European Humanities University

EUROPEAN HUMANITIES UNIVERSITY
SOCIAL SCIENCES DEPARTMENT

Dear colleagues,

We are pleased to announce the International Scientific and Practical Conference scheduled for September 11-12, 2025.
The Future of Communication Practices: Generative Technologies, Culture, and Media

Contemporary society is undergoing radical transformations in almost all aspects of social life. The key driver of these changes is cutting-edge technology, which shapes the everyday lives of people through various digital formats.

Accordingly, communication practices are increasingly influenced by generative technologies that not only transform content creation methods but also challenge traditional notions of authorship, trust, and the creative process. Artificial intelligence is becoming an active participant in information and educational spaces, impacting journalism, social media, and pedagogical practices.

The conference aims to foster an interdisciplinary understanding of these changes, discussing their implications and future prospects.

Conference Goals
1. To explore the transformation of communication practices in culture, media, and education under the influence of generative technologies and artificial intelligence.
2. To analyze new forms of creativity, interaction, and authorship in the digital environment.
3. To examine the various social challenges related to trust, ethics, and changing social roles in the AI era.

Panel 1: "Creativity and Authorship in the Age of Generative Technologies"
- Automated and hybrid forms of cultural creativity.
- The role of AI in shaping new cultural forms.
- Issues of authenticity, authorship, and ethics in the context of generative technologies.

Panel 2: "Media Space and Artificial Intelligence: Forms of Interaction"
- Social networks and automated communications.
- Issues of manipulation, disinformation, and trust in the digital society.
- The use of AI in journalism and media.

Panel 3: "Communication in the Educational Space: Digital and AI-Oriented Practices"
- The role and functions of digital media in educational strategies.
- The future of pedagogical communication in the context of technological singularity.
- Challenges of human-AI partnerships in the learning process.

The Future of Communication Practices: Generative Technologies, Culture, and Media

Conference Dates: September 11-12, 2025.

European Humanities University

Conference Working Languages: Belarusian, Ukrainian, Russian, English.
Conference Venue: European Humanities University, 17 Savičiaus Street, Vilnius.

Forms of Participation in the Conference:

1.   In-person: Presentation at the plenary session (20-30 minutes).
2.   In-person: Presentation at panels (10 minutes).
3.   Online presentation at panels (10 minutes).

Please, inform the organizers about the format of your participation in advance – preferably, when you submit your proposal, but in any case no later than one week before the conference.

Deadline for application:
Scientific and scientific-practical materials in the form of abstracts are accepted no later than **July 20, 2025**.

Publication of conference proceedings:
Following the conference, it is anticipated that electronic conference abstracts will be published, with the opportunity for preparing a scientific article.

How to apply for participation in the conference:

1. Submit an application:

Fill out the **application form** in one of the four official languages of the conference online.

Prepare and format the conference abstracts in one of the official languages of the conference according to the following requirements:
The text is typed in an editor no lower than Microsoft Word 2003 for Windows.
Format: A4. All margins - 20 mm. Font - Times New Roman. Font size - 14 pt.
The interval - one and a half. Text alignment - justified.
Avoid using automatic numbering and hyphenation.
Differentiate between "hyphen" and "dash."
The main text of the abstracts should not exceed 600 words.
Materials should be arranged in the following sequence (sample attached):

2. Abstract in English:

Author's name(s).
City, country.
Title of the thesis in uppercase.
Summary text (not more than 3-4 sentences).
Keywords (at least 3) separated by commas.

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Attention! When preparing abstracts in Belarusian, Ukrainian, or Russian, an abstract in English is also required. For abstracts in English, only one abstract in English is required.

Main text of the abstracts (not exceeding 600 words).

References:

Literature and sources (minimum of 4) arranged in alphabetical order or as they appear in the main text of the abstracts. Reference numbers are placed in square brackets in the text. Specific pages can be indicated if necessary (e.g., [7, p. 13]).

Materials are published in the author's edition. Authors are responsible for the accuracy of the information provided, compliance with legislative norms, ethics, professional correctness, and correct references to the literary sources.

Please fill out the <mark>application form</mark> and send conference abstracts to the email address conference_depsocial@ehu.lt in one file in .doc or .docx format attached to email. File names should correspond to the surname and first name of the first author and be typed in Latin script (e.g., Vasilevich_article).

We look forward to your participation in the conference!

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Abstract Formatting Sample

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Vasilevich Emma (*Vilnius, Lithuania*)

DIGITAL PROBLEM LEARNING

Abstract. The theses discuss the problematic methods and technologies of digital learning ...
Keywords: digitalization, teaching methods, artificial intelligence.

Problem-based learning of students in groups in the context of rapid digitization of education and the application of artificial intelligence requires educators' close attention and the development of necessary communication competencies [1, p. 6].

REFERENCES
1. Roberts, T.S., McInnerney, J.M. Seven problems of online group learning (and their solutions). Educ. Technol. Soc. 10(4), 257–268 (2007).
2. Salmons, J. Learning to Collaborate, Collaborating to Learn: Engaging Students in the Classroom and Online, p. 189. Stylus Publishing, Sterling (2019).