent years as an example. Special emphasis is placed on the editorial and design aspects of publishing culture. Possible ways of publishing optimisation for each of these points are proposed.

Keywords: *school textbook, publishing culture, publishing product optimisation, editorial aspects, design aspects.*

The ambitious tasks that have arisen before the educational system of Ukraine in connection with the beginning of the implementation of the “New Ukrainian School” (NUS) reform cannot be solved without partnership with institutions and organisations that ensure its functioning. At the same time, creating, by the NUS Concept, “a school in which it will be pleasant to study and which will give students not only knowledge... but also the ability to apply them in life” [1], one cannot avoid revising the approaches to these “helpers”.

REFERENCES

1. Ministry of Education and Science of Ukraine (2019). *New Ukrainian School*. <https://mon.gov.ua/ua/tag/nova-ukrainska-shkola>.

2. Chernysh, N. (2013). *Osnovy Kul'tury Vydannya [Fundamentals of Book Culture]*. Ukrainian Academy of Printing.

3. Ivić, I., Pešikan, A., & Antić, S. (Eds.). (2013). *Textbook Quality: a Guide to Textbook Standards*. V&R unipress.

Organizing Committee address:

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We look forward to your participation!