

CALL FOR PARTICIPATION

International Scientific Conference

UNIVERSITIES AS COMMUNICATION ECOSYSTEMS

12 – 14 November 2026
University of Ruse „Angel Kanchev”, Ruse, Bulgaria

The conference builds upon previous initiatives dedicated to university communication, academic media, and the public presence of higher education institutions, including the round table *Communicology of Academic Media (CAM 2018)* and the National Seminar-Meeting of Academic Media and Public Relations representatives of Higher Education Institutions in Bulgaria (2020).

The forum expands this thematic focus within an international and interdisciplinary context, emphasising academic communication, multilingualism, intercultural dialogue, knowledge exchange, digital transformation, and the role of universities as ecosystems of knowledge, science, and enduring spiritual values in contemporary European societies.

The conference is organised within the framework of Across – European University for Cross-Border Knowledge Sharing, a European university alliance bringing together the educational, research, and innovation potential of nine universities from European cross-border regions, with a special focus on culture, cultural heritage, and multilingualism.



CONFERENCE STRANDS

1. Media Communication and University Identity

- Academic media;
- University branding and institutional visibility;
- Ethical dimensions of academic communication.

2. Institutional Communication and Public Relations

- PR and communication strategies in an academic context;
- Universities' social responsibility, trust-building, and engagement with society;
- Public engagement and institutional dialogue.

3. International Dimensions of Academic Communication

- Multilingualism, multiculturalism, and intercultural communication;
- European university alliances and academic networks;
- Cross-border cooperation and knowledge exchange.

4. Academic Communication in the Digital Environment

- Communication in digital and hybrid environments;
- Artificial intelligence and communication practices;
- Media literacy, information culture, and future communication competencies.

5. Good Practices and Innovations in Academic Communication

- Successful university communication models;
- Innovative approaches to academic communication;
- Good practices from national and international partnerships;
- Communication solutions in educational and societal contexts.

IMPORTANT DATES

15 July 2026

Online registration and abstract submission via the Google registration form. For inquiries, please contact Dr. Viktoriya Ivanova at vivanova@uni-ruse.bg

30 July 2026

Notification of acceptance.

10 October 2026

Submission of the full paper / final version of the presentation to: vivanova@uni-ruse.bg

12–14 November 2026

Conference dates – onsite participation with the possibility of online attendance.

Working Language

The working language of the conference is English. Scientific papers and presentations should be prepared in English. Bulgarian participants may present in Bulgarian, provided that the presentation slides are in English.

ORGANIZING COMMITTEE

Prof. Yuliana Popova, PhD
 Prof. Aneliya Manukova, DSc
 Assoc. Prof. Tsvetelina Harakchiyska, PhD
 Viktoriya B. Ivanova, PhD

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PAPER REQUIREMENTS

The conference provides opportunities for participation through scientific papers and presentations that showcase professional practices, communication strategies, university media, and innovative solutions in academic communication. The preferred participation format should be indicated during registration.

All submitted scientific papers will undergo a double-blind peer-review process. Following reviewers' evaluation, selected papers will be proposed for publication in the Journal of Applied Linguistic and Intercultural Studies (JALIS) in accordance with the journal's editorial policy and review procedures.

Presentations will be published in a digital conference proceedings volume. Maximum length: 6 pages, including the abstract. The original paper should be submitted to the contact person via e-mail in both DOC and PDF formats within the deadline specified in this call.

We look forward to welcoming you!

SCIENTIFIC COMMITTEE

Prof. Desislava Atanasova, PhD
 Acad. Hristo Beloev, DScEng
 Prof. Daniel Bratanov, PhD
 Agata Mannino, PhD

REGISTRATION FORM

Registration link
<https://forms.gle/9PsZgrgpTRjrQ5RC8>

