



**RUSSIAN COMMUNICATION ASSOCIATION**  
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RESULTS OF THE FIRST BOOK COMPETITION

We have summed up the results of the first competition of RCA “THE BEST BOOK ON COMMUNICATION SCIENCES AND EDUCATION” (2006-2007 academic year), in which some book publications in Russian devoted to the communicative issues took part.

There were **115 authors**, who participated in the competition, including representatives from **31 regions** of Russia (Astrakhan', Barnaul, Volgograd, Volzhskij, Voronezh, Yekaterinburg, Irkutsk, Kazan', Kemerovo, Kingisepp, Komsomol'sk-on-Amur, Krasnodar, Krasnoyarsk, Kursk, Moscow, Pereslavl-Zalesskij, Petrozavodsk, Rostov-on-Don, St.Petersburg, Saransk, Saratov, Stavropol', Taganrog, Tambov, Tomsk, Ulan-Ude, Khabarovsk, Chelyabinsk, Chita, Elektrostal', Yaroslavl') and two republics – Azerbaijan (Baku) and Belarus (Minsk), **45** universities and educational institutions of Russia, **1** university of Belarus and **1** journal of Azerbaijan.

Participants of the competition submitted **88 competitive books** to the Committee.

Prize-winning places in **11** nominations were awarded to **22** participants (see on the RCA web-site the list The first book competition winners [http://russcomm.ru/rca\\_projects/bookcomp/pobed.doc](http://russcomm.ru/rca_projects/bookcomp/pobed.doc), in Russian).

**55** experts and critics of different chairs in **11** universities of Russia (from Astrakhan', Volgograd, Voronezh, Moscow, Stavropol', Tomsk State Universities, St. Petersburg State, and Politechnical State Universities, Institute of Management, Business and Law in Rostov-on-Don, Saint-Petersburg Institute of International Economic Links, Economics and Law, North Caucasian Social Institute, Stavropol') (see on the RCA web-site the list Experts and reviewers of the first book competition [http://russcomm.ru/rca\\_projects/bookcomp/juri.doc](http://russcomm.ru/rca_projects/bookcomp/juri.doc), in Russian) took part in estimation of competitive books.

The winners of the competition (authors and groups of authors, who took 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> places) will receive diplomas, Vestnik RCA (issue of 2007), annual subscription to online version of The Russian Journal of Communication (2008), invitation to publication of papers in the next issue of Vestnik RCA (2008). Besides, the winners will get books in English, granted by NA RCA, publishing houses *Pearson, Bacon & Allyn, Marquette Books* and RCA (see on the web-site RCA the list of the books Books, granted for the book competition [http://russcomm.ru/rca\\_projects/bookcomp/priz.doc](http://russcomm.ru/rca_projects/bookcomp/priz.doc), in Russian). Experts and nominating chairs of the competition will also be given books. The winners, awarded the 1<sup>st</sup> place will get the opportunity to take part in the next conference of RCA Communication-2008 (Moscow) free of charge. Unfortunately, because of a number of reasons, it was impossible to organize RCA

summer school, where it was planned to conduct a ceremony of summing up the competition. That is why the diplomas and books will be posted to the winners.

The most important result of the competition is revealing of intention, range of topics, levels of quality and tendencies of development of scientific and scientific-methodical issues of authors and groups of authors, contributing to the development of national communication science and education. According to the opinion of reviewers of the competition the most successful were the publications, based on a long methodological research of the subject and its reflection in profound scientific traditions, both national and foreign.

We sincerely congratulate the winners of the competition, thank all the participants, and nominating organizations, experts and reviewers, who helped to conduct our first book competition with success. The next book competition for 2007-2008 academic year will be announced in September 2007.

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## PRESS-RELEASE OF THE ICA CONFERENCE

The 57th Annual Conference of the International Communication Association (ICA, <http://www.icaheadq.org>), the RCA and NARCA attended as ICA-affiliate organizations, took place in San Francisco, California, the USA, on 24-28 of May 2007, with over 2000 participants. The agenda of the conference managed to be placed only in the brochure of 256 pages! The conference urged the participants to discuss key-topics of communication and view a wide range of important questions within the theme of the conference "Creating Communication: Content, Control and Critique".

The conference included preconference workshops, plenary and panel sessions, interactive paper sessions with over 160 individual poster presentations, reports and annual awards presentations. There were the following Division/Interest groups: Information systems, Interpersonal communication, Mass communication, Organizational communication, Intercultural communication, Political communication, International and Development Communication, Instructional and Developmental Communication, Health Communication, Philosophy of Communication, Communication and Technology, Communication Law and Policy, Popular Communication, Public Relations, Language and Social Interaction, Visual Communication, Journalism Studies, Intergroup Communication and some others. A foyer of Hilton hotel hosted an informal sitting room for communication of post-graduates and newcomers of the conference. Two-days sections preconference workshops might be its most interesting form. They took practically the whole day, unlike plenary and panel sessions, lasting 1 hour and 15 minutes with 15-minute breaks between them. This year, according to the agreement between RCA and ICA, a section Public Relations in Eastern Europe, Russia, and CIS: Six Years into the New Millennium was organized, headed by professor Katerina Tsetsura (University of Oklahoma, the USA).

Sonia Livingstone, professor from Great Britain, Department of Media and Communications of London School of Economics and Political Science, became a new president of ICA. With her coming ICA is going to continue international direction in its activity. New Executive Committee of ICA discussed trends of further collaboration for making the next agreement between RCA and ICA (September 2007). We will continue to receive journals of ICA, and have an access to information on ICA website, that has been done by professor S.V. Klyagin (RSHU, Moscow), also we will continue business meetings and organizing a panel sessions of RCA – NA RCA members in the framework of annual ICA conferences.

There was an exhibition of famous publishers of literature on communication, among which Blackwell Publishing, publishing journals of ICA (Journal of Communication, Communication Theory, Human Communication Research, Journal of Computer-Mediated Communication, and a new journal Communication Culture and Critique). Their novelty is 12-

volume encyclopaedia on communication (the editor is W. Donsbach, Dresden University of Technologies). Publishing house Routledge Taylor & Francis presented books and journals of NCA, regional and other journals on communication. Besides, there were presented such publishing houses as Erlbaum Associates, Hampton Press, Oxford U Press, and also Sage Publication. Many ICA presidents published their books and text-books in this popular publishing house, which publishes such journals as Communicative Studies, European Journal of Communication, Journal of Business Communication, Written Communication, Discourse and Communication, Visual Communication and many others. Publishing house Marquette Books ([www.MarquetteBooks.com](http://www.MarquetteBooks.com)) also presented their publications. RCA has drawn an agreement about publishing our new journal The Russian Journal of Communication with their director, professor David Demers.

The next ICA conferences will be held on 22-26 of May, 2008 in Montreal, Canada, and 21-25 of May 2009 in Chicago, Illinois, the USA.

On the site of RCA you can find some photos, taken by a participant of the conference Irina Rozina.

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## CONFERENCES

RCA invites partner and other interested institutions to joint preparation and holding conferences on a highly specialized communicative orientation. This year organization of such conference is realized together with the Culturology and Russian Language Department (Associate Professor Elena Yahontova), the Saint-Petersburg Institute of International Economic Links, Economics and Law, which played host to Communication–2006 conference in St. Petersburg.

### **Interregional and International Conference "National and cultural space and communication challenge"**

October 25-26, 2007, Saint-Petersburg

Deadline: September, 1.

Topics to discuss:

- Culture in the Context of New Information Technologies and Telecommunications Environment.
- Internet as the Space for Intercultural Communication.
- Speech Personality and Culture.
- Art Information Specificity in Traditional World Culture.
- Educational Space in the Context of Computer-Mediated Communication.
- Professional Communication Ethics.
- Culture of Denomination Relations.
- The Russian Language as the Means of Communication.

Contacts: Elena Jahontova: [cult@ivesep.spb.ru](mailto:cult@ivesep.spb.ru), [e\\_yahontova@rambler.ru](mailto:e_yahontova@rambler.ru)

### **Second Taurian Readings "Anaharsis"**

September 13-17, 2007, Donuzlave, Ukraine

Deadline: July 1, 2007

Topics to discuss:

- Anthropological Perspectives of Man-caused Civilization
- Modern Concepts of Meta-science
- Civilian Consent and the Mechanisms of its Realization

- Section of Branch Sociology (theoretical problems. Branch and special sociology development)

Contacts: [www.anaharsis.net](http://www.anaharsis.net)

**International hermeneutical conference "Understanding and reflection in communication, culture and education"**

October 8 – 10, 2007, Tver

Deadline: July 1, 2007.

Topics to discuss:

- Hermeneutics in culture and education
- Hermeneutics categories
- Applied and constructive hermeneutics
- Hermeneutical school of Tver

Contacts: U.A. Lvova [hermeneutics@gmail.ru](mailto:hermeneutics@gmail.ru),

**Second international conference "Sociology of innovation: social mechanisms of forming innovative area"**

November 29-30, 2007, Moscow

Deadline: October, 15

The main aim of the conference is to analyze the results of sociological study of innovative sphere, determination the theoretical and practical tasks of sociology of innovation in intellectual property management under conditions of forming knowledge society and economical diversification.

Contacts: [socin.rgiis@mail.ru](mailto:socin.rgiis@mail.ru).

**26th scientific conference of the International Association for Media and Communication Research**

July 20-25, 2008, Stockholm

Topics to discuss: Media and global differences.

Contacts: [www.iamcr.net](http://www.iamcr.net)

**International Science and Theoretical Conference "Communicative strategies of information society"**

October 9-11, 2007, Saint Petersburg

Deadline: July 2, 2007.

Topics to discuss:

- Information Society: Philosophy, Technology, Policy
- Communicative Strategies and Information Society Technologies
- Globalization and Communication
- Problems of Mass Communication and Strategies of Social Management
- Theory, History, Practice
- Communicative Strategies and Youth Policy
- Indirect Communicative Strategies: Science, Education, Culture
- Problems of Cross-cultural Communication
- Evident and Latent Channels of Social Influence in Information Society

- Web-resources and PR-technologies
- Web society: Historical and Philosophical View
- Personality in Information and Web-society
- Motivation and Manipulation
- Intellectual Communication
- Problem of Information and Intellectual Resources
- Intellectual Nets and Humanitarian Technologies
- Education as Intellectual and Communicative Net
- Games as Communicative Strategies in Youth Sphere

Contacts: shil@onti.tu.neva.ru

**International science conference "Innovative technologies in humanitarian science"**

September 25-30, 2007, Krasnodar

Deadline: July 10.

Topics to discuss:

- University as a Centre of Society Humanization
- Innovative Economy
- Innovative Methods in Pedagogy
- Science of Science
- Social Medicine

Contacts: kuv@ulsu.ru

**International science conference**

**"Psycholinguistics: personality – ethnos – image of world" in memory of professor I.N.Gorelov**

October 6 – 8, 2008, Saratov

Deadline: July 15, 2007.

Topics to discuss:

- Philo- and Ontogenetic Aspects of Language and Thinking
- Language Consciousness and the Image of World
- Linguistic Problems of Intercultural Communication
- Theoretical and Practical Aspects of Phonosemantic Investigations
- Verbal and Non-verbal in Communicative Activity
- Dialogue of Cultures in Teaching Foreign Languages

Contacts: Professor I. Ivanushina

8 (8452) 210648; fax: 8 (8452) 210644. conference2008@rambler.ru

**Conference "Building connections with languages and cultures"**

July 26-28, 2008, Vladivostok.

Deadline: January 31, 2008.

Topics to discuss:

- English in the Pacific Rim Countries
- Teaching Methods
- Cultural Issues
- English for Specific Purposes
- CALL, Technology and Multimedia
- Materials Writing

- Teaching Literature and Arts
- Teacher Development and Education
- Interpreting and Translating
- Linguistics
- Other Languages
- Global Issues in Language Education
- Area Studies

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## NEW MEMBERS

Meet the new members of the Russian Communication Association (February-June 2007)

**Alexandrova Olga Viktorovna** – Lomonosov Moscow State University, Doctor of Philology, professor, chair, the English Language Department at the Philology Department. Main research interests: communicative and pragmatic issues in speech formation.

**Balykina Galina Anatoliyevna** – Stolypin Povolzhiye State Service Academy (PAGS), Senior Lecturer. Main research interests: axiological aspects of communicative practices in education.

**Bukhantseva Nina Viktorovna** – Volgograd State University (VolGU), director, Information Technologies Center, Ph.D. (Education). Main research interests: pedagogy of students' professional training with telecommunication technologies in virtual learning environment.

**Davydova Lyudmila Nikolayevna** – Astrakhan State University (AGU), director, Institute of Pedagogics, Psychology and Social Work, Doctor of Science (Education), Associate Professor. Main research interests: modern educational technologies, strategic management, quality management in education.

**Kashkin Viatcheslav Borisovich** – Voronezh State University (VGU), German Philology Department (RGF), chair, Theory of Translation and Intercultural Communication Department, Doctor of Philology, professor. Main research interests: intercultural communication theory.

**Kuznetsova Elena Igorevna** – Dobrolyubov Nizhniy Novgorod Linguistic University, Associate Professor, Department of Philosophy and Social Communication Theory. Main research interests: syllabus design, courses taught "Introduction to the journalist's creative work", "Techniques and technology of mass media" (for Journalism majors), "Theory and practice of mass communication," "Journalism history," "The role of the mass media in forming the public opinion," (for Public Relations majors); "Mass communications and media planning," " Theory and practice of mass media" (Advertisement majors).

**Minina Svetlana Petrovna** – Communications agency Creatoric, copywriter. Main research interests: practical application of communication theory (Advertisement, Public Relations); the language of fiction.

**Oganesyants Nataliya Alekseyevna** – Severo-Osetinsk State Pedagogical Institute, Associate Professor, the English Language department, Ph.D. (Education). Main research interests: intercultural communication, information communication technologies in education.

**Pochekayev Roman Yulianovich** – Saint-Petersburg State Electric Technical University LETI (SPbGETU LETI), Senior Lecturer, Ph.D. (Law). Main research interests: history of communication, organizational communication, communication and law, interinstitutional communication.

**Savrutskaya Elizaveta Petrovna** – Dobrolyubov Nizhniy Novgorod Linguistic University, chair, Department of Philosophy and Social Work, Philosophy Doctor, professor, acting member of the Academy of Pedagogical and Social Sciences. Main research interests: philosophy of communication, communication management, intercultural communication.

**Strigankova Elena Yuriyevna** – Stolypin Povolzhiye State Service Academy (PAGS), chair, the English Language Department, professor, Ph.D. (Philosophy), Associate Professor. Main research interests: communication management, communication practices, PR-communication.

**Kharkovskaya Antonina Aleksandrovna** – Samara State University, Ph.D. (Philology), professor, chair, English Philology Department. Main research interests: communication strategies in different kinds of discourse.

We are looking forward to active participation of all interested specialists in preparing a new issue of RCA Bulletin. Please, send your news, suggestions and materials for the next issue of the RCA Bulletin to Maxim Kravets at [share\\_kra@mail.ru](mailto:share_kra@mail.ru); for list distribution and web-site to Marina Raskladkina at [russcomm@mail.ru](mailto:russcomm@mail.ru).

The Bulletin was compiled by Elena Zhukova (Moscow), Maxim Kravets (Voronezh), Marina Raskladkina (Moscow), Irina Rozina (Rostov-on-Don).

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