

## **Requirements for Article formatting for publication in the proceedings of the student scientific and practical conference BAFO-2025**

### **Key points:**

1. You can register for the Forum and submit your articles on the website [bafoforum.ru](http://bafoforum.ru)
2. Submission of manuscripts: November 5, 2025 (inclusive)
3. The text of the article must be carefully proofread, edited, and approved by the academic supervisor

### **Sections of the student conference:**

1. PR communications in business;
2. Advertising and marketing communications in times of crisis;
3. Internet promotion: technologies and cases;
4. Advertising and PR in the sphere of culture and the experience industry;
5. Trends in the development of the media sphere and journalism;
6. Socio-psychological aspects of PR and advertising;
7. Current issues in regional studies and international relations;
8. Interaction between the state and society;
9. Modern trends in the development of the digital economy, management, and business informatics;
10. Artificial intelligence in the socio-humanitarian sphere: possibilities and limitations;
11. Digital society: technological aspects;
12. Environmental safety in modern society;
13. Topical Language and Communication Issues (in English);
14. ICT and Digital Frontiers (in English).
15. East Asia: current issues and development trends.

**A scientific paper that falls outside the scope of the section's topics will be rejected due to non-compliance with the section's theme!**

**Based on the results of the student conference, the best reports will be selected, and the winners will receive valuable gifts from BAFO sponsors.**

### **Article Formatting Requirements:**

1. The text is accepted in electronic form as a file **with the extension \*.doc or \*.docx**. Files in other formats will not be considered.
2. Article length -- **from 5,000 to 7,000** characters including spaces (excluding author information and the list of references), page format: A4.
3. **No more than 2 authors** are allowed per report.
4. The file name must consist of the section number and the participant's(s) full name(s).

**Example: stud1EnikeevaEM.doc / stud1EnikeevaEMOkunevaVI.doc**

5. Page margins: 2 cm. Font: Times New Roman.
  - 14 pt -- Full name (semi-bold), article title (semi-bold + uppercase), article text.
  - 12 pt -- Scientific supervisor, educational institution, list of used sources and literature (+ the heading itself -- semi-bold), figure captions, tables.
  - Line spacing: single. Paragraph indent: 1.25 cm.
  - List numbering is not automatic (manual).
  - Automatic hyphenation throughout the text.
  - Right alignment: Full name, educational institution, scientific supervisor, other author information.
  - Center alignment: Title, list of references.
  - Justified alignment: Article text, list of references.
  - Page numbering: bottom right corner.
  - Tables are aligned to the page width.
6. Title block:

- Author's(s') full name(s);
- Full name of the educational institution;
- Information about the scientific supervisor -- academic degree, academic title, position;
- Article title (numbers in the title are written in words).

7. Originality of the text should be **at least 70%**.

8. **References to sources in the text** are made according to the full bibliographic description of

the source after the text to GOST P 7.0.52008 "Bibliographic reference".

\*Each source should be referenced in the text at the end of the article, which is given in square brackets with

the source number in the list and the page number of the source of the citation (if there is a citation).

Bibliographic references are arranged in alphabetical order. References to sources are mandatory. No more than 4 sources.

9. The **text can contain no more than 1 figure or no more than 1 table**. Figures and tables are numbered. Figures should have captions and tables should have headings.

10. The text should be **original, completed, and the style of presentation should be scientific**.

**We recommend using the template when preparing your article. All articles will be checked for compliance with the requirements. Failure to comply with the formal requirements is grounds for refusing to accept articles for publication in the collection. The final decision to reject the publication of articles is made exclusively by the Editorial Board. The Editorial Board reserves the right to refuse to publish materials without giving reasons.**

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**We are waiting for you at the XXVII International Baltic  
Communication Forum!**