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JOHANNES GUTENBERG
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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

Issued on: 2025-03-15

Issuer



FORTHM

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<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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Museums as Cognitive Spaces: Integrating Psycholinguistics, Marketing, and Educational Programs for Diverse Audiences

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These theses result from the author's participation in the EMI teaching course organized by the University of Leicester, UK, and a visit to the Ashmolean Museum in Oxford.

Background: Museums play a vital role in education, combining the preservation of cultural heritage with learning and dialogue. In the context of globalization and migration, they serve as platforms for integration and adaptation, using innovative approaches. The application of psycholinguistics and marketing enhances emotional engagement, improves information perception, and supports social adaptation.

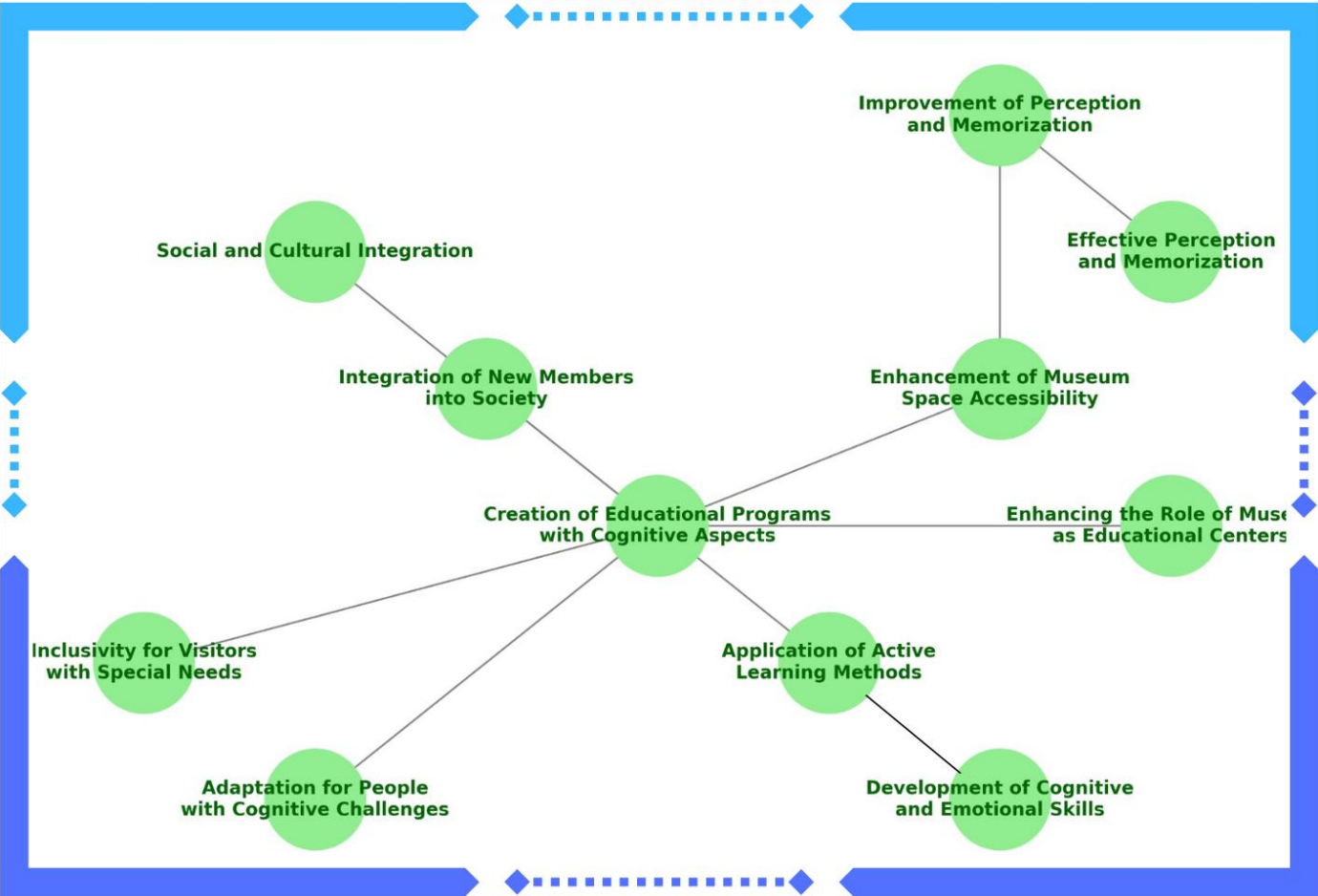
Aim: develop approaches integrating psycholinguistics, cognitive sciences, and marketing to enhance the educational value of museums and their contribution to visitors' cultural awareness.

Methods: Psycholinguistics: Using language strategies to establish an emotional connection with the audience and improve the perception of exhibits.

Emotional Triggers: Applying visual, auditory, and textual stimuli to activate memory and attention.

Cognitive Programs: Developing active educational approaches that promote social and cultural integration, with potential adaptation for inclusive needs.

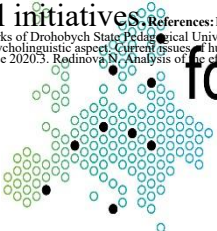
Results:



Conclusions: The integration of psycholinguistics, cognitive sciences, and marketing opens new opportunities for museums as educational and integrative spaces. These methods not only enhance visitor engagement but also support the adaptation of new members of society, including migrants and students as well as making museums accessible to people with cognitive impairments.

Acknowledgements: I would like to thank the Yednist' Group (participants) for their support. There are no conflicts of interest. The project was carried out without external funding, as part of my educational initiatives.

References: 1. Krasulya, A. V., Shumylo, A. O. (2021). Peculiarities of preserving the pragmatic potential of English-language advertising slogans // Problems of humanitarian sciences: a collection of scientific works of Drohobych State Pedagogical University named after Ivan Franko. Philology series. 2021. Issue 47. P. 99–104. DOI: <https://doi.org/10.24019/2532-4565.2021.47.132>. Saychuk R. Stylistic devices in the headlines of modern media texts: psycholinguistic aspect. Current issues of humanitarian sciences. Interuniversity collection of scientific works for the 10th anniversary of the Institute of Humanities. HELVETICA Publishing House 2020.3. Rodinova N. Analysis of the effectiveness of emotional marketing in a competitive market. Academic Visions. Issue 33. 2024. DOI: <https://academic-visions.org/index.php/article/view/1333>



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