

## **TEXT FORMAT OF THE SCIENTIFIC REPORT FOR THE CONFERENCE AND ABSTRACTS OF THIS REPORT: COMMON AND DIFFERENT**

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The academic text as an intellectual work of the author or a team of co-authors is presented at scientific conferences in two formats: oral (publication of a scientific report in the form of a public speech) and written (publication of abstracts in the collection of conference materials). Such a text in both of these formats is prepared by means of the scientific style of the literary language, which will be used for the scientific communication. However, in addition to this first common feature of oral and written scientific texts, there are a number of other common features regarding the research carried out: the presence of the same topic, goals, objectives and conclusions, the same source and statistics used, reliability of facts, accurate quotes, the objectivity and argumentation of information, the correct use of terms in accordance with their definitions, integrity, coherence of the text and the implemented principles of scientific ethics (academic virtue). Despite the presence of a considerable number of common features of oral and written scientific text, aimed in both its formats at achieving effective and convincing communication between the addresser (author, speaker) and addressees (readers, listeners), public speaking at a scientific conference is not all reading out the pre-written text of abstracts, although in recent years this is more common in practice. Therefore, for applicants for bachelor's and master's degrees in higher education, not only is awareness of this important, but also the acquisition of the necessary quality and perfection of integrative linguistic and communicative competence in the public dimension of scientific discourse in both state/official and international languages. This is relevant for students of various faculties, specialties and specializations, but the intellectual activity of specialists in international business, international law, translation, management most requires such competencies in the space of different languages within the Indo-European language family.

The comprehensive purpose of our study is a comparative analysis of the functional resource of student scientific conferences, organized both offline and on modern online platforms Zoom, Google meet, to highlight common and distinctive features of oral and written academic text, which is a universal tool of verbal communication and skillful use

of which reflects the integral professional competence formed in higher education applicants.

In recent decades, the peculiarities of scientific communication at student sections of final multidisciplinary university conferences (such as the annual «Science Week» at National University «Zaporizhzhya Polytechnic») and in the format of inter-university and all-Ukrainian scientific-practical conferences have increasingly attracted the attention of researches. Actualities of both formal and informal (pre-publication) scientific communication, in particular its features in the era of digitalization, its ethical values and priorities in the modern international space, are the objects of aspect research of modern Ukrainian scientists: Zelinska N.V., Onufrienko H.S., Seligey P.O., Semenog O.M., Yaroshenko T.O. and others.

The objective of this research is to determine the potential of a unique educational and scientific resource in improving the linguistic and communicative competence of undergraduate and graduate students on the example of the established tradition of National University «Zaporizhzhya Polytechnic» in organizing annual inter-university student scientific conferences, which was founded in 2004 for the Day of Ukrainian Literature and Language by Associate Professor Onufrienko H., responsible for the scientific work of the Department of General Language Training.

The variety of topics and issues of student scientific conferences for this important holiday of the state language from year to year was provided with new, original and practically significant dimensions in highlighting the functional paradigm of modern Ukrainian literary language in all professional discourses, in all societies and in European and world spaces.

And if the tasks of the first student scientific conferences provided for the participation of students from various technical and non-technical faculties of the university, the scope of subsequent student scientific conferences – multi-day active scientific communication in Ukrainian and about the Ukrainian language of students from several, and then all Zaporizhzhya higher education institutions, a little later – from universities and academies of the capital, other major cities of Ukraine and with international participation. Graduates of the university are also actively involved in student scientific conferences. Some of them defended their dissertations, but gratefully note in their reviews that the first steps in the field of science were made at the alma mater at these student scientific conferences.

The thematic range of the largest interdisciplinary student scientific conferences at National University «Zaporizhzhya Polytechnic» is quite wide and undoubtedly relevant in the national and modern international scientific space: problems of Ukrainian stylistics, terminology, communicative studies, comparative studies, translation studies and complex problems of interdisciplinary dimension. The plenary and sectional meetings of all student scientific conferences raised the most important issues of speech, terminological, communicative and rhetorical competencies of higher education students needed in their chosen professions.

The forms and scales of student scientific conferences (from intra-university to inter-university, city, regional, with international participation), geography and quantitative

indicators of their participants are increasing every year. Taking into account the demand for new specialties and the development of the Ukrainian language, the topics of student scientific conferences are diversified and the issues of sections and locations are deepening.

Forms of student scientific conferences are updated by online platforms. The cultural program of student scientific conferences is a source of various cultural resources. Opportunity to actively participate in student scientific conferences for students of all courses is available.

Thus, the multidimensional analysis of almost twenty years of successful experience of National University «Zaporizhzhya Polytechnic» in organizing student scientific conferences dedicated to the Day of Ukrainian Literature and Language conducted in the context of the modern paradigm of professional communication shows that these conferences are not only an effective communication platform, but also a powerful tool for the development and improvement of integrative language and communication competence of undergraduate and graduate students, a mandatory resource for in-depth comprehensive professional training to study at the educational and scientific level of higher education: public presentation of personal achievements of students under the guidance of experienced researchers preparation of competitive scientific works in Ukrainian. Student scientific conference is a universal form of intensive formation of scientific worldview and intellectual training by means of state and international languages, a form of interactive approbation of personal case studies in academic genres of term papers and dissertations and a reliable traditional annual scientific and cultural resource with significant patriotic potential. Annual student scientific conferences dedicated to the Day of Ukrainian Literature and Language are a powerful and effective, dynamic and creative, cognitive and integral resource of the modern educational and scientific paradigm in its complex purpose and results.

In summary, a comparative analysis of the text format of the scientific report and the abstracts of the same report for the collection of conference materials convinces that against the background of commonalities between them there are also specific features, ignoring which is unacceptable, otherwise destroys not only the quality of communication but also language communication. The differences between oral and written scientific text of the report are related to the personal intellectual qualities of the author (for example, general and specialized erudition is more manifested in public speech and during its discussion in debates, polemics, controversy), and the culture of behavior in general, and the use of certain non-verbal means of communication (in particular, «eye language» in the process of public speech and active discussion), and speech culture and technique (for example, some shortcomings of speech technique interfere with the full quality of communication: too fast or too slow pace of speech, lack of necessary pauses at least between sentences or their presence after each word; incorrect emphasis especially in scientific vocabulary, including terms, etc.), and rhetorical competence. The quintessence of rhetorical competence is embodied in a rhetorical formula that should be guided in oral communication and consists of seven laws of rhetoric, arranged in strict sequence (in

particular, the speaker's willingness to objectively analyze, inform and draw balanced conclusions; promptly select and rank arguments to achieve persuasion or refutation when answering questions; to establish reliable communicative contact with the audience, respecting all interlocutors; to initiate a culture of discussion with opponents, etc.) and, of course, in the mandatory triad of competencies in the language of the profession (language, terminological, communicative) in science discourse, when in general the lexical and in particular the terminological stock of the speaker is quite sufficient, oral speech is skillful, communication is civilized and virtuous.

The whole set of factors (intellectual, ideological, behavioral, ethical, nonverbal, linguistic, speech, terminological, communicative, rhetorical), which directly affect the degree of success of a public speech at a scientific conference, determines the range of distinctive features of a public presentation of scientific information in the genre of the report text from its written theses. But reading out the written text of the report prepared for publication at the conference, instead of the public speech on the topic and materials of theses, which should be personalized, unique, independent and even charismatic, is a completely harmful practice that must be eliminated and get rid of on the way to informatization and intellectualization of society in the coordinates of virtue, creativity, responsibility.