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2nd FORTHM Annual conference 2025 - PRESENTER's badge



Badge Awarded to

MYKHAILENKO Halyna

This badge recognizes the attendee's valuable contributions, active involvement in the academic community, and significant input towards advancing knowledge and innovation in the field.

#conference #FORTHM #research

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FORTHM

forthem@u-bourgogne.fr

<https://www.forthem-alliance.eu>

Criteria

About the conference:

2nd Annual FORTHM Conference – Connecting Worlds of Science and Society took place on **January 29-31, 2025**. It was organized and attended by the academic community of **9 universities** of the FORTHM Alliance:

- Jyväskylän yliopisto, Finland
- Université de Bourgogne, France
- Johannes Gutenberg-Universität Mainz, Germany
- Università degli Studi di Palermo, Italy
- Latvijas Universitāte, Latvia
- Universitetet i Agder, Norway
- Uniwersytet Opolski, Poland
- Universitatea Lucian Blaga din Sibiu, Romania
- Universitat de València, Spain

as well as *external partners of the FORTHM Alliance*.

General sessions:

- Navigating the challenges and opportunities of diversity and migration
- Enhancing multilingualism and learning in schools and universities
- Ensuring safety, nutrition, and sustainability
- Shaping the future through digital transformation
- Climate Change and resource management: strategies for a sustainable future
- Cultural exchanges and integration in the 21st century Europe
- Improving life quality and resilience amid demographic shifts
- Art and Aesthetics as critical infrastructure in an uncertain world
- Preserving cultural heritage - balancing tradition and modernity
- AI-driven realities: embracing the future of human and machine synergy

Cross-disciplinary sessions specially targeted for Early-Stage researchers:

- Social Sciences, Humanities and Arts: insights from next-gen researchers
- Natural and Life Sciences: insights from next-gen researchers

Conference in numbers:

The conference spanned **3 days**, offering **12 thematic sessions** with over **100 presentations and posters**, totaling **15 hours** of engaging content attended by more than **350 participants**.

The recipient of this badge was selected based on fulfilling the following criteria:

1) Attendance: The individual must have attended the conference sessions or events as well as at least one of the following:

2) Active Participation: Demonstrated engagement through asking questions, contributing to discussions, or participating in workshops.

3) Contribution to Community: Showcasing efforts to foster a sense of community by networking, collaborating with peers, or sharing insights.

4) Feedback and Reflection: Providing constructive feedback or reflections on the conference content or organization.

additionally:

5) Knowledge Sharing: Demonstrating knowledge sharing through presentations, posters, or discussions

by presenting:

[MYKHAILENKO, Halyna]"Art and Aesthetics as Critical Infrastructure in an Uncertain World"

within session

"Art and Aesthetics as critical infrastructure in an uncertain world, chaired by Dr. Marius L. Igland (Universitetet i Agder, Norway) and Dr. Elżbieta Nieroba (Uniwersytet Opolski, Poland)"

For more information, please access the CONFERENCE PLATFORM <https://conferences.lu.lv/event/604/>

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USE OF IMPLICATION AND PSYCHOLINGUISTICS IN POLITICAL CAMPAIGNS

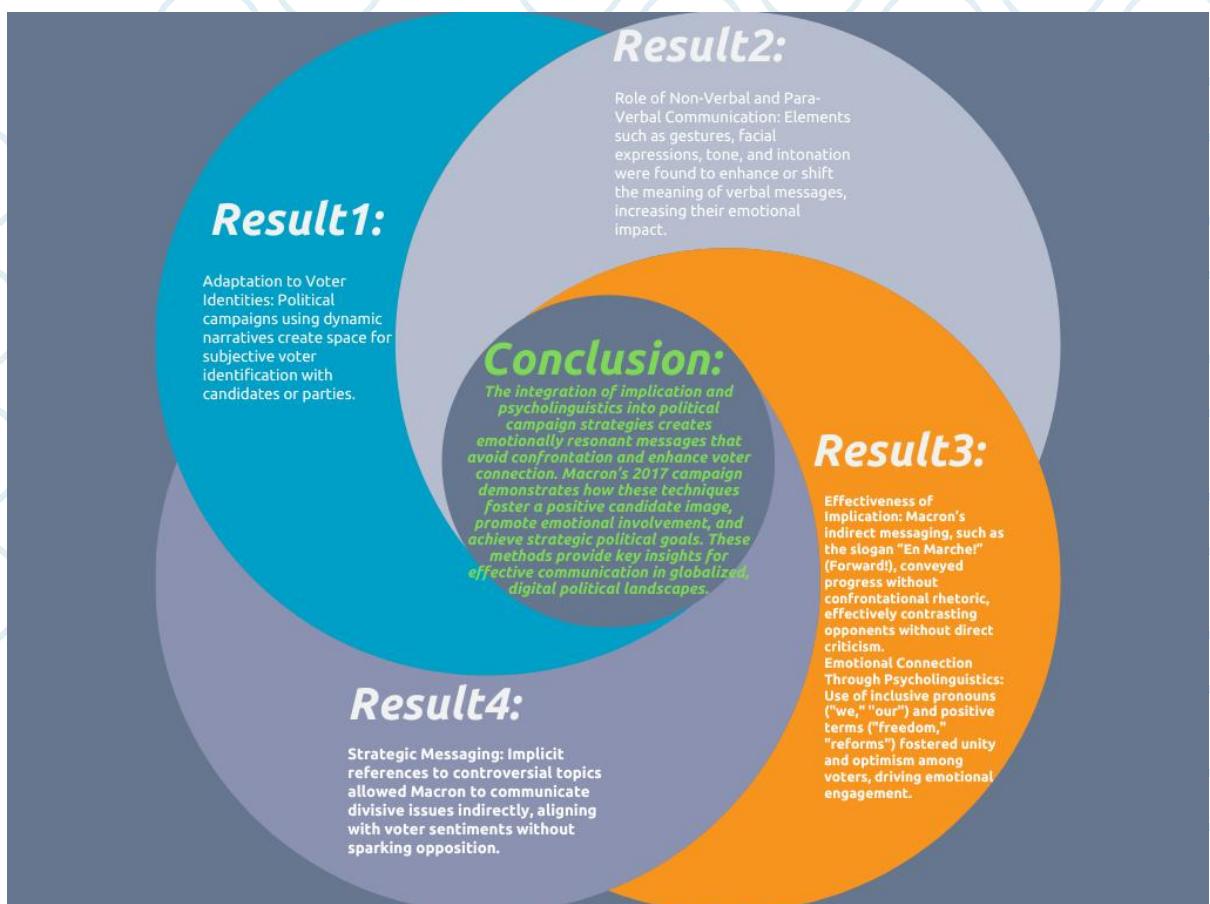
Mykhailenko Halyna,
Poltava State Agrarian University, Ukraine
halyna.mykhailenko@pdau.edu.ua

These theses result from the author's participation in the collective short-term mobility program "European Elections 2024 and the Future of Europe", organized by the University of Valencia, Spain. These documents are a logical continuation of the issues raised during this program.

Background: Political campaigns in the modern world face the challenges of globalization and digitalization, necessitating new approaches to voter communication. The recognition of language's ability to influence political processes has emerged relatively recently. Postmodern discourse considers identity as subjective and dynamic, making it adaptable to sociocultural changes, which is crucial for the success of political campaigns. Incorporating psycholinguistics and implication strategies allows campaigns to address the fluidity of voter identities, ensuring relevance and resonance with their narratives.

Aim: to analyze and demonstrate how linguistic tools, such as implication and psycholinguistics, can enhance the effectiveness of political campaign strategies by adapting messages to voter identities and emotional responses. The ultimate goal is to create a more profound emotional connection between politicians and their audience.

Methods: Linguistic Analysis: Examining the role of discourse, lexical choices, and stylistic features in political communication. Case Study: Analyzing Emmanuel Macron's 2017 presidential campaign as an example of effective use of implication and psycholinguistics in creating impactful communication strategies. Psycholinguistic Insights: Investigating how language triggers cognitive and emotional reactions to form emotional connections with voters.



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References: 1. Nagorna L. Political language and language policy: the range of possibilities of political linguistics. Kyiv: Svitoglyad, 2005. 4 p. 2. Nagorna L. Political language and language policy: the range of possibilities of political linguistics. Kyiv: Svitoglyad, 2005. 22 p. 3. Pietsuh O. I. Parliamentary debates of the United Kingdom of Great Britain and Northern Ireland in the cognitive-discursive paradigm. Cherkasy: Yu. A. Chabanenko Publisher, 2018. 25 p.



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Second Annual FORTHEM conference

FORTHEM – Connecting Worlds of Science and Society

January 29-31, 2025