



*I N V I T A T I O N*

**Institute of East Slavic Philology  
of the Faculty of Modern Languages and Literatures  
of Adam Mickiewicz University in Poznań  
is honoured to invite**

**Madam/Sir .....**

**to take part in the International Jubilee Scientific Conference  
"NEW CULTURAL, LINGUISTIC AND COMMUNICATIVE IDENTITIES"  
which will take place on September 16-18, 2025  
at the Institute of East Slavic Philology, Adam Mickiewicz University in Poznań**

**Conference announcement**

This academic conference which is planned to be held in September 2025 will be an opportunity to celebrate the 60th anniversary of the Institute of East Slavic Philology of AMU. Our proposition is to meet and reflect together on the formation and transformation of identity in the context of cultural, linguistic and communicative changes determined by social, political and technological realities which are evolving dynamically. The process of shaping new social phenomena is reflected not only within the realm of the Internet (social media and streaming platforms), but also within the fictional worlds of literary texts, language and communication. Faced with the global context, the East Slavic region appears as a unique sphere where the historically and culturally rooted identity issues have now acquired an utterly distinct nature.

We would like to invite you to present the results of your research, both theoretical and empirical, in the form of conference papers. Submitted and accepted topics will be grouped in accordance with their thematical affinity and presented at the conference during the literary studies, linguistic and communicological sessions.

Among others, we are interested in the following notions:

- The role of East Slavic literature in shaping national identity and redefining national consciousness in the context of ever-changing political and social circumstances;
- Literary examples of transculturalism and their influence on contemporary literature;
- Historical memory and trauma in East Slavic literature;
- Literary texts as testimonies to the dawn, transformation and dusk of identity;
- New literary forms and interactivity in the context of technological developments;
- East Slavic literature in terms of postcolonial theory;
- East Slavic literature in the context of the problem of literary historiography;



- The impact of migration on self-identification, involving hybrid identities;
- East Slavic literature as correlated with gender identities; new iterations of masculinity in literature, non-patriarchal masculinity;
- The literary reception of social advancements;
- The role of objects in the construction of identity – the “turn to objects” approach;
- Identity interpreted from the post-human perspective;
- Generational identities in literature, the specificity of the creations of millennials and Generation Z;
- Digital identity as a new way of existing in the modern world, identity creation in video games, the problem of identity in “cyberpunk” literature, science fiction;
- Exile in literary, cultural and linguistic terms;
- New trends in neology and neography, semantics and vocabulary;
- The language of the mass media as a tool of shaping cultural identities, as well as national, ethnic, social stances and new sociolects;
- The linguistic landscape in the public space as a key indicator of the interaction between communities and social groups;
- Environmentally-friendly communication and its role in promoting pro-environmental attitudes and actions;
- The new media and identity: An analysis of the impact of the new media and digital technologies on cultural and linguistic identities. The role of social media, including blogs, vlogs and other forms of digital communication in developing contemporary identities;
- Identity and globalisation: The impact of globalisation on local linguacultural and communicological identities, “burdened” identities as a cultural-communicative issue in the modern world;
- Minority languages and their role in shaping identity, efforts undertaken to protect and promote minority languages;
- Gender identity and communication: The impact of linguistic/non-linguistic interaction on the expression and formation of gender identity, the inclusivity of communicative practices and their impact on society;
- Landscape-focused communication: an exploration of place names, objects (including sculptures or monuments) and their correlation with the public space and shaping new identities;

The conference will be held in a hybrid mode. Foreign plenary speakers are expected to participate. Working languages of the conference are: English, Belarusian, Polish, Russian, Ukrainian.

***We are counting on your active participation in our scientific endeavour.***



UNIwersytet im. Adama Mickiewicza w Poznaniu

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Faculty of Modern Languages and Literatures  
Institute of East Slavic Philology

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**The Director of the Institute of East Slavic Philology  
(Prof. UAM dr hab. Wawrzyniec Popiel-Machnicki)**

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