

**Московский государственный университет
имени М.В. Ломоносова
Факультет иностранных языков и регионоведения
Факультет политологии
Социологический факультет
Философский факультет**



АНГЛИЙСКИЙ ЯЗЫК ДЛЯ ГУМАНИТАРНЫХ ФАКУЛЬТЕТОВ

Выпуск 9

**Материалы VIII Межфакультетской научно-
практической студенческой конференции
на английском языке
«Страна изучаемого языка в сфере
гуманитарных наук»
11 - 16 марта 2024 года**

посвящается Году семьи

**Организатор: кафедра английского языка для
гуманитарных факультетов факультета иностранных
языков и регионоведения МГУ имени М.В. Ломоносова**

Москва 2024

Московский государственный университет имени М.В. Ломоносова
Факультет иностранных языков и регионоведения

Английский язык для гуманитарных факультетов: Сборник материалов VIII Межфакультетской научно-практической студенческой конференции на английском языке «Страна изучаемого языка в сфере гуманитарных наук», Вып.9/ Под ред. к.ф.н., доц. Кочетовой М.Г., к.ф.н. П.И. Сергиенко, к.ф.н., доц. Е.М. Перцева, Ж.В. Рассошенко, А.А. Шмараевой, Е.М. Криштоф - М.: ЦОП ФИЯР МГУ имени М.В. Ломоносова, 2024. – 62 с.

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Сергиенко П.И. – к.ф.н., преподаватель;

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Шмараева А.А. – старший преподаватель;

Криштоф Е.М. – преподаватель.

Настоящее издание представляет собой сборник аннотаций докладов, представленных студентами, магистрантами и аспирантами Московского государственного университета имени М.В. Ломоносова на английском языке в рамках VIII Межфакультетской научно-практической студенческой конференции на английском языке «Страна изучаемого языка в сфере гуманитарных наук (11-16 марта 2024). Конференция прошла в смешанном (очно и в онлайн формате) на факультете иностранных языков и регионоведения, философском факультете, факультете политологии и социологическом факультете МГУ имени М.В. Ломоносова. Организатор конференции: кафедра английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова.

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Предисловие

С 11 по 16 марта 2024 года в Московском университете успешно прошла VIII межфакультетская научно-практическая студенческая конференция на английском языке «Страна изучаемого языка в сфере гуманитарных наук» в смешанном формате – очно и на онлайн платформе. Конференция была организована и проведена кафедрой английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения (ФИЯР) и приурочена к Году семьи в России.

Всего в конференции приняли участие более четырехсот студентов, магистрантов, аспирантов и сотрудников ФИЯР, ВШССН, факультета политологии, философского и социологического факультетов МГУ. Обучающиеся смогли не только представить результаты своих исследований, но и активно обсудить интересующие их темы. С докладами также выступили студенты других ВУЗов. Все заявки на выступление сопровождались отзывом научных руководителей или специалистов в соответствующей области. Среди докладчиков были граждане Китая. Всего было сделано около двухсот докладов. Смешанный формат конференции позволил принять участие всем желающим, даже если они находились в других городах.

Целью межфакультетских студенческих конференций на английском языке является отработка у обучающихся гуманитарных факультетов МГУ умений и навыков, необходимых для публичного выступления на английском языке с результатами своего исследования, а также укрепление межфакультетских и межвузовских связей в МГУ имени М. В. Ломоносова.

Межфакультетские научно-практические студенческие конференции на английском языке, которые организует и проводит кафедра английского языка для гуманитарных факультетов ФИЯР, являются универсальной междисциплинарной площадкой для обмена научно-исследовательской информацией и мнением среди студентов гуманитарных факультетов. Опыт выступления на англоязычных студенческих конференциях в Московском университете, позволит его выпускникам уверенно чувствовать себя на международных конференциях, представляя российскую науку мировому сообществу.

Кочетова Мария Германовна
к.ф.н., доцент
зав. кафедрой английского языка
для гуманитарных факультетов ФИЯР

Программный комитет:

Молчанова Галина Георгиевна (председатель) – д.ф.н., профессор, декан факультета иностранных языков и регионоведения, зав. кафедрой лингвистики, перевода и межкультурной коммуникации факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова

Тер-Минасова Светлана Григорьевна – д.ф.н., профессор, президент факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова

Полубиченко Лидия Валериановна – д.ф.н., профессор, зав. кафедрой английского языка для естественных факультетов факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова

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Козырев Алексей Павлович – к.ф.н., доцент, и.о. декана философского факультета МГУ имени М.В. Ломоносова

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Кочетова Мария Германовна – к.ф.н., доцент, зав. кафедрой английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова

Организационный комитет:

Кочетова Мария Германовна (председатель) – к.ф.н., доцент, зав. кафедрой английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова

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Криштоф Елена Михайловна – преподаватель кафедры английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова

Пленарное заседание (в смешанном формате)

13 марта 2024, среда

10.00-13.00

IV Гуманитарный корпус, ауд. 208

Руководитель: к.ф.н. доцент М.Г. Кочетова

1. Khavronenko Maksim/ Хавроненко Максим

Faculty of Political Science/ Факультет политологии

Voting patterns of parliamentarians in Western legislatures: a theoretical approach/

Модели голосования парламентариев в Западных странах: теоретический подход

The scientific field of forecasting the results of parliamentary voting behavior based on the open data has originated quite recently. Only in the late 1960s did American political scientists start publishing papers statistically describing and modelling the results of consideration of bills in the US Congress. The works of C. Cherryholmes and M. Shapiro, as well as D. Matthew and J. Stimson were the first ones to use simulation and interview methods on the so-called roll-call data (voting results of MPs in parliament) to determine the main factors influencing the strategy of deputies' decision making. This study attempts to summarize the existing strategies of voting behavior by a particular MP and draw a conclusion about the potential use of these theoretical approaches for mathematical modeling of the American Congress and Russian State Duma.

Консультанты по английскому языку: Кочетова Мария Германовна, Перцев Евгений Михайлович

2. Wang Chenhaozhi/ Ван Чэньхаочжи

Institute of Area Studies, Peking University/ Институт региональных исследований

Пекинского университета

Achieving the goals of sustainable development at international branch campuses (a case study of Russian branch campuses in Central Asia)/ Достижение целей устойчивого развития в международных филиалах (на примере российских университетов в Центральной Азии)

Since the beginning of the 21st century, Russia has been actively promoting the development of international branch campuses (IBCs) of its universities. Russian universities have a large number of IBCs in Central Asia with successful operations. The supply-demand relationship of higher education resources between Russia and Central Asian countries is stable. The IBCs of Russian universities in Central Asia receive joint support from the Russian government and the host country's government, actively integrating into the local society and governance system, and achieving a dynamic balance of global integration and local responsiveness. The development of the IBCs of Russian universities in Central Asia demonstrates that the construction of the IBCs is a long-term systematic project that requires both national support and intergovernmental cooperation. Furthermore, both the attention to local needs and social integration are essential for the achievement of sustainable development of IBCs.

3. Goncharova Olga/ Гончарова Ольга

Faculty of Political Science/ Факультет политологии

Post-Brexit economic strategies of the UK: a case study of UK-EU relations (2020-2023)/

Пост-Брексит: экономическая политика Великобритании (на примере отношений Великобритании и ЕС (2020-2023 гг.))

On the 23rd of June 2016, citizens of the United Kingdom voted for leaving the European Union. Despite the controversial and unclear future, 51.89 percent voted in favour of Brexit. This research aims to present an overview of Brexit process and examine possible economic implications with a particular focus on the UK's medium-term and long-term economic growth. Based on a systematic literature review, it provides a thorough analysis of the case of EU-UK trade relations since 2020, attempting to explore future trends and contentious aspects. Along with possible future developments for the UK and EU relationship after Brexit, the research addresses long-term economic effects of Brexit. British exit has had an enormous economic impact on cross-border free trade, with statistics demonstrating that it is expected to affect both UK and EU in terms of economic instability, job losses, and the decline in GDP leading to the market shrinkage.

Консультант по английскому языку: Шмараева Анастасия Александровна

4. Savinova Selena/ Савинова Селена

Faculty of Political Science/ Факультет политологии

The revival of the Manx language programme analysis/ Анализ программы восстановления мэнского языка

The world we live in is currently grossly affected by globalization. Cultures become more and more alike as time passes. One of the problems this trend poses is the decrease in linguistic diversity: each year we lose a significant number of languages due to their speakers' reluctance to use them. It is believed that once a language becomes extinct it is impossible to bring it back to life, but few proved to be exceptions to the rule. This study analyzes the case of Manx – one of the official languages of the Isle of Man that was declared dead in 2009 by UNESCO and then revived by the descendants of its deceased speakers.

Консультант по английскому языку: Криштоф Елена Михайловна

5. Denilkhanova Eva/ Денильханова Эва

Faculty of Philosophy/ Философский факультет

The status of women in Islam in the works of American researchers/ Статус женщины в Исламе в работах американских исследователей

A lot of prejudices and discussions have been formed around the role of women in Islam, which turn out to be mostly negative. A Muslim woman is perceived as oppressed and restricted in her rights. However, this is not the case at all. The study analyses how different American researchers such as Jane I. Smith, an associate director of Harvard's Center for the Study of World Religions and an associate professor at Harvard Divinity School, Tamara Kharroub, the deputy executive director and a senior fellow at Arab Center Washington DC, interpret the way the woman is treated in Islam. They rely on the main sources of Islam, namely the Quran and the interpretation of the surahs of the Quran in Hadith. In addition, the analysis of attitudes towards Muslim women in various regions is provided, on the basis of which researchers conclude to what extent the cultural values of a particular nation correspond to Islamic canons. Based on their work the author attempts to disprove typical stereotypes established in society. Islam clearly defines the role and position of women in society, which allows us to assert that women have no less rights than men, and even more. All researchers have come to the conclusion that the reason why a Muslim woman is presented in a negative light is not based on Islamic canons. Mostly it is based on a certain ideology for propaganda purposes. Classical Islam, on the contrary, exalts a woman and her role in family and society. The high position of women in Muslim world is precisely based on the essence of the teachings of Islam and not its false interpretations.

Консультант по английскому языку: Мурза Александра Борисовна

6. Petropavlovskaya Maria/ Петропавловская Мария

Faculty of Philosophy/ Философский факультет

Ciphers of transcendence: exploring Jaspers' concept and its reflection in Irish philosophical thought/ Шифры трансценденции: концепция Ясперса и её отражение в ирландской философской мысли

The study aims to explore the concept of the ciphers of transcendence introduced by Karl Jaspers and to analyze how it is reflected in the Irish philosophical thought. The research is based on the book *Ciphers of Transcendence: Essays in Honour of Patrick A. Masterson*, edited by Fran O'Rourke. We claim that ciphers of transcendence are the ways of expressing and understanding the reality that transcends and pervades the world and that they are relevant and important for the study in the sphere of the humanities. The study analyses different types of ciphers of transcendence, and their significance for a philosophical quest into the meaning and value of life. It is based on the works of Karl Jaspers and other sources, and attempts to examine how Irish philosophers apply the concept of ciphers of transcendence to various aspects of Irish philosophical thought. The research concludes that Jaspers' concept of ciphers of transcendence is reflected in Irish philosophical tradition, and that it contributes to the understanding of the role of transcendence in shaping a dialogue between peoples.

Консультант по английскому языку: Мурза Александра Борисовна

Факультет политологии МГУ имени М.В. Ломоносова

Секция 1

11 марта 2024, понедельник

13.00-14.30

Шуваловский корпус, ауд. Г-630

Ведущие: Бекарев Степан, Ананьевская Елизавета

1. Nikolaeva Anastasia, Shapovalova Vera/ Николаева Анастасия, Шаповалова Вера
Faculty of Political Science/ Факультет политологии

**Migration policies of Great Britain: an analysis of issues and their solutions/
Миграционная политика Великобритании: анализ проблем и путей их решения**

The purpose of the study is to analyze the issues and solutions of immigration to the UK. In the UK, the net migration rate by the end of 2023 set a new record – due to immigrants, the country's population has grown by almost a million. A number of researchers are involved in surveys attempting to understand the challenges caused by massive immigration to the UK and to find ways to address them. The study considers various points of view and attempts to assess all the risks.

Консультант по английскому языку: Криштоф Елена Михайловна

2. Slizskaya Valeria, Grishin Vladislav/ Слизская Валерия, Гришин Владислав
Faculty of Political Science/ Факультет политологии

**U.S. religious values and technological progress: an analysis of the Protestant culture impact on the AI development process/
Религиозные ценности и технологический прогресс: анализ воздействия протестантской культуры на развитие ИИ в США**

The research provides an in-depth analysis of the relationship between Protestant culture and the development of artificial intelligence (AI) in the United States. Examining the historical roots of Protestantism and its impact on the values of society, the study reveals the impact of religious aspects on the special attitude towards technological progress and analyses the prospects of artificial intelligence influence on American culture, reflecting the importance of religious values for the understanding and acceptance of new technologies.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Drokov Michael/ Дроков Михаил Михайлович

Faculty of Political Science/ Факультет политологии

**U.S. demographics: an overview of the current situation, problems and challenges/
Демография США: текущее положение, проблемы и вызовы**

The United States is a vivid example of current global demographic trends. Being one of the leading world economies, as well as a social and political activity leader, the United States naturally encounters a number of problems, difficulties and severe trials on its way. Today, undoubtedly, the demographic situation is at the top of threats to the stability and well-being of the state. The massive spread of harmful habits (alcohol, drugs, tobacco smoking, etc.), a high percentage of suicides, the child-free movement, LGBT propaganda, feminist movements, a high murder rate and a severe criminal situation), etc. contribute to a decrease in the birth rate, reduce the duration and quality of life of a number of social groups and prevent the formation of stable intra-family relations with favorable conditions for the birth of children. All this is aggravated by the problem of a huge number of homeless people and

illegal migrants. The research highlights the main demographic problems of the United States and provides illustrative statistics.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Mikhalev Fedor/ Михалев Федор

Faculty of Political Science/ Факультет политологии

Trade wars: a study of China-U.S. trade relations/ Торговая война: анализ отношений между США и Китаем

Trade disputes between China and the United States, also known as the China-United States trade war and China-United States trade friction, are an important issue in the economic relations between China and the United States. Trade disputes occur mainly in two areas: first, in areas of exports where China has a comparative advantage; and second, in areas of imports and technological knowledge where China does not have an advantage. The former is essentially competitive, while the latter is where markets cannot perform their functions to the full. These aspects affect the economic welfare and long-term development of the two countries in different ways.

Консультант по английскому языку: Сергиенко Полина Игоревна

5. Bondarenko Nikita/ Бондаренко Никита

Faculty of Philosophy/ Философский факультет

Examining the philosophical-religious and philosophical-political conceptions of N.A. Berdyaev/ Анализ философско-религиозной и философско-политической концепций Н.А. Бердяева

This study defends the thesis about Nikolai A. Berdyaev's philosophical-religious concept of history affecting his philosophical-political idea of "communitarianism". It is by subjecting the idea of God as an omnipotent and omniscient Creator to "positive criticism" that Nikolai Berdyaev deduces Him from the components of earthly life that objectify man and the future of all mankind. The thinker, therefore, asserts only the inner (spiritual) involvement of man and God. That is why Berdyaev, in his philosophical-political idea of "communitarianism", suggests to establish a direct interaction of people with each other through God. According to Berdyaev, God is present inside all of us and the revelation of man to God is not enough for universal inner interaction. To reveal the philosophical-religious concept of N.A. Berdyaev, a comparative analysis was conducted attracting the research of Bert Charles Williams, Alvin Carl Plantinga, Michael Bergman, Paul Tillich and Thomas Altizer.

Консультант по английскому языку: Сергиенко Полина Игоревна

6. Konovalova Anastaiia/ Коновалова Анастасия

Faculty of Philosophy/ Философский факультет

An analysis of practical recommendations for creating ideas from the book *Made to Stick* by American authors Chip Heese and Dan Heese/ Анализ практических рекомендаций из книги американских авторов Чипа Хиза и Дэна Хиза «Сделаны, чтобы запомнилось»

The research provides a brief analysis of practical recommendations for creating memorable ideas. The authors claim that many people have difficulty creating and effectively communicating the desired message. According to the study, a number of practical recommendations allow text writers to learn how to create ideas that are memorable and have a lasting impact. The practical examples discussed in the study contribute to the establishment of clear principles needed for achieving the goal of effective communication.

Консультанты по английскому языку: Сергиенко Полина Игоревна, Егорова Елена Геннадьевна

7. Prisekin Aleksandr/ Присекин Александр

Faculty of Political Science/ Факультет политологии

The PPP mechanism in the USA as a factor of innovative development/ Механизм ГЧП в США как фактор инновационного развития

The issue of effective interaction between the state and business and building a profitable model of their relationship is becoming more relevant nowadays. The private sector is gaining more and more power and is able to influence many political processes. At the same time, business representatives understand their responsibility and strive to help the state and society. One of these ways is the development of the innovation sector (or just R&D). The American model is strongly focused on business participation and private initiative, while entrepreneurs are seen as the engine of innovative development in the United States. The study of this model reveals many interesting features of the interaction between the state and business, and outlines the strengths and weaknesses of PPP (public-private partnership).

Консультант по английскому языку: Сергиенко Полина Игоревна

8. Shcherbakov Pya/ Щербаков Илья

Faculty of Political Science/ Факультет политологии

Russia and Europe: V. Tsymbursky's view on historical and geopolitical interactions/ Взгляд В. Цымбурского на историческое и геополитическое взаимодействие России и Европы

In this research, the author analyzes the views of the Russian philosopher and political scientist Vadim Tsymbursky on the historical relationship between Russia and Europe. The purpose of this study was to determine the deep geopolitical foundations that, through the prism of Tsymbursky's theory, would explain the issue of conflict between Russia and Europe from a scientific point of view. The work used the socio-cultural method, content analysis, and the method of the unity of historical and logical development. The author came to the conclusion that the hypothesis about the nature of interaction between Russia and Europe, proposed by Tsymbursky, is accurate and original; within the framework of his concept, the philosopher strove to take into account all the historical laws that accompanied the clash of the two civilizations.

Консультант по английскому языку: Сергиенко Полина Игоревна

Секция 2

14 марта 2024, четверг

9.00-10.30

1 Гуманитарный корпус, ауд. 651

Ведущие: Сурганова Ангелина, Вавилов Александр

1. Fyodorova Kseniya/ Фёдорова Ксения

Faculty of Political Science/ Факультет политологии

Gastro-diplomacy and gastro-tourism as the tools of soft power in the member states of the Commonwealth of Nations/ Гастродипломатия и гастротуризм как элемент «мягкой силы» в странах Британского Содружества

“Gastronomy is an effective tool of diplomacy, and the restaurants work as a particular kind of embassies” – said Jose Tavares, an ambassador of Indonesia to Russia. The term “gastro-diplomacy” was first used in 2002 by *The Economist* magazine. It was used in the case of Thailand where 15 million dollars were spent on popularizing national food. As a result the economy received a major boost. The research analyzes the application of “gastro-diplomacy” in some member states of the Commonwealth of Nations. The study is based on

the information about the ways these countries actualize gastro-diplomacy and outlines the benefits it brings.

Консультант по английскому языку: Криштоф Елена Михайловна

2. Goncharenko Daria/ Гончаренко Дарья

Faculty of Political Science/ Факультет политологии

Analysing the Family Law: a case study of Canada and Russia/ Анализ семейного кодекса России и Канады

The Family Law is one of the most important parts of the legislation of most countries. The content of laws differs in each state because they are formed on the basis of special customs and traditions of different nations. Canada and Russia have an extensive and complex Family Law that covers many issues related to the creation, preservation, protection and divorce of families. The purpose of this research is to compare the family legislation of these countries, identify similarities and differences, and, proceeding from the results of the analysis, propose new ideas for improving the family legislation of Russia and Canada.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Guk Sofya, Surganova Angelina/ Гук Софья, Сурганова Ангелина

Faculty of Political Science/ Факультет политологии

The U.S. political system: the principles of federal governance and ensuing domestic problems/ Политическая система США: принципы управления и внутренние проблемы

The American political system is rather complicated. Being a federal republic, the US has three branches of power in its Constitution, each with its own responsibilities. The branches must both cooperate and compete to enact their policies. This structure ensures that the people's will is represented by allowing citizens multiple access points to influence public policy, and permitting the removal of officials who abuse their power. It is influenced by political elites and operates under the influence of the demands of modern society. The political system changes and transforms in response to the challenges of the times. However, this leads to instability in political processes, and, as a result, creates problems in the functioning of the government. This research aims to analyze the trends in the development of the US political system and identify current problems and demands.

Консультант по английскому языку: Сергиенко Полина Игоревна

4. Marzhenakova Anna/ Марженакова Анна

Faculty of Political Science/ Факультет политологии

Analysing the Singapore miracle: a historical perspective/ Исторический анализ Сингапурского чуда

The study analyses major transformation of Singapore since the early 20th century, when the country was transformed from an English colony to the most successful and widely recognized city-state in the world, with laws and social life unfamiliar to European eyes. The study examines the important social, economic and legislative changes that have enabled Singapore to become one of Asia's most successful countries in just 70 years. The main task is to present a country that is still little known, and to draw attention to Singapore from a tourist and other points of view.

Консультант по английскому языку: Сергиенко Полина Игоревна

5. Pirogova Sophia, Syusyura Sophia/ Пирогова София, Сюсюра София

Faculty of Political Science/ Факультет политологии

The impact of Australian colonial past: a study of implications/ Влияние колониального прошлого Австралии: анализ последствий

Colonisation has had a profound impact on the development of Australia. The effects of colonisation include changes in the country's demography and economic development, and introduction of European culture and institutions. As a result of colonisation, Australia adopted a European system of government, legislation and education. This has greatly affected the structure of society and the economy of the country. In addition, colonisation led to mass immigration of people from various parts of the world, making Australia a multi-ethnic and culturally diverse country. Australia's economic growth is also linked to its colonial history. Colonisers introduced the exploitation of Australia's natural resources, such as coal, ores and agriculture, which played an important role in the development of the country's economy. However, colonisation also brought social and cultural consequences, including discrimination against indigenous peoples and the loss of languages and cultural traditions. Modern Australian society is actively working towards multiculturalism and recognition of the rights of indigenous peoples. This study analyses the influence of such a long colonial dependence on the further development of the country and identifies the main pros and cons of it.

Консультант по английскому языку: Криштоф Елена Михайловна

6. Vavilov Alexandr/ Вавилов Александр

Faculty of Political Science/ Факультет политологии

The influence of John Dee's *Monas Hieroglyphica* on the alchemical and religious philosophy in Britain/ Влияние «Иероглифической Монады» Джона Ди на алхимическую и религиозную философию в Британии

This study outlines the main points of British philosopher John Dee's work *Monas Hieroglyphica* and is focused on determining its importance and contribution to religious, alchemical and philosophical practices of 16th century Britain. It also attempts to define and understand its true meaning, and treats it as a cultural phenomenon rather than a single work on esoteric philosophy. The importance of this research lies in improving the understanding of the historical period of 16th century by analyzing the context of this monumental treatise, which touches upon not only philosophy, but religion and political events and relations, as well as their influence on social and philosophical thought in medieval British Kingdom.

Консультант по английскому языку: Сергиенко Полина Игоревна

7. Zhuravlev Vladislav/ Журавлев Владислав

Faculty of Political Science/ Факультет политологии

Social democracy and a free market policy (a case study of New Zealand)/ Социал-демократия и политика свободного рынка (на примере Новой Зеландии)

The subject of economic policy is the relationships between ideologies and public interests. There are cases when the complex of reforms that are not popular among voters and party leaders becomes effective for economic growth. New Zealand is an example of this political and economic phenomenon. Labour Party actions have led to the unconventional way of the development of New Zealand. The results of the policy of economic liberalism are essential for this country in the 21st century. The aim of the research is to find reasons for adopting free market policy and describe its impact.

Консультант по английскому языку: Бережных Елена Юрьевна

8. Mkhitaryan Sergey/ Мхитарян Сергей

Faculty of Political Science/ Факультет политологии

Studying American Mormonism: projects and their implementation/ Изучение мормонизма в Америке: проекты и их реализация

Nowadays, Mormons are often considered by Americans to be a small Christian community with bizarre political, socio-economic and ethical views. Moreover, residents of other regions of the world either know nothing about them or know very little from different rumours or stereotypes. Nevertheless, this research is aimed to make a revelation about these people with unique beliefs who even tried to create their own independent state. Another most interesting thing about the Mormons is that they have created an alternative to the Latin alphabet for the English language and had plans to make it used worldwide. Mormons had great ambitions to rebuild the whole Anglo-American world. However, their attempts failed, and now the Mormons are almost completely forgotten and lost into oblivion. This study brings a completely new and unexpected information about these people and their most interesting project, Deseret.

Консультант по английскому языку: Криштоф Елена Михайловна

Секция 3

14 марта 2024, четверг

13.00-14.30

1 Гуманитарный корпус, ауд. 651

Ведущие: Шустова Мария, Картунов Владислав

1. Бобина Дарья, Татарина Екатерина/ Vobina Daria, Tatarinova Ekaterina

Faculty of Political Science/ Факультет политологии

Migration processes and national security: an analysis of challenges and prospects for the United States and Canada/ Миграционные процессы и национальная безопасность: вызовы и перспективы для США и Канады

Currently, the issue of migration crises, which significantly affect socio-economic, cultural, and political processes within states, is highly relevant in conditions of active integration and globalization in the world community. Canada and the USA may serve as the most vivid examples of countries where trends and features of multiculturalism significantly prevail, while the USA is one of the leaders in terms of the number of immigrants, therefore these countries are open to the migration flow and face various challenges that are directly related to the protection of their national security.

Консультант по английскому языку: Алхастова Залина Рамзановна

2. Kiseleva Zoe, Stepanenko Maria/ Киселева Зоя, Степаненко Мария

Faculty of Political Science/ Факультет политологии

Simulating a nuclear conflict in the context of international security: an analysis of implications/ Моделирование ядерного конфликта и международная безопасность: изучение последствий

In 1945, the United States created and tested a fundamentally new type of weapon – the nuclear bomb. It was used to destroy the Japanese cities of Hiroshima and Nagasaki. Soon, the Soviet State had created the same type of weapon: in 1949, the bomb was tested in the Semipalatinsk region. It is this time that should be considered the moment of the emergence of a global problem related to the threat of a devastating nuclear war. During the late 20th century, several countries acquired this type of weapon at once, and after the Cuban Missile crisis of 1962, the issue of international nuclear security became acute. The discussion on the danger of the Third World War, on modelling its course and on methods of preventing it is still being conducted both at the level of international organizations and in the scientific community. In order to propose adequate measures to resolve the tense international situation,

it is necessary to study in more detail the history of this issue and the current situation. This research analyses the background of the issue and measures taken and proposed to mitigate the threat.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Soldatchenkova Ulyana, Vesnina Alexandra/ Солдатченкова Ульяна, Веснина Александра

Faculty of Political Science/ Факультет политологии

Analysing modern social policy issues in Australia/ Анализ современной социальной политики в Австралии

Australia is the only state on Earth that occupies an entire continent. Here, the main form of government is a constitutional monarchy, but despite this, Australia ranks 15th in the world in terms of democracy. This research analyzes social policies and various factors that ensure high level of democracy. This study also presents the disadvantages of Australia's social policy, which causes dissatisfaction among the local population. This theoretical research is also aimed at identifying successful socio-political mechanisms that could be applied in the social policy of the Russian Federation and improve the work of the Russian state apparatus in the field of social policy and support for our citizens.

Консультант по английскому языку: Криштоф Елена Михайловна.

4. Fetisova Sofia/ Фетисова Софья

Faculty of Political Science/ Факультет политологии

Brexit consequences: a case study of British families/ Последствия Брексита для британских семей

The long-term consequences of Brexit had left a negative trace in the vast number of British households. Almost every family was economically negatively affected by it. The impact took the form of the reduction growth of GDP. The pandemic and lasting global crisis have also left their marks. Therefore, the purchasing power and behaviour of the British families have changed. Despite pledges given by the UK authorities to their population, the political behaviour of the British society has changed too. Thus, this study deals with the issue of changes in every sector of the British society amid the fallout of Brexit, from its beginning in 2020 until 2024.

Консультант по английскому языку: Криштоф Елена Михайловна

5. Kozhina Victoria, Shubina Ekaterina/ Кожина Виктория, Шубина Екатерина

Faculty of Political Science/ Факультет политологии

International organizations and their role in famine mitigation/ Международные организации и их роль в борьбе с голодом

Hunger is one of the most serious challenges that has a global impact on millions of people. This study examines the pivotal role played by international organizations in combating global hunger. It delves into various strategies and mechanisms employed by these organizations to alleviate hunger across diverse regions worldwide. Additionally, it assesses the challenges and obstacles faced by international entities in this field, while also proposing potential avenues for enhancing their effectiveness. Furthermore, the research evaluates the impact of political, economic, and social factors on the work of these organizations, offering recommendations to improve collaboration among states and entities and to develop more effective aid strategies and programmes. To sum up, only through the joint efforts of the international community and national Governments can significant progress be made in addressing hunger and ensuring food security for all.

Консультант по английскому языку: Сергиенко Полина Игоревна

6. Zakharov Nikita, Kononov Vladimir/ Захаров Никита, Кононов Владимир

Faculty of Political Science/ Факультет политологии

Pros and cons of radical federalism: a case study of the United States/ Плюсы и минусы радикального федерализма на примере США

This research examines radical federalism as a controversial form of statehood. First, the authors provide a definition of radical federalism, which is an extreme degree of federalism, with maximum possible freedom for the subjects of the federation. Using the example of the United States of America, the authors consider pros and cons of such a state structure. The advantages include the fact that a state of this type can develop uniformly, whereas federalism gives subjects within the state more freedom in self-government and allows jurisdictions within the state to independently determine their policies, according to their interests. Also, federalism can prevent too much concentration of power in the hands of the center, which makes it less likely for dictatorship to arise. The disadvantages include, obviously, the fragmentation and disunity of the subjects. The lack of unity can weaken the external defense capability of the state and contribute to internal unstable movements. The authors pay special attention to the recent conflict between US federal border guards and border guards in Texas. In conclusion, the results of the study are summarized and conclusions are drawn.

Консультант по английскому языку: Сергиенко Полина Игоревна

7. Markova Vladislava/ Маркова Владислава

Faculty of Political Science/ Факультет политологии

Artificial intelligence in the media sphere: an analysis of challenges, opportunities and development prospects/ Искусственный интеллект в медиасфере: анализ вызовов, возможностей и перспектив развития

The research is devoted to the consideration of challenges arising in connection with the wider use of artificial intelligence systems in the media sphere. The main focus of the research is on the specifics of the use of machine text generation in writing journalistic content, such as news reports, sports chronicles, weather forecasts, etc. The risks that humanity faces in the long term are also assessed: for example, readers' perception of the introduction of AI systems into the daily practice of writing media texts. The study examines in detail the experience of interacting with media bots of the world's leading media outlets, such as The Guardian, Associated Press, Forbes, BBC, The New York Times, and Bloomberg News. Based on this material, the author outlines possible prospects in the application of artificial intelligence systems by the mass media.

Консультант по английскому языку: Сергиенко Полина Игоревна

8. Tunyan Artem, Luzina Ekaterina/ Тунян Артём, Лузина Екатерина

Faculty of Political Science/ Факультет политологии

The impact of cultural and historical development on shaping political elites: a study of Great Britain/ Влияние особенностей культурно-исторического развития на формирование политической элиты на примере Великобритании

An obvious fact for political science is that each individual society of a particular state has its own political culture, according to Almond and Verba. It plays one of the most important, if not decisive, roles in terms of influence on the functioning of the political structure. An extremely important part of this system is elites. The study examines some fundamental aspects of the theory of elites, based on the classical works of political thinkers such as Wilfredo Pareto, Gaetano Mosca and Jonathan Dewey. The second part of the study is devoted to the consideration and analysis of historical and cultural events and processes that influenced the formation of the class of political elite that exists and determines the political

life of any country at the moment. The focus is placed on the process of recruiting and functioning of elites in Great Britain.

Консультант по английскому языку: Алхастова Залина Рамзановна

Секция 4

14 марта 2024, четверг

14.45-16.15

1 Гуманитарный корпус, ауд. 651

Ведущие: Ника Маричева, Захаров Никита

1. Legalova Anna, Komissarov Artem/ Легалова Анна, Комиссаров Артем

Faculty of Political Science/ Факультет политологии

Indigenous peoples and migrants in New Zealand: a historical analysis of the relationships/ Исторический анализ взаимоотношений между коренными народами и переселенцами в Новой Зеландии

The study aims to look into the relationship between indigenous peoples and migrants, which has played a significant role in the history of New Zealand and continues to be relevant in the modern world. The research outlines the historical context and the main events that radically affect these relations, as well as considers the current situation and possible ways to improve the interaction further. Historically, New Zealand has been home to the Maori, the original indigenous people of this country. Along with British colonization, which began in the middle of the 19th century, immigrants from Europe and Asia also arrived in New Zealand. This has led to significant changes in the social structure and to outbreaks of conflicts between indigenous people and migrants. In conclusion the authors assess the effectiveness of the governmental measures, taken to attract investment and talent from abroad, including immigration programmes.

Консультант по английскому языку: Сергиенко Полина Игоревна

2. Poliakova Daria/ Полякова Дарья

Faculty of Political Science/ Факультет политологии

Examining gender and race diversity in brand management: a case study of the USA and Northern Europe/ Изучение гендерного и расового разнообразия в бренд-менеджменте на примере США и Северной Европы

According to the latest agenda in the Northern world, the issues of gender and race equality have come to the fore. This could not but affect the improvement of methods of influencing public consciousness and opinion. In this research, the use of these methods in the United States of America and in the United Kingdom was considered in both business and political sectors. As a result of the study, it was found out that the use of this agenda for commercial and political purposes has increased by over 60% in the last 10 years. In addition, the mass and social media in the USA are more radical in this regard than in the UK.

Консультант по английскому языку: Панькина Юлия Анатольевна

3. Prishkolnik Semen/ Пришкольник Семен

Faculty of Political Science/ Факультет политологии

An overview of the legacy of early 20th century progressivism in the modern political landscape of the USA/ Обзор наследия прогрессивизма начала XX в. для современного политического ландшафта США

The Progressive Movement of the 1910s and the 1920s was a significant political force in the United States, producing a number of influential ideological leaders and political figures. Today, many see it as more of a historical footnote, a loose confederation of self-styled

prophets, whose visions for society largely failed to materialize in America's political climate, and who were outlasted by the two major parties. This work seeks to shed some light on their legacies, providing a historical analysis of how we can trace some of today's policies and political forces to those of a hundred years ago.

Консультант по английскому языку: Алхастова Залина Рамзановна

4. Shustova Mariia, Kartunov Vladislav/ Шустова Мария, Картунов Владислав
Faculty of Political Science/ Факультет политологии

Analysing the U.S. soft power resource/ «Мягкосиловой ресурс» США

This research is devoted to the analysis of the US soft power. Soft power is a popular concept of international relationships that implies the ability of the country to co-opt rather than coerce. In other words, soft power involves shaping the preferences of others through appeal and attraction. This study analyzes and characterizes one of the most powerful soft power resources of the USA. The research is devoted to the elucidation of reasons explaining the strength of this country in the soft power concept, describing the main aspects of soft power policy.

Консультант по английскому языку: Криштоф Елена Михайловна

5. Vdovina Anna, Sotnikova Anna/ Вдовина Анна, Сотникова Анна

Faculty of Political Science/ Факультет политологии

Tracing Americans' participation in the armed conflicts: the impact on domestic violence/ Изучение влияния участия США в военных конфликтах на рост домашнего насилия в стране

The research is devoted to examining the dependence of the level of domestic violence in the USA from its participation in wars and other armed conflicts. The relevance of the topic under review is due to the ongoing military conflicts in the world and the increasing number of people affected by these conflicts. The study describes specific military conflicts in which the United States has been involved for over 30 years and compares this with domestic violence statistics in the country during and immediately after conflicts. The information that is given also contributes to the analysis of the reasons for this interconnection and measures to normalize the situation that are being taken by both government agencies and non-profit organizations. The results of the research are oriented towards practical application, including conclusions about the effectiveness or ineffectiveness of various measures that can be applied or organized in any country facing armed conflict, and the accompanying growth of domestic violence.

Консультант по английскому языку: Сергиенко Полина Игоревна

6. Yulia Fomicheva, Nika Maricheva/ Юлия Фомичева, Ника Маричева

Faculty of Political Science/ Факультет политологии

Building a dream company: a case study of Netflix cultural phenomenon/ Создание компании мечты на примере культурного феномена Нетфликс

Netflix, a major streaming service, has evolved from video rentals to a world leader through a unique culture. The term "star team", important to its creators Reed Hastings and Mark Randolph, signifies a combination of the best professionals. Research suggests that innovation requires a concentration of talent through a "star team", a team that includes a concentration of the best and most talented employees, as well as support for decent pay and a culture of openness. E. Meyer's *Map of Cultural Differences* inspired Netflix to create its own "cultural maps", explaining many of the issues and conflicts faced by the company in its regional divisions. These factors have made Netflix a world leader in video hosting,

demonstrating that the combination of talent, culture and innovation guarantees success and retains leadership.

Консультант по английскому языку: Сергиенко Полина Игоревна

7. Zamerov Timofei/ Замеров Тимофей

Faculty of Political Science/ Факультет политологии

The image of the Nagorno-Karabakh conflict in American mass media: a study of the articles published in *The New York Times* and *The Wall Street Journal*/ Образ Нагорно-Карабахского конфликта в американских СМИ: изучение газет *The New York Times* и *The Wall Street Journal*

American mass media has been writing a lot on the conflict of Armenia and Azerbaijan in Nagorno-Karabakh. Both *The New York Times* and *The Wall Street Journal* consider it as a bloody conflict and try to cover it in a neutral way. However, the media may describe participants differently. Azerbaijan is used to being described as an authoritarian country with ambitions to restore its greatness. Whereas Armenia is often depicted as a resisting country with a democratic regime. Moreover, a lot of stories and articles are dedicated to people who had to leave their homeland or fight in the war. American mass media pays attention to Russia's and Turkey's role in the conflict. Turkey is depicted to be as a strong Azerbaijan's ally while Russia is assumed to be an ex-Armenia's ally who cannot protect it anymore.

Консультант по английскому языку: Алхастова Залина Рамзановна

8. Kalinina Ekaterina/ Калинина Екатерина

Faculty of Political Science/ Факультет политологии

The crisis of the institution of monarchy in the Commonwealth of Nations: a historical analysis/ Кризис института монархии в странах Британского Содружества: исторический анализ

The research is devoted to the crisis of monarchy in the Commonwealth. Since the foundation of the Commonwealth in 1887, the British monarchy has successfully functioned in the political system of the association. The author draws attention to the issue of the crisis in the legitimacy of the current institution of government and the presence of centrifugal forces in the Commonwealth, which may lead to withdrawal of a number of countries from the Commonwealth. According to the research, the main issues are the crisis of political leadership, change of Monarch, economic expansion, and humanitarian cooperation. The author comes to the conclusion that due to the challenges and the Commonwealth's recent politics the future of the organisation is uncertain.

Консультант по английскому языку: Сергиенко Полина Игоревна

Секция 5

15 марта 2024, пятница

10.45-12.15

1 Гуманитарный корпус, ауд. 651

Ведущие: Ианнелли Летиция

1. Kuznetsov Andrey/ Кузнецов Андрей

Faculty of Political Science/ Факультет политологии

Institutionalization of the British political party system: between the two Reform acts/ Институционализация Британской партийной системы: между двумя биллями о реформе

In order to understand the current state of political party system in the United Kingdom one has to be familiar with the history of its evolution, and especially with its genesis. The study

is devoted to the problem of the establishment of two classical political parties in Great Britain: the Liberal and the Conservative ones. The author analyses the state of British society after the Reform act of 1832, and highlights main political powers during the stated period. Then he proceeds to overview main events which led to the dissolution of the Whig and Tory parties and the appearance of the new ones up to 1867. Furthermore, the research raises the question of importance of the local party organizations and their influence on electoral success.

Консультант по английскому языку: Сергиенко Полина Игоревна

2. Elkhadzhieva Alina, Karnashin Matvey/ Эльхаджиева Алина, Карнашин Матвей
Faculty of Political Science/ Факультет политологии

Examining challenges and threats to the contemporary world: a case study of an American migration crisis/ Вызовы и угрозы современного мира на примере миграционного кризиса США

Today, the problem of illegal immigration becomes a serious threat to the world – starting from the problem of refugees from Middle Eastern countries to the EU states and ending with the problem of illegal migration from South America to the United States. The last example may also be called an internal political conflict, but some call it a “constitutional crisis”, and even a “Civil War”. The refusal of the governor of Texas to obey Biden’s orders will affect not only the US domestic politics, but also global commodity markets. The migration crisis in the United States increasingly threatens to split American society.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Dobrunov Daniil/ Добрунов Даниил

Faculty of Political Science/ Факультет политологии

Social and philosophical critique of the American 20th century society by Erich Fromm/ Социально-философская критика американского общества Эриха Фромма в XX в.

It has been more than 80 years since the publication of Erich Fromm’s work *Escape from Freedom*, which has become extremely popular right after its publication. We can say that the issues posed by Fromm in the first half of the last century, in many ways, have not been resolved, and therefore are still relevant. The formation of the human personality and the very existence of man in Fromm's philosophy are inseparable from the social conditions in which this formation has taken place. Thus, an unfree society cannot produce a free person. Erich Fromm and contemporary French philosophers such as Guy Debord, Jean Baudrillard and Jean-Francois Lyotard have started to question whether modern Western society is free or not. This study compares the views of the above-mentioned authors on the consumer society, the place of man in this society and his possibility to reach freedom in Fromm’s sense in its framework.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Egorov Alexander, Babynina Anna/ Егоров Александр, Бабынина Анна

Faculty of Political Science/ Факультет

The 19th century Opium Wars between China and Britain: an overview of the history and consequences/ История и последствия опиумных войн между Китаем и Великобританией в XIX веке

The research examines historical events related to the conflict between China and Great Britain caused by trade ties and opium smuggling. The study analyzes the role of economic interests, political ambitions and socio-cultural aspects in the confrontation between the two nations. The consequences of the opium wars for both countries, their impact on world history,

as well as modern historical and political contexts associated with these events are also highlighted.

Консультант по английскому языку: Сергиенко Полина Игоревна

5. Khudaybergenov Georgiy/ Худайберенов Георгий

Faculty of Political Science/ Факультет политологии

The Cambridge School of political thought: analysing its methodology and significance/ Кембриджская школа политической мысли: изучение методологии и ее значения

The author analyses the importance of the prominent Cambridge School of political thought in modern political science. The study aims to reveal the general philosophical foundations of the school's methodology, analyse its main provisions, and identify the advantages and disadvantages of applying the achievements of British intellectual historians in modern political thought studies. It also briefly highlights the main ideas of the classical works of the school, identifying key authors and assessing their contribution to the formation of the school. The author concludes that Intellectual history (another name for Cambridge School) is a logical consequence of general scientific changes in the humanities discourse. It is an example of an individual productive discipline within political science. However, it can only successfully resolve the issues of textual interpretation in the degree acceptable for the general philosophical foundations.

Консультант по английскому языку: Сергиенко Полина Игоревна

Секция 6

15 марта 2024, пятница

10.45-12.15

Шуваловский корпус, ауд. Г-625

Ведущая: Ильминская Варвара

1. Bazer Angelina/ Базер Ангелина

Faculty of Political Science/ Факультет политологии

An analysis of the 'smart city' technologies and their impact on the quality of citizens' life: a case study of Singapore/ Исследование технологий «Умного города» и их влияние на качество жизни граждан на примере Сингапура

The study considers the concept of "Smart City", as well as its practical implementation in the city-state of Singapore. Emphasis is placed on exploring the "Smart Nation" principles presented by the Singapore government and their alignment with the "Smart City" principles. The study examines the impact of "smart" technologies on the daily life of common Singaporean citizens. Analyzing both positive and negative consequences of implementing this concept, the study stresses the necessity of its introduction in other cities of the world. The ideas for the creation of "People-Centered Smart Cities" and their differences from traditional approaches are explored as well.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Gerasimova Svetlana/ Герасимова Светлана

Faculty of Political Science/ Факультет политологии

"Occupy Wall Street" movement: a study of protest experience/ Массовый протест «Захвати Уолл-стрит»: осмысление опыта

There is no doubt that the study of protest actions, which accompany the periodically updated conflict between public authorities and civil society actors, never loses its relevance. A typical example is “Occupy Wall Street”, a mass civil protest in New York in September 2011. Starting among journalists and media activists, it resulted in a full-scale public discontent, with ordinary Americans taking to the streets with posters “99% of us” and demanding social justice, overcoming inequality and stricter regulation of elite-oligarchic elements in public policy. The study analyses opinions both supporting and criticizing the movement. A primary function of this movement was to articulate social demands and to call on authorities to improve economic and social conditions of the most vulnerable sections of American society. Mass decentralized protests are useful and necessary in the state, but they can only have a situational success in the form of some compromises with the state. The study is based on the works of such well-known researchers as Kharkhodin, Kleman and Zizek, who provided an in-depth analysis of this event stressing the need for authorities to meet demands of ordinary people.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Pminskaya Varvara/ Ильминская Варвара

Faculty of Political Science/ Факультет политологии

A historical analysis of youth policy in Australia/ Особенности молодёжной политики в Австралии: исторический анализ

Youth policy is a system of measures and legislative acts aimed at creating conditions for successful development of young people as well as their potential. The object of the study is youth policy, its main characteristics and principles in Australia. The author highlights the significance and relevance of this policy which can be useful for youth education and development in our country.

Консультант по английскому языку: Мурза Александра Борисовна

4. Ponomarev Egor/ Пономарев Егор

Faculty of Political Science/ Факультет политологии

The role of media performance in modern protests: a case study of U.S. Capitol attack of 2021/ Роль медиатизированных конфликтов в современных протестах на примере штурма Капитолия США в 2021 году

The expansion and deepening of modern protests are widely accepted as one of the most prominent features of modern political life in the West. The research is drawn on the book *Mediatized conflict: developments in media and conflict study* by Simon Cottle, who makes an attempt to study the role of mediatized conflicts in modern protest movements. The study also discusses the works of well-known foreign and Russian scholars such as M. Castells, F. Esser, S. Lipset. Their works provide a better background for understanding the alternative methods of resolving mediatized conflicts. The study analyses the case of the storming of the Capitol and views it as part of this conception trying to assess the influence of the media in such conflicts and to prevent their negative impact on future protests.

Консультант по английскому языку: Перцев Евгений Михайлович

5. Vasichkina Ekaterina/ Васичкина Екатерина

Faculty of Political Science/ Факультет политологии

Alternative methods of resolving environmental conflicts in the United States/ Альтернативные методы разрешения экологических конфликтов в США

There is perhaps no other issue worthy of serious discussion as that of environmental conflicts many countries have been involved into recently. The research deals with modern American methods of resolving environmental conflicts. The study is drawn on the works of well-known American scholars L. Susskind, J. Richardson and K. Hildebrand. Their works provide a better understanding of alternative methods of resolving environmental conflicts. The author makes an attempt to analyze such innovative methods as mediation, arbitration, facilitation and a combination of these methods. Given the success of American experience, it will be possible to apply some of these methods in our country as well.

Консультант по английскому языку: Перцев Евгений Михайлович

6. Eksuzian Laura/ Эксузьян Лаура

Faculty of Political Science/ Факультет политологии

Youth organizations in the United Kingdom: a political analysis/ Молодёжные организации в Великобритании: политический анализ

The study attempts to analyse the activities of different youth organizations in Great Britain paying particular attention to factors that have been intensified through the years so that they carry more weight for the younger generation in the country. The chief challenges facing young people continue to be how to provide better opportunities to find a job, how to improve social conditions and how to promote youth initiatives. A particular attention is paid to the role youth organizations play in advocating peace in Europe. The attraction of this program is that it appears to offer a solution to the problem of war. The United Kingdom is a crucial political actor that is constantly developing in the sphere of supporting youth initiatives. There are various social organizations and support measures that are unique.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция 7

15 марта 2024, пятница

13.00-14.30

Шуваловский корпус, ауд. Г-625

Ведущая: Гончарова Ольга

1. Butnev Ivan/ Бутнев Иван

Faculty of Political Science/ Факультет политологии

Socio-economic and political roots of separatist sentiments in Northern Ireland: an analysis of the current situation/ Социально-экономические и политические корни сепаратистских настроений в Северной Ирландии: анализ текущей ситуации

This research examines the socio-economic roots of separatist sentiments in Northern Ireland, amidst historical conflicts and the aftermath of Brexit. The long-standing division between nationalists and unionists, exacerbated by the UK's departure from the EU, has intensified discussions around Northern Ireland's identity and governance. Sinn Féin's electoral success reflects growing nationalist sentiment, challenging Northern Ireland's status within the UK. Brexit has introduced economic uncertainties, particularly concerning the EU border, impacting trade and highlighting economic disparities. The year 2024 has marked a political milestone with the restoration of Northern Ireland's Executive and the appointment of a nationalist First Minister, demonstrating a shift in political dynamics. However, economic challenges persist, including the effects of austerity and public dissatisfaction, leading to strikes and political stalemates. This period presents both challenges and opportunities for Northern Ireland, as it seeks stability and prosperity against a backdrop of international support. This analysis concludes that addressing separatist sentiments in Northern Ireland

requires addressing socio-economic disparities, promoting reconciliation, and ensuring ongoing political dialogue.

Консультант по английскому языку: Шмараева Анастасия Александровна

2. Provotorov Petr/ Провоторов Пётр

Faculty of Political Science/ Факультет политологии

Donald Trump's candidacy amid legal challenges (a case study of the 2024 U.S. elections)/ Кандидатура Дональда Трампа в условиях юридических проблем на примере президентских выборов в США в 2024 году

Donald Trump, the Republican Party's leading candidate for the 2024 United States elections, is currently facing multiple charges and could be ineligible for the presidential election. His main accusation is an election obstruction case, which could keep him out of the election, citing the Fourteenth Amendment to the U.S. Constitution. The court hearing for the election obstruction case is scheduled for March 4th. Donald Trump is very likely to win the Republican Party presidential primaries. However, he has already been prohibited from participating in the primaries in the States of Colorado and Maine. At this point Mr. Trump is still planning to appeal against the courts' decision. This research provides a concise summary of Trump's recent legal challenges, how they might influence his ability to participate in the U.S. presidential election and evaluates his chances of running for the US elections.

Консультант по английскому языку: Шмараева Анастасия Александровна

3. Starovoytov Pavel/ Старовойтов Павел

Faculty of Political Science/ Факультет политологии

Current practices of using soft power technologies by modern states (a case study of Canada)/ Актуальная практика использования технологий «мягкой силы» современными государствами на примере Канады

The current study is devoted to a profound analysis of state issues resulting from applying soft power technologies in the modern world. Despite the fact that the concept of «soft power» arose in the early 1990s, it remains relevant, and various technologies for exerting non-force influence not only continue to be used, but are also being improved. Therefore, there is currently a new design and set of soft power technologies. Methodologically, the research is based on structural-functional and psychological methods. Since the focus of the study is on the use of soft power by the state and its institutions, it also uses institutional and systemic methods. The current practice of using soft power technologies is also analysed using the case-study method. As a result, the research reveals that modern soft power technologies, among which there are a significant number of unconventional means, include tools for identity formation, showing discourse, publishing formative information and others. In addition, an important factor is to receive feedback, which is achieved through the creation of special ratings.

Консультант по английскому языку: Шмараева Анастасия Александровна

4. Batina Milena/ Батина Милена

Faculty of Political Science/ Факультет политологии

Analysing infrastructure investments and job creation in India/ Инвестиции в инфраструктуру и её влияние на создание рабочих мест в Индии

Investigating the impact of infrastructure development on job creation is a key aspect of economic development. Improved infrastructure such as roads, bridges, railroads, airports and telecommunications networks not only contributes to the productivity and competitiveness of the economy, but also creates new jobs. Developed infrastructure attracts investment and helps companies expand their operations. This increases labour demand and employment in

infrastructure-related industries such as construction, transportation, logistics, and telecommunications. In addition, improved infrastructure can create new businesses and jobs in related industries. Based on historical data and research, it can be concluded that infrastructure development has a direct impact on job creation. Therefore, governments and private companies should continue to invest in infrastructure development as a strategic direction to promote sustainable economic growth and employment.

Консультант по английскому языку: Шмараева Анастасия Александровна

5. Ignatenko Kirill/ Игнатенко Кирилл

Faculty of Political Science/ Факультет политологии

The English language as a unifying factor in India (a case study of cinematography)/ Английский язык как объединяющий фактор в Индии на примере кинематографа

The English language has played a significant role in the unification of India, and the Indian cinema industry has been a powerful tool in promoting this agenda. This research aims to explore the impact of the English language on the Indian cinema and its role as a unifying factor in the country. The research focuses on the analysis of various aspects of the Indian cinema, such as dialogues, subtitles, and cultural references, to understand how English has been incorporated into the film industry. The study also examines the influence of the English language on the audience's perception and understanding of the Indian cinema. The research is based on a qualitative approach, involving interviews with filmmakers, actors, and audience members. Additionally, a quantitative analysis of the box office performance of English-language films makes it possible to understand the commercial success of these films. The findings of this research provide valuable insights into the role of the English language in the unification of India through cinema. It also contributes to a deeper understanding of the impact of globalization on the Indian film industry and the cultural dynamics within the country.

Консультант по английскому языку: Шмараева Анастасия Александровна

6. Eroshenkov Pya/ Ерошенков Илья

Faculty of Political Science/ Факультет политологии

The Canadian educational system as an instrument of soft power/ Система образования Канады как инструмент политики мягкой силы

The research reveals how Canada strategically employs its educational institutions to enhance its global influence and promote its national interests. By emphasizing values of diversity, inclusivity, and innovation, Canada's educational system not only attracts international students but also serves as a platform for cultural exchange and diplomacy. Through the cultivation of critical thinking skills, the promotion of global citizenship, and the facilitation of intercultural understanding, Canada effectively projects a positive image of itself in the international arena. This research demonstrates how education can be a powerful vehicle for advancing soft power objectives, shaping perceptions of a nation, and fostering international relationships, positioning Canada as a compelling case study in the realm of soft power dynamics.

Консультант по английскому языку: Шмараева Анастасия Александровна

7. Pallon Maria/ Паллон Мария

Faculty of Political Science/ Факультет политологии

Deglobalization and regionalization in the context of contemporary political landscape (a case study of the USA)/ Деглобализация и регионализация в контексте современного политического ландшафта на примере США

The world is witnessing a shift from globalization to deglobalization, as the COVID-19 pandemic, geopolitical conflicts, ideological differences, and environmental challenges have

disrupted the global value chains and interdependence that characterized the post-war era in the 20th century. In this context, regionalization and nationalism are emerging as contending forces in world politics, with implications for stability and prosperity of nations and regions. The rise of anti-globalist and anti-integrationist attitudes is most visible in the Western world, including the UK and the USA, which arguably are, at the same time, a stronghold of the globalist vision. This research examines the causes and implications of deglobalization, regionalization, and an ever-present nationalist discourse, drawing on insights from various disciplines and studies. It also focuses on the scientific and political communities' growing interest in the changing world order, and the assumptions of how it might look in a post-globalist era.

Консультант по английскому языку: Шмараева Анастасия Александровна

8. Shchipkov Kirill/ Щипков Кирилл

Faculty of Political Science/ Факультет политологии

Discourse analysis of Vladimir Putin's interview to Tucker Carlson: key narratives and their media representation in the USA/ Дискурс-анализ интервью Владимира Путина Такеру Карлсону: ключевые нарративы и анализ публикаций в США

This research presents a discourse analysis of a recent interview Russian President Vladimir V. Putin had with the American journalist Tucker Carlson. The study examines the key narratives and themes that emerged during the interview, focusing on the ways in which President Vladimir V. Putin strategically presented his views on various political, social, and international issues. Through a comprehensive analysis of the language, rhetoric, and communication strategies employed by the interlocutors, this study aims to provide insights into the media representation of political discourses. The findings of this study shed light on the underlying ideologies and power dynamics at play in the discursive construction of political narratives, as well as the implications for public perception and understanding of global events. Ultimately, this research contributes to a nuanced understanding of the complexities of political communication in the contemporary media landscape.

Консультант по английскому языку: Шмараева Анастасия Александровна

Секция 8

15 марта 2024, пятница

14.45-16.15

1 Гуманитарный корпус, ауд. 651

Ведущая: Козлова Дарья

1. Gnevashev Alexander/ Гневашев Александр

Faculty of Political Science/ Факультет политологии

Rethinking the United Nations' functions: an analysis of the need for change/ Пересмотр функций ООН: анализ необходимости изменения организации

The issue of the need to reform not only the UN Security Council, but also the UN itself is now almost central to the political news feeds. Speaking of the UN Security Council, many English-speaking countries consider this mechanism unrepresentative and ineffective. As today's realities show, more and more countries stop to adhere to the UN Charter and UN resolutions. Whether UN repeats the fate of the League of Nations that has "sunk into oblivion" or will it develop into the future, will depend entirely on the effectiveness of the reforms carried out.

Консультант по английскому языку: Криштоф Елена Михайловна

2. Grebenkin Oleg/ Гребенкин Олег

Faculty of Political Science/ Факультет политологии

**U.S.-China relations: a comprehensive examination of the main problems and trends/
Основные проблемы и тенденции в американо-китайских отношениях**

This research explores the relationship between China and the USA. The study analyzes the main causes of disagreement between the two countries. The guidelines for ensuring national security and implementing the results of the Beijing and Washington summit have been scrutinised. The US leadership attitudes towards China and reaction of Beijing to economic sanctions, political decisions and expansion of military presence of Washington in the Asia-Pacific region were considered. The ratio of forces in a possible military conflict has been assessed, the results of computer simulation of a crisis situation in the South China Sea have been taken into account. The study offers possible ways of resolving contradictions between the countries and identifies main directions of ensuring stability in the region.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Efimkin Kirill/ Ефимкин Кирилл

Faculty of Political Science/ Факультет политологии

The “post-truth” phenomenon in the U.S. pre-election media activity/ Феномен «постправды» в предвыборной медиа-активности США

The research focuses on the phenomenon of “post-truth” in election campaigns in the United States, starting from 2016. The study provides basic definitions and concepts, describes the historical background of such a phenomenon as “post-truth”; provides examples of how the situation of “post-truth” affects the consciousness and subsequent actions of voters in the United States. The phenomenon of “post-truth” is closely related to the activities of the mass media, each of which defends the interests of one or another presidential candidate. The “post-truth” situation is gaining momentum today; this is facilitated by both the actions of artificial intelligence algorithms and social networks, which have already largely replaced the main state media, which poses a threat to the latter. Thus, the phenomenon of “post-truth” is a new challenge for society, as it becomes increasingly difficult to recognize the true information. Not only the outcome of the vote depends on it, but also the general socio-political climate in the state.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Kozlova Darya/ Козлова Дарья

Faculty of Political Science/ Факультет политологии

The new “cultural revolution” in the West: an analysis of the impact of Amazon on the global book market (a case study of the UK)/ Новая культурная революция на Западе: анализ влияния деятельности компании Амазон на книжный рынок в мире на примере Великобритании

The new cultural revolution in the West is often attributed to the Amazon trading firm, which controls 50% of book sales in the world, and is seeking a complete monopoly in the bookselling market. At the same time, despite a very harsh policy in the fight against competitors, Amazon does not violate the Sherman Antitrust Act of 1890. However, it is looking for ways to dictate to the public what to read, building recommendations based on the contributions of authors, which it uses to compensate low prices for books. The research examines the tools Amazon uses to fight bookseller rivals and publishers, as well as the critical reaction to the company’s actions that has emerged in the United Kingdom.

Консультант по английскому языку: Криштоф Елена Михайловна

5. Kaschenko Andrey / Кашенко Андрей

Faculty of Political Science/ Факультет политологии

An analysis of Keir Starmer's «new labourism»/ Анализ «нового лейборизма» Кира Стармера

Keir Starmer became the leader of the Labour party in April 2020. The leadership of Keir Starmer may be explained by the Labour party's failure at the general Parliamentary election in 2019, when the Labour party lost many seats in the House of Commons. The Labour weakness may be related to an important fact, that the Labour Party has always been a place where different ways of thinking come together. The Labour Party is a union of reformist social democrat and radical socialist traditions. These traditions are the heart of the Labour party. But the Labour party faces a significant challenge – the members of party are divided. Keir Starmer must unite different wings of the Labour party. This is the only way to provide a majority for the Labour in the next elections in Parliament.

Консультант по английскому языку: Криштоф Елена Михайловна

Философский факультет МГУ имени М.В. Ломоносова

Секция №1

11 марта 2024 г., понедельник
Шуваловский корпус, ауд. А-307
9.00-10.30

Ведущая: Власова Полина

1. Vaidrakova Nika/ Байдракова Ника

Faculty of Philosophy/ Философский факультет

**A critical analysis of the article *Space Race* by the US National Air and Space Museum/
Критический анализ статьи «Космическая гонка» Национального музея
воздухоплавания и аэронавтики США**

Soon after World War II, the United States and the Soviet Union became locked in a global conflict which resulted in the Cold War between the two superpowers. Space became a critical theater in this Cold War, as each side competed to best the other's achievements in what became known as the Space Race. There have always been conflicting views about this phenomenon. The aim of the study is to give a different explanation and prove that Space Race has become the true engine for further science development.

Консультант по английскому языку: Криштоф Елена Михайловна

2. Bruman Anna/ Бруман Анна

Faculty of Philosophy/ Философский факультет

**Features of British individualism as a distinctive characteristic of UK culture: an
analysis of the book *The Crowd: A Study of the Popular Mind* by Gustave Le Bon/
Особенности английского индивидуализма как отличительной черты культуры
Великобритании на основе книги «Психология народов и масс» Гюстава Лебона**

The study revolves around the issue of British individualism, which can be attributed to historical, socio-cultural, and economic factors that have shaped the collective consciousness of British people. The aim of the research is to trace back the reasons and different factors that influenced the individualist culture of the country. It investigates such facets of British history as long liberal democracy traditions, Magna Carta, the Industrial Revolution, and the imperial past of the country. The research is based on the book *The Crowd: A Study of the Popular Mind* by Gustave Le Bon and provides some extra cases to illustrate the theses. Overall, the unique blend of historical, cultural, and economic factors has contributed to the prevalence of individualism in Great Britain, setting it apart from other countries and shaping the mindset of British people.

Консультант по английскому языку: Мурза Александра Борисовна

3. Kornenkova Daria/ Корненкова Дарья

Faculty of Philosophy/ Философский факультет

**Key factors contributing to the success of American social networks: an analysis of
Forbes publications/ Ключевые факторы успеха американских социальных сетей,
основанные на материалах издательства Форбс**

The study analyses key factors that promoted the success of American social networks stressing their ability to maintain close relations with the public, to make contribution to a system that informs the public about important social events, and to organize special events designed to attract people's attention to the latest developments in all spheres of life. Platforms

such as Facebook, Instagram and Twitter have revolutionized communication and collaboration with different organizations, advertising agencies and businesses. The study considers the essence of key factors that affect the success and competitive advantage of American platforms based on the authoritative Forbes publication.

Консультант по английскому языку: Егорова Елена Геннадьевна

4. Laufer Polina/ Лауфер Полина

Faculty of Philosophy / Философский факультет

Translating English poetry: an analysis of the article *The complexity of poetic translation of English poetry text* by Svetlana Demidova/ Анализ статьи «Трудности перевода поэтического текста английской поэзии» Светланы Демидовой

The study raises the problem of the difficulties of translation of English poetry texts presented in the article *The complexity of poetic translation of English poetry text* by S. Demidova. When translating text from any language, discrepancies arise due to the features of grammar, syntax, and phraseology. To overcome the difficulty, it is necessary to study the missing and distinct phenomena of the foreign language system.

Консультант по английскому языку: Мурза Александра Борисовна

5. Logish Lada/ Логиш Лада

Faculty of Philosophy/ Философский факультет

The advantages and disadvantages of using stereotypes: a case study of the book *Intercultural Competences* by P. Janssen/ Преимущества и недостатки стереотипов на примере книги «Межкультурные компетенции» П. Джанссена

Stereotyping of people has inherited negative connotations because if you engage in stereotyping then this is “a bad thing”. Indeed, people can get very annoyed if they feel you are judging them according to preconceived notions that you attribute to an entire country or subculture. P. Janssen describes typical stereotypes that are associated with the Dutch only to find that they have little to do with real people of the country.

Консультант по английскому языку: Егорова Елена Геннадьевна

Секция №2

**11 марта 2024 г., понедельник
Шуваловский корпус, ауд. А-518
9.00-10.30**

Ведущая: Лукьянчук Ульяна

1. Zakharova Arina/ Захарова Арина

Faculty of Philosophy/ Философский факультет

The role of a leader in starting a business: a case study of Steve Jobs/ Роль лидера в становлении компании на примере деятельности Стива Джобса

The study raises a question of a good leader and attempts to prove that Steve Jobs meets all requirements that are ascribed to a born leader. One of the most important things that S. Jobs sought to promote was a team work. This important focus gives rise to a certain type of behaviour and ways of communicating, with the result that he was able to realize the idea of collective work in his laboratory. He used to say: “Technology is nothing, it is people who count”.

Консультант по английскому языку: Криштоф Елена Михайловна

2. Ifraimova Kamelia/ Ифраимова Камелия

Faculty of Philosophy/ Философский факультет

Romanticism and modernism in English literature as a mirror of society/ Романтизм и модернизм в английской литературе как отражение жизни английского общества
English literature has gone through a great amount of changes. The study is going to demonstrate the profound impact of literature on the perception of each particular era. Literary works don't serve only as a cultural creation. It is also a kind of a mirror, reflecting the cultural and social landscapes of their time. By analyzing prominent literary trends, from romanticism to modernism, the presenter shows how authors consciously or unconsciously highlight social commentary within their works. The study analyses the symbolic relationship between English literature and social reflection.

Консультант по английскому языку: Мурза Александра Борисовна

3. Lavrenyuk Polina/ Лавренюк Полина

Faculty of Philosophy/ Философский факультет

American mafia of the first half of the 20th century: a historical analysis/ Американская мафия первой половины XX века: исторический анализ

The study examines the key features and specificities of the American Mafia in the first half of the 20th century, with an emphasis on such well-known gangster groups as Chicago Mafia, the Five Families in New York, and others. The thorough analysis of the criminal activity of organized gangster groups is conducted within the framework of the social-historical context of the epoch mostly associated with lawlessness, bootlegging and bloody gang wars. Certain key phenomena and events are analyzed in detail, such as Prohibition (the ban on the production and sale of alcohol), bootlegging and the drug war between mafia families. The way the historical period in question is perceived and reflected in literature and cinematography is of particular interest to the author of the study.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Orlova Mariya/ Орлова Мария

Faculty of Philosophy/ Философский факультет

Netflix's stunning success and promotional marketing strategies: a critical analysis/ Ошеломляющий успех Netflix и маркетинговые стратегии продвижения: критический анализ

Netflix is one of the most famous and successful companies that promote films and TV series. The study analyses the reasons of successful work of the company stressing the idea that it had to exert huge efforts trying to muddle the market. Approaches to promoting success for such series as *Euphoria*, *Squid games* and *Stranger things* are touched upon.

Консультант по английскому языку: Мурза Александра Борисовна

5. Rodina Ksenia/ Родина Ксения

Faculty of Philosophy/ Философский факультет

Benefits of learning English in Malta/ Преимущества изучения английского языка на Мальте

Education provides stability, enriches lives and helps people grow. Nowadays, it is essential to know more and speak foreign languages. In Malta, where the Mediterranean climate prevails, you can both receive English education and have fun. Thanks to friendly people, reputable language schools, and enjoyable atmosphere, it has become a meeting point for more than 30,000 students every year. Malta provides students with a truly immersive experience in which they have to speak English in various social situations. The aim of the study is to provide information about education in Malta and to demonstrate its advantages.

Консультант по английскому языку: Мурза Александра Борисовна

6. Selyaeva Alexandra/ Селяева Александра

Faculty of Philosophy/ Философский факультет

The importance of colour in an interior: an analysis of the article *The colour of a café interior and its influence on the emotional state of a person* by V. Martynova/ Роль цвета в интерьере: анализ статьи В. Мартыновой «Влияние цвета в интерьере кафе на эмоциональное настроение посетителя»

When people enter a cafe, they usually don't pay much attention to the interior, but may be impressed by the taste of the food and drinks. It might have been supposed that it is not so significant, but the design of the space has a great impact on the customers' attitude to the institution in general. To make a comprehensive study of this phenomenon the author analysed the article *The colour of a cafe interior and its influence on the emotional state of a person* by V. Martinova. The aim of the study is to illustrate the effect of colour theory on the particular example – Starbucks, which is undoubtedly one of the most popular American cafes.

Консультант по английскому языку: Мурза Александра Борисовна

7. Mokretsova Yana/ Мокрецова Яна

Faculty of Philosophy/ Философский факультет

English in Ireland: an analysis of the article *Features of the functioning of the English language in Ireland* by I. Akhmetzyanova/ Английский язык в Ирландии по материалам статьи «Особенности функционирования английского языка на территории Ирландии» И. Ахметзяновой

This study is devoted to the analysis of the functioning of the English language variety in Ireland and the definition of its status. In this regard, this article attempts to reveal the main reasons for the emergence and a large-scale spread of the English language in Ireland. An important part of the study is the study of the language situation and the language policy followed by the Government of the Republic in relation to the Irish dialect of English. The main content of the study is devoted to the history of the English language in Ireland, the peculiarities of the coexistence of two languages in one society, reflected at all linguistic levels of both languages.

Консультант по английскому языку: Дзгоева Ольга Муратовна

Секция №3

11 марта 2024 г., понедельник

Шуваловский корпус, ауд. А-307

10.45-12.15

Ведущая: Локтионова Ксения

1. Barents Nicole/ Баренц Николь

Faculty of Philosophy/ Философский факультет

Dreams and dreaming in David Lynch's work and their influence on modern American society/ Сны и сновидения в творчестве Дэвида Линча и их влияние на современное американское общество

In the study an attempt has been made to analyze the creative activity of the American avant-garde filmmaker David Lynch. Although David Lynch is a versatile personality (he draws, photographs, and composes music), nevertheless, his uniqueness is most fully revealed in his multi-part film works. Special attention in the study is paid to such films as *Mulholland Drive* (2001), *Blue Velvet* (1986), and the television series *Twin Peaks* (1990-91); various elements of Lynch's dreams and their contribution to cinema and contemporary culture are examined, and the cultural significance of Lynch's work is revealed.

Консультант по английскому языку: Егорова Елена Геннадьевна

2. Kisliakova Daria/ Кислякова Дарья

Faculty of Philosophy/ Философский факультет

An analysis of influencer marketing trends in Australia/ Тренды инфлюенс-маркетинга в Австралии

Influencer marketing has seen rapid growth in Australia in recent years. The Australian market provides fertile ground for influencer campaigns, with high internet and social media usage. Influencers here range from nano-influencers with 1,000 followers to celebrities with over 1 million followers, allowing brands to select partners aligned to their objectives and budget. Recent statistics show the industry is projected to be worth over \$800 million by 2028, with year-on-year growth of around 11%. This process includes increasing reliance on word-of-mouth for brands and influencer recommendations among Australian consumers when making purchase decisions. Influencer content also allows brands to connect authentically with audiences, accepting certain brand truths that 5-10 creative individuals (the influencers) can act as part of the campaign, rather than just one ad agency. As the industry matures, there is an emphasis on ethics, transparency, and quality content. Industry bodies like the Australian Influencer Marketing Council (AIMCO) (of which Neuralle is part of) have emerged to nurture best practices, ensuring legal compliance and mutual benefit for all stakeholders.

Консультант по английскому языку: Мурза Александра Борисовна

3. Loktionov Ivan, Efimenko Viktoria/ Локтионов Иван, Ефименко Виктория

Faculty of Philosophy/ Философский факультет

Investing in British real estate during the Brexit/ Инвестирование в недвижимость Великобритании во время Брексита

The exit of Great Britain from the EU gave rise to many economic and social problems. Many investors who invest in British real estate are currently worried by future perspectives. Such an alarming mood is also facilitated by media which predict a negative scenario for England's exit from the Eurozone. The study points out the fact that the elite segment of English real estate is doing well, with foreign investors buying expensive property in prestigious districts in London. Even in these difficult times for the country, immovable properties of London and other large cities of England continue to be bought by investors who are able to think in perspective.

Консультант по английскому языку: Егорова Елена Геннадьевна

4. Korogodina Darya, Mironov Vladimir/ Корогодина Дарья, Миронов Владимир

Faculty of Philosophy/ Философский факультет

UK fashion industry brands: an analysis of influencer marketing/ Изучение инфлюенс-маркетинг брендов модной индустрии в Великобритании

This study examines the phenomenon of influencer marketing within the fashion industry in the UK. It explores the strategies adopted by fashion brands to leverage influencers for promoting and elevating the visibility of their products and services on social media platforms. The study delves into the impact of influencer collaborations on consumer behavior, brand image, and market positioning. It also evaluates the effectiveness and implications of influencer marketing initiatives for fashion brands, offering valuable insights into the evolving dynamics of consumer engagement and brand promotion in the digital age.

Консультант по английскому языку: Мурза Александра Борисовна

5. Koltashova Maria/ Колташова Мария

Faculty of Philosophy/ Философский факультет

Product placement in the American cinema: an examination of advantages and disadvantages/ Продакт-плейсмент в американском кинематографе: исследование достоинств и недостатков

The purpose of the study is to examine the concept of product placement in American cinema, to see how it started and influenced the development in the film industry. This technique plays an important role, first of all, for the advertiser, as it increases the demand for the advertised product. Product placement helps brands reach a potential audience without classic and understandable promotion methods, which, due to their transparency, can repel consumers from buying. To illustrate the advantages and disadvantages of this technique, the author considers several examples of films in which product placement is used.

Консультант по английскому языку: Мурза Александра Борисовна

Секция №4

**11 марта 2024 г., понедельник
Шуваловский корпус, ауд. А-307
12:30-14:00**

Ведущая: Кащеева Олеся

1. Nebytov Savvaty/ Небытов Савватий

Faculty of Philosophy/ Философский факультет

The Duolingo phenomenon: a philosophical analysis/ Феномен платформы Дуолинго: философский анализ

The diversity of languages spoken across the globe, estimated at approximately 7134, underscores the varied systems of thought that exist within modern humanity. This diversity prompts a fundamental inquiry into how to effectively engage with such linguistic plurality. This research seeks to examine the phenomenon of Duolingo, an American language-learning application, and elucidate its transformative impact on the landscape of language acquisition. Through an exploration of Duolingo's emergence and evolution, this study aims to provide insights into how a seemingly straightforward digital platform has revolutionised language learning, emerging as one of the most influential tools for fostering linguistic proficiency.

Консультант по английскому языку: Бережных Елена Юрьевна

2. Voloshko Mikhail/ Волошко Михаил

Faculty of Philosophy/ Философский факультет

Mathematical patterns in modern British music and songs/ Математические закономерности в современной английской музыке и песнях

The study is based on a number of articles by different authors who have investigated music from a mathematical point of view. Such a connection seems unexpected at first glance, but, strange as it may seem, many musical moments that everyone enjoys can be explained mathematically. Music has become an integral part of our world and is now present in everyone's life. For some people, it is a background accompaniment, and for others it is their whole life's work. However, not everyone thinks about the connection of music and mathematics. By giving some examples the author demonstrates how different notes and rhythms collocate in accordance with music theory.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Pantueva Ekaterina/ Пантуева Екатерина

Faculty of Philosophy/ Философский факультет

The human and the natural in Clive Staples Lewis' essay *The Abolition of Man*: a critical analysis/ Человеческое и природное в эссе К. С. Льюиса "Человек отменяется"

In this essay Lewis raises an important issue about the relations between man and nature, which has always been a subject of debate in human science. The discussion is as to whether man is part of nature or a free personality. The relations between people and technology have been an issue of debate, with some researchers expressing grave concern about the future. C. Lewis tries to solve this problem by establishing a balance between man and nature. The importance of these ideas is as pertinent as ever. Written in 1943 the essay aims to discern the future of humanity providing an optimistic perspective.

Консультант по английскому языку: Перцев Евгений Михайлович

4. Bueva Victoriya/ Буева Виктория

Faculty of Philosophy/ Философский факультет

Claude Monet and Paul Cezanne painting styles: a case study of the books by John Rewald *The History of Impressionism* and *The History of Post-Impressionism*/ Особенности живописи Клода Моне и Поля Сезанна на основе книг Дж. Револьда «История импрессионизма» и «История пост-импрессионизма»

The study focuses on some important features of landscape painting in the works of Claude Monet and Paul Cezanne, the greatest representatives of Impressionism and the subsequent Post-Impressionism. The study is based on John Rewald's books *The History of Impressionism* and *The History of Post-Impressionism*. From the thorough analysis of the two artistic trends the author passes on to the detailed comparative study of the most significant characteristics of Claude Monet's and Paul Cezanne's landscape paintings. An attempt is being made to research the artistic techniques, styles and methods of the two recognized giants in one of the most popular trends of world painting.

Консультант по английскому языку: Криштоф Елена Михайловна

5. Shtaba Natalia/ Штаба Наталья

Institute of Foreign Languages/ Институт иностранных языков

An overview of Canadian education innovations and changes/ Инновации и изменения в системе образования Канады

Education is one of the most important parts of our lives. In Canada it is also a big part of everyone's life. But in every country, there may be some frictions with organising and implementing the system of education. The study explores various educational developments and reforms in education in modern Canada. The topics under discussion reflect the current problems in this sphere, the introduction of new teaching methods and technologies, and the difficulties of learning and teaching in this country. Moreover, the study focuses on professional teacher training in Canada. The policy changes that have affected the educational system are also touched upon.

Консультант по английскому языку: Иванова Татьяна Викторовна

6. Bogdanova Veronika/ Богданова Вероника

Faculty of Philosophy/ Философский факультет

The role of symbols in still lifes of the Dutch Renaissance: a case study of the book *Still Life and Trade in the Dutch Golden Age* by Julie Berger Hochstrasser/ Роль символов в натюрмортах голландского возрождения на основе книги Джули Хохштрассер «Натюрморт и торговля в золотой век Голландии»

The study is based on the book *Still Life and Trade in the Dutch Golden Age* by Julie Berger Hochstrasser, which was published in English by the University of Iowa. The investigation goes deeper into the magnificent still life paintings of the Dutch Golden Age to uncover their significance in presenting the beauty of laid tables providing invaluable insights into the life of the Dutch. During this period, the Dutch trade reached its peak, which found its reflection

in creating numerous still lifes. They depict an assortment of products that were part of the Dutch trade, showing the fruits of their global trade. The study reveals the meaning of the symbols hidden behind the depicted products. However, the study also highlights the tension that exists between the depiction of these goods and the darker aspects of their commodity history. This study aims to conduct a comparative analysis between objects and symbols in still life paintings and demonstrate a reflection of the country's development in these artworks.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция №5

**11 марта 2024 г., понедельник
Шуваловский корпус, ауд. А-307
15:00-16:30**

Ведущая: Глonti Нино

1. Mulin Egor/ Мулин Егор

Faculty of Philosophy/ Философский факультет

The influence of Carlos Castaneda's ideas on modern American culture/ Влияние идей Карлоса Кастанеды на культуру современной Америки

In the last few years issues relating to the connection between man and nature have increasingly become more and more important. It is against this background that ideas of Castaneda continue to attract people's attention and gained significant weight in society. The aim of the study is to analyze the influence of Carlos Castaneda's ideas on modern American culture. The research is based on the book "A separate reality" in which Castaneda calls on people to live in harmony with nature and discover their own way to see the world as it is without prejudices. It is this appeal to preserve nature that was met with great enthusiasm in the United States. Modern young people start to take an active part in a movement that gains momentum.

Консультант по английскому языку: Егорова Елена Геннадьевна

2. Firtsikov Pya/ Фирциков Илья

Faculty of Philosophy/Философский факультет

Thornton Wilder's philosophical ideas: a case study of the novel *The Bridge of San Luis Rey*/ Философские идеи Торнтона Уайлдера: исследование на материале романа «Мост Короля Людовика Святого»

Thornton Wilder's contribution to the American literary tradition is invaluable. Since the discussion of his philosophical ideas is notoriously difficult (for his literary works are really multifaceted), so we decided to choose a particular work of our author in order to conduct a profound analysis of the ideas expressed in it. The aim of the research is to strike the balance between the philosophical and literary analysis. Also, it attempts to reveal the resemblance between the ideas of the novel and those of other pieces of American literature, especially poetry.

Консультант по английскому языку: Мурза Александра Борисовна

3. Dmitrieva Zlata/ Дмитриева Злата

Faculty of Philosophy/ Философский факультет

The issue of normality in the context of phenomenological analysis and existential psychology/ Проблема нормы в свете феноменологического анализа и экзистенциальной психологии

The concept of the norm may be the most argumentative in psychology. At the same time, the question of what the inner life of a person should be cannot but affect philosophers. Indeed,

the answer impacts our ontological models, notion of the subject, ethical ideas, etc. The research analyses the inconsistency of commonly used evaluation criteria: discontent of society – in state psychiatry, customers dissatisfaction – in commercial psychiatry and statistical average – in theoretical psychology. On the contrary, it seems to be rather important to develop a vision of the norm as an ideal of inner life: genuine, creative, enabling a person profoundly realize his humaneness. Therefore, the author speaks about some of the revolutionary ideas of such philosophers who developed the “psychology of a healthy person realizing his capabilities” as Martin Heidegger, Abraham Maslow and Victor Frankl.

Консультант по английскому языку: Егорова Елена Геннадьевна

4. Matveeva Anastasia/ Матвеева Анастасия

Faculty of Philosophy/ Философский факультет

The impact of Queen Elizabeth II’s personality on British political culture/ Влияние личности королевы Елизаветы II на политическую культуру Великобритании

Great Britain is one of the few modern monarchical states with Britishness being a common element of the distinct political culture but not the national one unlike Englishness, Scottishness, Welshness and Irishness. The British monarch, reigning but not ruling, plays the role of a symbol of unity based on the consensus of the fundamental values of society, its goals and their achievement. Queen Elizabeth II, as one of the most prominent personalities in the history of Great Britain, represents the image of the most stable and powerful leader of the 20th century, who managed to preserve the authority and unity of the British monarchy in a rapidly changing world. Since the reign of Elizabeth II was quite long and relatively recent, an analysis of the role of Elizabeth II in the political culture of today’s Great Britain is of great importance and relevance.

Консультант по английскому языку: Шмараева Анастасия Александровна

5. Abramov Timofei/ Абрамов Тимофей

Faculty of Philosophy/ Философский факультет

Examining cultural artifacts and national identity of Australia and New Zealand/ Изучение взаимосвязи культурных артефактов и национальной идентичности Австралии и Новой Зеландии

The study examines the rich diversity of cultural artifacts and their influence on the formation of national identity in two Oceanic countries. Discussing the historical, social, and cultural aspects of both nations, the research focuses on the role of various artifacts such as art, music, cuisine, crafts, and mythology in strengthening cultural heritage and shaping the unique character of each. The importance of preserving and promoting these cultural treasures in the context of the modern world is also emphasized, making the study relevant for understanding cultural diversity and national identity in the region.

Консультант по английскому языку: Шмараева Анастасия Александровна

6. Nazmieva Azaliya/ Назмиева Азалия

Faculty of Philosophy/ Философский факультет

The function of artistic details in image formation: a case study of Jane Austen’s novel *Pride and Prejudice*/ Функция художественной детали в создании образа на материале романа Джейн Остен «Гордость и предубеждение»

The moral and psychological issues J. Austin raises in her novel *Pride and Prejudice* are not outdated and important enough to attract the modern reader. The study discusses the function of artistic details that help to create the image of the main characters of the novel. The study compares and analyzes English people’s life in the 19th century and its artistic description in the novel.

Консультант по английскому языку: Мурза Александра Борисовна

7. Rodicheva Sofia/ Родичева Софья

Faculty of Philosophy/ Философский факультет

Analysing the role of theatre in shaping U.S. cultural and social identity/ Анализ роли театра в формировании культурной и социальной идентичности в Соединенных Штатах

The research discusses the significant role that theatres play in shaping cultural and social identity within the United States. Through analysing the historical roots, contemporary productions, and the future outlook, the study examines the multifaceted impact of theatre on American society. With a particular focus on the relations between theatres and ethno-social identities, the study reveals how theatrical productions reflect and influence cultural norms and societal values. Furthermore, it investigates a potential ground for future research. Ultimately, this study contributes to a deeper understanding of the transformative power of theatre in shaping cultural and social identity in the United States.

Консультант по английскому языку: Шмаряева Анастасия Александровна

8. Khromova Darya/ Хромова Дарья

Faculty of Philosophy/ Философский факультет

The role of digital art in modern American culture/ Роль цифрового искусства в современной культуре Америки

Digital art history enjoys increasing prominence in debates about the future of the discipline in the United States, as evidenced by the growing number of research and teaching programmes in the field. The aim of the research is to examine the most prominent representatives of the industry and discuss the meaning of their work. The works of modern artists – Jeff Koons, David Hockney and Mike Winkelmann are considered with an aim to demonstrate the most important features of digital art.

Консультант по английскому языку: Мурза Александра Борисовна

Секция №6

11 марта 2024 г., понедельник

Шуваловский корпус, ауд. А-518

15:00-16:30

Ведущий: Игнатенко Егор

1. Tsyan Tyansyn/ Цянь Тяньсин

Faculty of Foreign Languages and Area Studies/ Факультет Иностранных языков и регионоведения

Semantic features analysis: translating the names of traditional folk and religious holidays from Russian into Chinese/ Анализ семантических особенностей перевода названий традиционных народных и религиозных праздников с русского языка на китайский

The study examines traditional ways of translating realities from a source language to a target language: transliteration, word for word translation, generalization and a descriptive/ detailed translation, stressing the fact that conveying culture-specific elements is always a challenge. The author provides some well-established techniques for overcoming this challenge.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Chan Tsi/ Чжан Ци

Faculty of Foreign Languages and Area Studies/ Факультет Иностранных языков и регионоведения

The use of Russian phraseological units in appeals, mottos and slogans of the Soviet era: a translation aspect/ Использование русских фразеологизмов в призывах, девизах и лозунгах советской эпохи: переводческий аспект

The author points out three ways which are used to convey the meaning of phraseological units (PU) in general and translate them in Soviet slogans in particular: some PUs seem transparent because of the literal meanings of the words they consist of (*Догнать и перегнать!*), however, a PU may have a similar counterpart in the target language, but the register or style in which it is used may be different and a PU may have no equivalent in the target language (*Пятилетку – в четыре года!*).

Консультант по английскому языку: Перцев Евгений Михайлович

3. Chan Yui/ Чжан Юй

Faculty of Foreign Languages and Area studies/ Факультет Иностранных языков и регионоведения

English borrowings in Chinese historical and cultural video games: a translation aspect/ Англоязычные заимствования в сфере видеоигр исторической и страноведческой тематики на китайском языке: переводческий аспект

The study analyses difficulties of translating English borrowings in numerous video games which invaded the Chinese market. The author offers different ways of overcoming challenges the translator faces in his work; he/she can: change the word order, delete a word or words, add a word or words, replace the word with another, change its grammar structure.

Консультант по английскому языку: Перцев Евгений Михайлович

4. Buchatsky Arseny/ Бучацкий Арсений

HSE University, Faculty of Social Sciences/ НИУ ВШЭ, Факультет социальных наук

Features of learning-teaching transition for sociology students: a Bloom's taxonomy-based analysis/ Переход «обучение – преподавание» для студентов-социологов: анализ в контексте таксономии Б. Блума

The research is based on the author's PhD dissertation proposal and features the author's participation experience in research/pedagogical activities, presented in practical and scientific ways and described based on the literature on pedagogics. The author analyzes the academic development resources for sociology students using his previous research experience and theoretical knowledge gained at Lomonosov MSU and the examples of opportunities available for master students at HSE University (Moscow): the Joint Master – PhD Studies Track, teaching assistantships, additional courses, academic writing seminars and international laboratories' seminars. By discussing the updated Bloom's Cognitive Skills Complexity Taxonomy (Krathwol, Anderson, 2001), the author mentions the applicability of featured resources for the sociology students' learning-teaching transition and provides their analysis in terms of Pollard's Reflective Learning Model (Pollard, 2014), which suggests that at every stage a student can be involved in teaching. The author states that a combination of academic development opportunities aimed at improving various skills included in the Bloom's Taxonomy is a flexible strategy for a student's learning-teaching transition.

Консультант по английскому языку: Покровский Никита Евгеньевич

5. Zhou Zhenhua/ Чжоу Чжэньхуа

Faculty of Philosophy/ Философский факультет

Researching Chinese and Russian cultural symbols of communication in the context of the Digital Era/ Исследование особенностей коммуникации китайских и русских культурных символов в условиях цифровой эпохи

The cultural communication between Russia and China is an important part of relations between the two countries. National cultural symbols and images are the shared spiritual signs and cultural markers that all nationalities have developed over time. They represent historical memories of the two countries, serving as a spiritual bridge that unites them. This research aims to show that in the context of the digital age, there have appeared new opportunities to raise our cultural ties to a new level. The purpose of this research is to demonstrate how to incorporate traditional values of both countries into new forms of cooperation.

Консультант по английскому языку: Перцев Евгений Михайлович

6. Obukhova Elena/Обухова Елена

Faculty of Philosophy/ Философский факультет

The influence of the ancient theatre on the modern theatre: a case study of a Broadway musical/ Влияние античного театра на современный на примере бродвейского мюзикла

The study makes an attempt to examine what artistic features of the ancient theater exercised an influence on modern performances. The study highlights some important devices which came to modern theater from antiquity. We can trace the influence of old traditions in the popular Broadway musical *The Phantom of the Opera*. The aim of this study is to overcome the long distance from antiquity to the present day and look at the modern musical from a slightly different angle.

Консультант по английскому: Мурза Александра Борисовна

Секция №7

**11 марта 2024 г., понедельник
Шуваловский корпус, ауд. А-307
16:45-18:15**

Ведущая: Хузина Альбина

1. Alimov Egor/ Алимов Егор

Faculty of Philosophy/ Философский факультет

Tracing radical newness in postmodern philosophy and British post-continental philosophy/ Радикальная новизна в философии постмодерна и в британской пост-континентальной философии

Newness as an independent philosophical category is to be regarded as both the goal of philosophising and a tool of doing philosophy. The ambivalence of newness expresses two different strategies of relying on newness. The first strategy can be conventionally labelled as a postmodernist strategy. The second strategy is the strategy of British post-continental philosophy. Within this strategy newness becomes an experienced event, and therefore can be taken as a precondition for the construction of philosophical systems. And this "domestication of newness" methodologically goes back to Deleuze. The study attempts to show this continuity in detail.

Консультант по английскому языку: Мурза Александра Борисовна

2. Dil Igor/ Диль Игорь

Faculty of Philosophy/ Философский факультет

Qualia in the contemporary philosophy of mind/ Квалиа в современной философии сознания

Phenomenology is working with the subjective aspect of experience, but there is a very important distinction between understanding of subjectivity in phenomenology and in philosophy of mind. Many philosophers of mind use the term “subjectivity” in psychological way, but phenomenology is claiming this approach as “psychologism”. We can interpret Dennet`s theory not as a qualia-rejection, but as a rejection of imaginary property of qualia. We can also use Husserl`s notion of *sense* (noetic-noematic distinction) to describe qualia. In the «early» Husserl`s investigations perceptions could be described as an inner-image-consciousness, but Husserl`s transcendental phenomenology allows us to talk about perception in a non-imaginary way.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Savelov Arseniy/ Савелов Арсений

Faculty of Philosophy/ Философский факультет

The impact of D. Hume`s philosophy on J. S. Mill`s views: a comparative analysis/ Влияние философии Д. Юма на взгляды Дж. Ст. Милля: сравнительный анализ

British empiricism is a well-known term that usually includes J. Locke, G. Berkeley, D. Hume and J. S. Mill. There is some kind of direct succession between the first three. Nevertheless, between Hume and Mill there is a shocking absence of direct influence. The research focuses on the similarity of some of their ideas. At the same time, according to a number of researchers, Hume's direct influence on Mill seems to be of little value. Mill rarely refers to Hume and does not use his conceptions. The reasons for the absence of this influence are investigated. The author analyses and criticizes the hypothesis that Mill was not familiar with Hume's work. Further, the author considers and accepts the thesis that Mill was critical of Hume`s philosophy in general. The reasons for this attitude are investigated. Later, there is a change in Mill`s attitude towards Hume. It is concluded that it was precisely the criticism towards Hume in the early period of Mill`s work that led to the fact that Hume did not exercise a significant influence on Mill.

Консультант по английскому языку: Перцев Евгений Михайлович

4. Konstantinova Anastasiia/ Константинова Анастасия

Faculty of Philosophy/ Философский факультет

The contribution of the British royal family to international charitable activities/ Вклад британской королевской семьи в международную благотворительную деятельность

The study deals with numerous charitable activities of the British Royal Family stressing the fact that their participation helps to draw attention to various issues and stimulates fundraising for charitable purposes. The Royal Family also organizes and participates in a variety of charitable events, including charity evenings, fundraising events and public campaigns to raise awareness of humanitarian issues. They also encourage and support the activities of many charities and organizations, helping to spread aid to those in need around the world. Overall, their contributions to international philanthropy are enormous and have a significant impact on improving the lives of millions of people in various countries. The Royal Family also supports international humanitarian and research organizations, and their leaders often hold honorary positions in such organizations. Moreover, their activities in the field of charity and humanitarian assistance help raise awareness about important global issues, such as the fight against poverty, hunger, disease, violence and other social challenges.

Консультант по английскому языку: Мурза Александра Борисовна

5. Kazarina Irina/ Казарина Ирина

Faculty of Philosophy/ Философский факультет

Gaining access to U.S. higher education: modern challenges and opportunities/ Высшее образование в США: возможности и трудности получения

This study explores the topic of government-provided educational opportunities in the United States. The procedures that students go through when applying to colleges are highlighted, and issues related to the study conditions of international students at U.S. universities are discussed. The study provides information on the various programme opportunities, scholarships and financial support available to American students as well as to international students wishing to study in the United States. In conclusion, the study analyzes the importance of education in the United States and its contribution to students' career development, and offers some advice for those who consider studying in the United States.

Консультант по английскому языку: Криштоф Елена Михайловна

Секция №8

**11 марта 2024 г., понедельник
Шуваловский корпус, ауд. А-518
16:45-18:15**

Ведущая: Минаева Юлия

1. Grigoryeva Ekaterina/ Григорьева Екатерина

Faculty of Philosophy/ Философский факультет

Abolishing death: a myth of salvation in the 20th century Soviet and American literature/ Упразднение смерти: миф о спасении в советской и американской литературе XX века

At the core of the study is the issue of representation of death in literature and art in general. From the very outset the author concerns herself mainly with the philosophical aspects of the matter in question. At a later stage of the research the author moves on to a popular myth of abolishing death in Soviet and American art. From the point of view of "revolutionary romance" the biological nature of man had to be overcome in all its manifestations including overcoming death. At the very beginning of the 1920s, Alexander Svyatogor, the leader of the biocosmist movement, argued that the maximal social programme had already been implemented, and the only thing that remained to be undertaken at the time was "to put the cosmic resurrection of the dead on the agenda." Surprisingly, a similar trend could be observed in American art, and this was by no means a coincidence. The study makes an attempt to prove that this was, in fact, a logical response to the challenges of the time. Among other things, the research explores the ways of the embodiment of death abolition and the idea of virtual immortality in American and Soviet art of the 20th century.

Консультант по английскому языку: Егорова Елена Геннадьевна

2. Kazyulin Vadim/ Казюлин Вадим

Faculty of Philosophy/ Философский факультет

Representing Christian ideas of human equality in American Civil War music/ Выражение христианских идей равенства людей в музыке Гражданской войны в США

It is undeniable that modern ideals of human rights and equality are deeply rooted in Christian ethics. The idea of peoples' equality before God forms the basis of modern rejection of slavery and oppression. Perhaps no other country in the world promotes this idea more ardently than the United States of America does, despite the fact that the USA itself did not abandon slavery until 1862. The American Civil War thus serves as a fascinating example of a clash of ideologies, in which Christianity was actively used to justify the fight for the liberation of

slaves. This study highlights the intrinsic connection between Christianity and abolitionism, using the famous Union war song “Battle Hymn of the Republic” as an example.

Консультант по английскому языку: Мурза Александра Борисовна

3. Muminova Parvina/ Муминова Парвина

Faculty of Philosophy/ Философский факультет

Artificial intelligence in the UK: the role of leading academic institutions/ Искусственный интеллект в Великобритании: роль ведущих университетов

Artificial Intelligence (AI) is rapidly emerging as a transformative force with the potential to revolutionize various industries and profoundly impact our daily lives. The UK is positioned as a global leader in AI research and innovation, ranked third globally. Leveraging partnerships between leading academic institutions such as the University of Cambridge and industry, the UK is pioneering world-class AI technologies. The newly established AI Standards Hub, part of the National AI Strategy, underlines the government's commitment to fostering AI growth and innovation across sectors. The industry applications of AI extend beyond technology to healthcare, energy, transportation, and national security, driving efficiency and innovation. Given the rising importance of data management, sustainability, and ethical AI governance, clear standards and robust frameworks are necessary. The UK's focus on nurturing a thriving AI ecosystem and promoting ethical AI practices may sustain its leadership in the global AI landscape. This will foster economic growth and technological advancements.

Консультант по английскому языку: Бережных Елена Юрьевна

4. Nastasenko Ivan/ Настасенко Иван

Faculty of Philosophy/ Философский факультет

Perry Expedition and its impact on Japanese-American relations: a historical analysis/ Экспедиция Перри и отношения Японии и США: исторический анализ

The study focuses on the Perry Expedition which took part in the middle of the 20th century and had a great impact on Japanese society, on the people and social structure in general. The goals of this expedition included exploration, surveying, and establishment of diplomatic relations and negotiation of trade agreements with various nations of the region. The aim of the expedition was to establish political, economic and cultural contacts with Japan. The Americans were also driven by concepts of destiny and the desire to impose the “benefits” of Western civilization and the Christian religion on what they perceived as backward Asian nations. The study attempts to prove that the expedition is considered to have opened this isolated country to Americans.

Консультант по английскому языку: Мурза Александра Борисовна

Секция №9

14 марта 2024 г., четверг

Шуваловский корпус, ауд. А-307

9.00-10.30

Ведущая: Яковенко Дарья

1. Alkhanova Guzel/ Алханова Гюзель

Faculty of Philosophy/ Философский факультет

Examining the American film industry: a case study of the 1950s/ Изучение американской киноиндустрии 50-х гг. XX века

The American filmmaking industry saw a dramatic change in the 1950s due to the emergence of television broadcasting. However, despite its decline, it managed to produce a lot of films

that became popular and are recognized to be iconic today. The producers of that time were focused primarily on comedies, musicals, and adventure films. The study examines the American film industry of the 1950s in terms of the challenges it faced and the outcomes of the corresponding measures taken by the major film studios.

Консультант по английскому языку: Шмараева Анастасия Александровна

2. Kalenich Anastasiia/ Каленич Анастасия

Faculty of Philosophy/ Философский факультет

The influence of Hollywood on the contemporary Russian film industry: a cultural perspective/ Влияние Голливуда на современную киноиндустрию России: культурный аспект

The study focuses on the impact of Hollywood on the Russian perception of American films and Russian film production. It analyzes how Hollywood films shape Russians' views of American life and the nation. The research examines the specific reasons and factors that affect the filmmaking process and popular film genres (comedies, dramas, musicals, etc.) in Russia. It also investigates how certain aspects of life in the USA portrayed in Hollywood movies have an influence on Russians' opinions about living abroad. In addition, the study points out how Hollywood guidelines for film producers influence the management of film production, the casting process, scriptwriting, shooting, visual effects, the distribution process, and promotion in the Russian film industry.

Консультант по английскому языку: Шмараева Анастасия Александровна

3. Zarudnaya Anastasia/ Зарудная Анастасия

Faculty of Philosophy/ Философский факультет

Received Pronunciation as the standard or the “Queen’s English”: an analysis of historical background and recent developments/ Нормативное произношение как языковой стандарт или Королевский английский: анализ исторических предпосылок и его развития

The Old English language of the Anglo-Saxon era developed into Middle English, which was spoken from the time of the Norman conquests until the end of the 15th century. Contacts with the North Germanic languages spoken by the Scandinavians who conquered and colonized Britain from the 8th to the 9th century had a significant impact on the formation of English; it led to numerous lexical borrowings and grammatical simplifications. The language was influenced by the conquests of the Normans, who spoke Old Germanic, which developed into the Anglo-Norman language in Britain. Many Norman and French borrowings entered the language vocabulary related to the church and the judicial system. The spelling system established in the Middle English period is still in use today. The research examines not only historical background and stages of the development of the “Queen’s English” but also provides particular examples to demonstrate the features of Received Pronunciation.

Консультант по английскому языку: Шмараева Анастасия Александровна

4. Skryabina Varvara/ Скрыбина Варвара

Faculty of Philosophy/ Философский факультет

Analysing the influence of The Beatles on the 20th-century music trends/ Анализ влияния творчества британской группы «Битлз» на музыкальные тенденции XX века

The influence of The Beatles on the 20th-century music is undeniable. The Beatles revolutionized popular music by introducing innovative songwriting techniques and musical styles. Their use of complex harmonies and experimental song structures challenged traditional norms in the industry. The group’s success paved the way for the emergence of

other British bands in the 1960s, such as The Rolling Stones and The Who. The Beatles' impact extended beyond their own genre, inspiring and influencing musicians from various musical backgrounds. Their exploration of different genres, including Indian classical music and psychedelic rock, expanded the possibilities of popular music. The Beatles' lyrics also transcended the typical themes of love and heartbreak, dealing with social and political issues. The study shows that their success in the United States helped bridge the gap between British and American music, leading to a global appreciation of British rock. Furthermore, a huge impact of the Beatles can still be seen in contemporary music since a lot of musicians draw their inspiration from their innovative approach to songwriting and performance.

Консультант по английскому языку: Шмараева Анастасия Александровна

5. Smetanina Victoria/ Сметанина Виктория

Faculty of Philosophy/ Философский факультет

Analysing British and American mindsets through advertising/ Анализ особенностей менталитета британцев и американцев в рекламе

Advertising is always aimed at a particular target audience, taking into account national characteristics, age, interests, and preferences. In addition, subliminal messages help advertisers promote products and services by affecting consumer choice. The study examines a number of newspapers' advertisements and commercials both from Great Britain and the USA. The analysis demonstrates that their content reflects some distinct national traits of citizens. The research claims that due to the differences in mindsets advertising focuses on various aspects, highlights different values and beliefs which help advertisers promote their goods more effectively.

Консультант по английскому языку: Шмараева Анастасия Александровна

6. Chaika Arina/ Чайка Арина

Faculty of Philosophy/ Философский факультет

The influence of Protestant ethics on American economic development/ Влияние протестантской этики на развитие экономики США

The study analyses the impact of the Protestant work ethics on the formation and strengthening of the position of work as the highest value in American society. The purpose of this research is to present labour, in particular entrepreneurial activity, from the perspective of Protestant ethics. The examination is based on Max Weber's work *Protestant Ethics and the Spirit of Capitalism*. It also focuses on the concepts of Calvinism and Lutheranism.

Консультант по английскому языку: Шмараева Анастасия Александровна

Секция №10

14 марта 2024 г., четверг

Шуваловский корпус, ауд. А-518

9.00-10.30

Ведущая: Байдракова Ника

1. Bazel Naomi/ Базель Наоми

Faculty of Philosophy/ Философский факультет

The impact of the COVID-19 pandemic on the USA: the economic perspective/ Анализ влияния пандемии COVID-19 на экономику США

The COVID-19 pandemic is known to have had a profound impact on the US economy. Lockdown measures and restrictions led to a significant decline in consumer spending, with many businesses forced to close temporarily or even permanently. This resulted in an increase in unemployment rates, economic crisis, and financial uncertainty. In addition, the pandemic

also accelerated certain economic trends, such as the shift to online shopping, remote work, and digital services. The research examines both positive and negative implications of the COVID-19 pandemic, with a particular focus on different sectors of the economy and the measures that the government had to introduce to mitigate the economic damage.

Консультант по английскому языку: Шмараева Анастасия Александровна

2. Plyakina Elizaweta, Dzhioeva Eva/ Плякина Елизавета, Джиеова Ева

Faculty of Philosophy/ Философский факультет

A comparative analysis of American and Russian mentalities through traditional holiday observations/ Сравнительный анализ менталитета русских и американцев через сравнение традиционных праздников

Traditional holidays play an important role in preserving both culture and the cultural identity of a nation as they reflect historical traditions, religious beliefs and values of society. The analysis reveals the connections between certain peculiarities of national mentality and attitudes to the past and future, as well as their impact on lifestyle and social norms. This in-depth study of traditional holidays, as the reflection of culture, facilitates better understanding of differences and similarities between the Russian and American mentalities.

Консультант по английскому языку: Шмараева Анастасия Александровна

3. Stolbova Polina/ Столбова Полина

Faculty of Philosophy/ Философский факультет

R. Lewis's model of assessing different cultures: a critical analysis/ Модель определения уровней культуры в разных странах Р. Льюиса: критический анализ

The study deals with three types of culture that R. Lewis describes in his research. In the Lewis Model culture is based not on nationality, economic development, or religion – it is based on behaviour. He explains that one person can simultaneously combine several characteristic features from all types at once, however, there is always a dominant one.

Консультант по английскому языку: Мурза Александра Борисовна

4. Вакаева Anastasia/ Бакаева Анастасия

Philosophy Faculty/ Философский факультет

Examining the impact of responsive systems on domestic violence: a case study of the USA/ Анализ влияния систем реагирования на домашнее насилие на примере США

The study of the issue of domestic violence and its impact on society is highly relevant, as according to the data released by the World Health Organization, one in three women worldwide experiences physical or sexual violence in their lifetime. Currently, many governmental and private organizations in the USA are involved in assisting victims of domestic violence. The aim of the research is to examine the protocols for working with survivors, analyze their effectiveness, and assess the effectiveness of combating this social challenge. Additionally, the study presents an analysis of the positive and negative consequences of actions aimed at preventing violence and assisting victims of domestic violence.

Консультант по английскому языку: Шмараева Анастасия Александровна

5. Vladimirova Maria/ Владимирова Мария

Faculty of Philosophy/ Философский факультет

Eduardo Garcia's views on benefits and challenges of using ChatGPT in the UK business framework/ Взгляд Эдуардо Гарсия на преимущества и проблемы использования ChatGPT для бизнеса в Великобритании

Recent breakthroughs in generative AI have seen companies using this technology to raise public awareness, improve processes and decrease different risks. ChatGPT creates new and original content such as images, videos, code, or text, based on prompts. However, businesses should be aware that it is not exempt from controversies or challenges. In the book the author is trying to get into the core of the issue describing the existing challenges in the sphere under consideration. It is also necessary to point out that the author views ChatGPT as a complicated system, as a tool of trade for businessmen, and not as a fashionable innovation that everybody seems to be discussing at present. The aim of this study – first and foremost - is to provide a lucid explanation of the way ChatGPT is being used for the UK businesses.

Консультант по английскому языку: Дзгоева Ольга Муратовна

6. Shpakova Kseniya/ Шпакова Ксения

Faculty of Philosophy/ Философский факультет

Linguistic and cultural peculiarities of English humour and its translation: a study of semantics, structure and pragmatics of English-language humour by Kulinich M.A./ Лингвокультурные особенности англоязычного юмора и его перевод на основе исследования «Семантика, структура и прагматика англоязычного юмора» Кулинич М.А

The study deals with the issue of translation of English humour into Russian. Understanding English-language humour leads to mutual understanding between representatives in cultural communication in different fields. Since English is an international language of communication, the relevance of understanding is rapidly growing. Special attention is paid to cultural differences and vocabulary of this kind of humour. Humour is generally regarded as both a socio-cultural and linguistic phenomenon and even a linguo-cultural one. These features are a source of the multiple options of perception of humour by the spokespeople of the Russian and English cultures. This research deals with the analysis of peculiarities of English humour used in the everyday life and its Russian translation based on the study of the Russian linguist M. Kulinich.

Консультант по английскому языку: Егорова Елена Геннадьевна

Секция №11

14 марта 2024 г., четверг

Шуваловский корпус, ауд. А-307

10:45-12:15

Ведущая: Филькина Анастасия

1. Nikanorova Anna, Shkareda Vladislava/ Никонорова Анна, Шкареда Владислава

Faculty of Philosophy/ Философский факультет

The impact of American celebrities on human behaviour: an analysis of the article *Marketing with celebrities - successful and scandalous* by Margarita Akulich/ Влияние американских знаменитостей на поведение людей в статье Маргариты Акулич «Маркетинг со знаменитостями - удачный и скандальный»

Nowadays celebrities have become an integral part of our daily lives. This is why brands use them to promote their products. The aim of the study is to understand the influence of celebrities on people's behaviour and their values. This study is based on the article by M. Akulich *Marketing with celebrities - successful and scandalous*. The study focuses on understanding the reasons of the influence of celebrity-marketing on the purchase decision and people's behaviour. Despite their large number of fans, celebrities also have a negative effect on consumers and organizations. This study gives a thorough analysis of all sides of this phenomenon and examines it on the example of the American market.

Консультант по английскому языку: Егорова Елена Геннадьевна

2. Anna Shlyakova, Filkina Anastasia/ Анна Шлякова, Филькина Анастасия

Faculty of Philosophy/ Философский факультет

Features of advertising: a case study of American luxury brands/ Особенности рекламы американских брендов класса «люкс»

Nowadays, global economy sees luxury brand's income and popularity increasing despite economic crises. This situation developed a long time ago and the fact of luxury brands lasting success makes scientists, philosophers and experts research luxury brand's features in order to create their theories about why people want to buy such expensive things. Authors of this study consider the issue of luxury brands from the perspective of T.B. Veblen's and P. Bourdieu theories. The understanding of luxury brands' essence helps advertising and marketing specialists develop successful promotion strategy. This research analyzes advertising and identity of two American brands – Tiffany & Co. and Tom Ford. Synthesis of luxury brands' features and identity, as well as their promotion experience provide a notion about features of advertising and identity of luxury brands, stated in this study.

Консультант по английскому языку: Мурза Александра Борисовна

3. Mugalimova Albina/ Мугалимова Альбина

Faculty of Philosophy/ Философский факультет

Online overconsumption as a new disease of American society/ Сверхпотребление в Интернете как новая болезнь американского общества

The study attempts to give an analysis to a phenomenon of overconsumption that seems to have become extremely popular. The study investigates a bad influence of overconsumption on the environment, the ethical side of production, the oversaturated advertising market, and finally on social networks, with the attempt of marketers to create a new aesthetic every year in order to sell more and more products. The study describes the main problems of online overconsumption, explaining why the minimalism movement has failed in American society, and presenting the author's vision of a solution to the problem.

Консультант по английскому языку: Мурза Александра Борисовна

4. Zaitseva Anna/ Зайцева Анна

Faculty of Philosophy/ Философский факультет

The impact of digital marketing in Canada/ Влияние цифрового маркетинга в Канаде

This study describes and analyzes the impact of digital marketing practices in Canada. Nowadays digital marketing is one of the most effective and popular methods of promoting your brand. Digital marketing has quickly become a key strategy for reaching customers. It covers a huge part of the Canadian economy and has grown to become the most popular means of advertising. In the study an attempt is made to categorize the various parameters of digital marketing and analyze their benefits and challenges. The study emphasizes the importance of keeping up to date with the new trends and adapting marketing tactics accordingly. The results of the research have been applied to the operation of digital marketing tools in Canada. The study also deals with the impact of digital marketing on Canadian businesses.

Консультант по английскому языку: Дзгоева Ольга Муратовна

5. Pechatkin Alexandr/ Печаткин Александр

Faculty of Philosophy/ Философский факультет

A comparative analysis of positioning and communication tools: a case study of Canadian hockey fans/ Сравнительный анализ инструментов позиционирования и коммуникации с болельщиками канадских хоккейных команд

Communication in the sports industry is a contemporary and relevant area of work for advertising and public relations specialists. The visualisation and digitalisation of social life trends are also applicable to the communication space. There is an increasing focus on organising communication with fans and spectators of sports matches in the digital space. Hockey, being one of the most popular sports, is no exception. This study analyses communication between hockey clubs, professional sports organisations and fan audiences in Canada, the birthplace of hockey. It examines the communication strategies and practices of Canadian clubs, which have been successfully applied in other countries where hockey is popular. The study includes a significant section dedicated to comparing and evaluating various methods of promoting Canadian hockey clubs through both online and offline channels.

Консультант по английскому языку: Дзгоева Ольга Муратовна

6. Obozovskaya Zlata, Krulova Yuliya/ Обозовская Злата, Крылова Юлия

Faculty of Philosophy/ Философский факультет

Event management in the fashion industry/ Организация мероприятий в индустрии мод

Event management in the fashion industry plays a key role in brand creation and promotion, as it is a powerful tool for attracting attention to new collections, establishing contacts with customers and forming a positive image of the company. That is why events have become an integral part of the marketing strategy of many fashion brands. Organising fashion events requires careful attention to every detail - from choosing the location and decorations to inviting guests and carrying out promotional activities. Every element must be thought through to create an atmosphere that matches the style and values of the brand. Creativity, innovation and originality play an important role in making fashion events successful, as they allow you to stand out from the competition and attract the attention of the target audience. Thus, event management in the fashion industry is a necessary tool for brand promotion, attracting attention to products and establishing long-term relationships with customers. Professional organisation of fashion events helps a brand to stand out in the market, strengthen its position and create a positive impression among the target audience.

Консультант по английскому языку: Мурза Александра Борисовна

Секция №12

14 марта 2024 г., четверг

Шуваловский корпус, ауд. А-307

12:30-14:00

Ведущий: Одинцов Павел

1. Pershina Iya/ Першина Ия

Faculty of Philosophy/ Философский факультет

Dual consciousness theory: myths and reality/ Теория двойного сознания: мифы и реальность

The Dual Consciousness Theory takes its origin from Roger Sperry's research on the split-brain phenomenon. Sperry's research involved studying patients who had undergone a surgical procedure called a corpus callosotomy. This procedure involves severing the corpus callosum, the band of nerve fibers that connects the two hemispheres of the brain. The surgery is typically performed on patients suffering from severe epilepsy, as it helps to reduce the frequency and severity of seizures. In his Nobel acceptance lecture in 1981, Roger Sperry, who was awarded the Prize for Physiology or Medicine, argued that his research and that of his collaborators had demonstrated that the right hemisphere of split-brain patients had a rich

cognitive and emotional life that might be said to rival that of the left hemisphere in many respects. This cemented the belief that two types of consciousness may exist side by side, so to speak. The research is devoted to the review of myths and facts confirming and refuting this theory.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Ivanov Daniil/ Иванов Даниил

Faculty of Philosophy/ Философский факультет

Congregationalism in New England: from “Puritan theocracy” to liberal Christianity/ Конгрегационализм в Новой Англии: от «пуританской теократии» к либеральному христианству

The Puritans had a major influence on the formation of American history. Fleeing religious persecution in their homeland, the Puritans founded the New England colonies, establishing a specific social order often called a “Puritan theocracy” in which the congregational church played a central role. However, theological disputes, mass immigration and the philosophy of the Enlightenment of the 18th-19th centuries significantly changed the face of New England congregationalism. Calvinist orthodoxy over time was partially transformed into liberal Christianity, the so-called Unitarian Universalism, which rejected a significant part of the fundamental principles of the faith of the first Puritan settlers.

Консультант по английскому языку: Мурза Александра Борисовна

3. Odintsov Pavel/ Одинцов Павел

Faculty of Philosophy/ Философский факультет

Analysing the challenges of translation in humanities: a case study of *Trauma: The Invisible Epidemic*, *The Case Against the Sexual Revolution* and *The Desire of Psychoanalysis*/ Анализ трудностей перевода гуманитарных текстов на примере книг «Травма: невидимая эпидемия», «Темная сторона сексуальной революции» и «Желание психоанализа»

This research explores the challenges of translating complex humanities texts, using three works as case studies: *Trauma: The Invisible Epidemic*, *The Case Against the Sexual Revolution*, and *The Desire of Psychoanalysis*. The analysis of these texts reveals the nuances and both cultural and scientific contexts inherent in the translation process. Specific challenges such as finding terms in existing translations and working with multiple languages used in a book are analyzed using specific examples. Through this examination, the audience gains insights into the intricate interplay between language, culture, and meaning in the translation of humanities literature, emphasizing the importance of bridging these gaps for a more comprehensive global understanding.

Консультант по английскому языку: Мурза Александра Борисовна

4. Kshevin Nikolai/ Кшевин Николай

Faculty of Philosophy/ Философский факультет

Antique *techne* in the context of the modern concept of technology: a study of English-speaking authors/ Античное *технэ* в контексте современного содержания концепта техники в работах англоязычных авторов

An integral feature of the modern and current state of the world is its technological development. The basic human intuition today is to point out the fact that technology surrounds us everywhere. However, the meaning behind this fact remains radically unclear. Perhaps looking at the connection between the Greek meaning of *techne* and the current state of the concept of technology can give us the direction we need to address this issue.

Консультант по английскому языку: Перцев Евгений Михайлович

5. Magomadova Khava/ Магомадова Хава

Faculty of Philosophy/ Философский факультет

Traditional British values in the information society/ Традиционные ценности Великобритании в условиях информационного общества

The theses deal with the current state of the traditional values of Great Britain, which form the basis of British society and determine its national identity. The author puts forward the idea of influence of the information society on the traditional values of the British. Much attention is given to the impact of globalization and multiculturalism on British values. The study also examines how traditional values are adapting to a changing world. The author explores the tension between traditional and modern values and discusses the challenges the United Kingdom faces in preserving its traditional values in a developing information society. The study concludes with recommendations for how the UK can preserve and strengthen its values in the future. The author emphasizes the importance of education, civic participation and intercultural dialogue in the formation of a society based on shared values.

Консультант по английскому языку: Сергиенко Полина Игоревна

6. Yurovskaya Katarina / Юровская Катарина

Faculty of Philosophy / Философский факультет

Some aspects of the development of communication in the Internet space / Некоторые аспекты развития коммуникации в Интернет-пространстве

The network reality, which appeared at the end of the 20th century, had a strong influence on many aspects of social relations, including the forms of relationships between people (users). Since the beginning of the 21st century, there has been a widespread proliferation of applications for virtual communication (first computer, then mobile and cross-platform messengers), which over several decades have become one of the most important elements of the new virtual reality. Today, messengers are increasingly replacing the usual interpersonal communication, which is especially evident among youth and teenagers. This trend emphasizes the relevance of the topic discussed in this work. The development and almost universal distribution of messengers allows us to talk about changes in communication processes in virtual reality, its complication, the disappearance of old and the emergence of new communicative situations, which is an area for interdisciplinary scientific research by linguists, philosophers, sociologists, and cultural scientists. This article attempts to analyze the components of the communication process in a network environment, innovations in the use of linguistic and extra-linguistic means of communication on the Internet, as well as changes that the classical process of communication undergoes in virtual reality.

Консультант по английскому языку: Перцев Евгений Михайлович

Социологический факультет МГУ имени М.В. Ломоносова

Ведущие:

Баранов Николай (ауд. 320)

Зырянова Алиса (ауд. 320)

Секция 1

12 марта 2024, вторник

12:30 – 15:10

Ленинские горы, МГУ, д. 1. стр. 33, ауд. 317

1. Bukovskaya Antonina/ Буковская Антонина

Faculty of Sociology/ Социологический факультет

Analysing ageism as a social and communicative phenomenon/ Анализ эйджизма как социально-коммуникативный феномен

The study explores the phenomenon of ageism. The research focuses on the analysis of two types of ageism (gerontological ageism and adultism). Based on the content analysis of publications on social media platforms, the author concludes that age-discriminatory practices in the communication are not recognized by society, which causes the appearance of self-ageism and the conviction of those discriminated against in the correctness of the prevailing negative stereotypes about them. The phenomenon of adultism is unconscious, in contrast to gerontological ageism. The results of this study can be used in the analysis and preparation of measures to combat age discrimination.

Консультант по английскому языку: Захарова Дарья Сергеевна

2. Travina Veronika/ Травина Вероника

Faculty of Sociology/ Социологический факультет

The reflection of project management issues in modern English-language publications/ Отражение проектного менеджмента в современных англоязычных публикациях

The study is devoted to sociological analysis of project management within an organization and its impact on the successful functioning of a company. The research highlights the growing role of project management in the smooth functioning of many companies in recent decades. The recently adopted international project management standard--the 7th version of PMBOK--for the first time focuses on the principles of project management, and not on individual processes or management tools. Attention is also drawn to the importance of creating Value that is meaningful to the client during design work. The purpose of this study is to analyze the project management practices in the UK and the USA, as well as project management in multinational companies and global projects.

Консультант по английскому языку: Захарова Дарья Сергеевна

3. Poluyan Artem/ Полуян Артём

Faculty of Sociology/ Социологический факультет

A sociological analysis of consumer behaviour in the digital era/ Социологический анализ потребительского поведения в электронно-цифровую эпоху

The study aims to analyze the changes in the behavior of modern consumers in the context of the development of electronic and digital technologies. Consumer behavior has changed a lot in the digitalization era. The study of the characteristics of consumer behavior is especially relevant due to the fact that it provides insight into how the electronic environment affects

consumer behavior and what new opportunities and challenges it presents to businesses. This may help companies adapt more effectively to the digital reality, create more attractive offers and use new marketing strategies. The study examines the impact of the Internet, social networks, mobile applications and other digital tools on the selection, evaluation and purchase of goods and services. The main purpose of the research is to analyze the features and trends of consumer behavior in the electronic and digital age and determine its impact on the modern market.

Консультант по английскому языку: Захарова Дарья Сергеевна

4. Shestopalova Angelina/ Шестопалова Ангелина

Faculty of Sociology/ Социологический факультет

Managing public involvement in state social programmes through digital tools/ Управление вовлеченностью населения в социальные программы государства с помощью цифровых инструментов

The study is devoted to the analysis of changes in the interaction between the population and the state effected by digital technologies. Nowadays the implemented initiatives in the sphere of social policy are not always effective and require additional measures to stimulate the participation of the population in social programmes of the state. The social consequences of low involvement of citizens in state social programmes are manifested in anomie, alienation from the authorities and disunity. To prevent the described negative scenarios, it is necessary to develop and apply effective tools to increase the involvement of the population in the state social programmes. The purpose of this research is to study tools to manage the involvement of citizens in social programmes. Moreover, the study aims to assess the effectiveness of existing measures for the development of social policy and develop new solutions for qualitative improvement and optimization of the system of the «state-society» interaction.

Консультант по английскому языку: Захарова Дарья Сергеевна

5. Sukonnyu Vadim/ Суконный Вадим

Faculty of Sociology/ Социологический факультет

Managing destructive child-parent relations in school settings: a sociological analysis/ Регулирование деструктивных детско-родительских отношений в школе: социологический анализ

This study is devoted to the problem of regulating destructive child-parent relations in educational organizations. The research presents the definition of child-parent relations and their typology, examines the causes of destructive child-parent relations, as well as the main forms of their regulation in school. The purpose of this study is to consider innovative forms of regulation of destructive child-parent relations. Moreover, the study considers the forms of regulation using quantitative and qualitative methods (a random sample survey of teachers and an interview with the deputy director for Internal Affairs). The research also focuses on developing more effective programmes for the prevention and regulation of destructive child-parent conflicts.

Консультант по английскому языку: Захарова Дарья Сергеевна

6. Noskov Mark/ Носков Марк

Faculty of Sociology/ Социологический факультет

Analysing euthanasia as a sociological and bioethical problem/ Эвтаназия как проблема социологии и биоэтики

The study focuses on the current global problem of bioethics and sociology of health – euthanasia. The research explores ethical dilemmas of euthanasia related to personal freedom, palliative care, the problem of the relationship between doctor and patient, the influence of

cultural background and public awareness on attitudes towards this procedure, as well as the problem of the possibility of euthanasia functioning within different states. The study explores the prospects and acceptability of euthanasia within a given society by analysing the pros and cons. The author comes to the conclusion that attitudes towards euthanasia may differ depending on the moral attitudes of a person, his religious beliefs, upbringing, personal experience, as well as the influence of parents and society.

Консультант по английскому языку: Захарова Дарья Сергеевна

7. Avlamov Evgeniy, Grizik Marina/ Авламов Евгений, Гризик Марина

Faculty of Sociology/ Социологический факультет

National and cultural involvement in strategic business processes: a case study of the USA/ Влияние национальных культурных особенностей на стратегические бизнес-процессы (на примере США)

The study examines the use of the updated Hofstede model while analyzing strategic business processes using the example of United States of America. The research presents an analysis of “strengths” and “weaknesses” of the cultural component of the economy and its influence on organizations. The study underlines the relevance and importance of taking into account the limitations of this model such as high level of generalization and the diversity of cultural indicators within the country. Based on six Hofstede cultural dimensions (power distance, individualism/collectivism, long-term/short-term orientation, masculinity/ femininity, uncertainty avoidance, and restraint) the authors identify key characteristics of the most effective organizational structures and management strategies, as well as the “strengths” and “weaknesses” of the cultural component of the economy and its influence on organizations

Консультант по английскому языку: Захарова Дарья Сергеевна

8. Trushtinova Viktoria, Grizik Anastasia/ Труштина Виктория, Гризик Анастасия

Faculty of Sociology/ Социологический факультет

Video communication technologies as a means of overcoming social disunity among Chinese and Russian students: a case study of YouTube video hosting sites/ Технологии видеокommunikации как средство преодоления социальной разобщенности китайских и русских студентов на примере видеохостингов YouTube

The study reveals the role of new technologies in reducing the geographical and sociocultural distance between students from different countries. The study is based on data about Chinese and Russian students who use video communications for communication and interaction. The research is aimed at analysing the influence of video-communication technologies in establishing and maintaining connections across language, cultural, and geographic barriers. Currently the most important video service is considered to be YouTube. Such communication tools provide an ideal platform for the exchange of knowledge, experience and cultural values between students from different countries, promoting the development of cross-cultural understanding and strengthening friendly ties. The findings of this study shed light on the use of video communication technologies as an effective way to reduce social disunity and create stronger connections among international students.

Консультант по английскому языку: Захарова Дарья Сергеевна

9. Khakimova Rina, Ternova Ivetta/ Хакимова Рина, Тернова Иветта

Faculty of Sociology/ Социологический факультет

The dual world of South Africa: social and economic inequality as an obstacle to prosperity/ Двойственный мир ЮАР: социальное и экономическое неравенство как преграда на пути к процветанию

The research presented is an in-depth analytical work on social and economic inequality in the South Africa. Particular attention is paid to the problem of duality, which characterizes the rapid development of the country, accompanied by widening differences in the level of wealth and high socio-economic inequality, demonstrating the proximity of rich areas with poor slums, as well as different opportunities of various ethnic groups and social classes. The study identifies the main causes of socio-economic inequality in South Africa, providing insight into the complex dynamics of the region's development and drawing public attention to this issue.

Консультант по английскому языку: Павлова Елена Касимовна

10. Snegurova Marianna/ Снегурова Марианна

Faculty of Sociology/ Социологический факультет

The language and culture of Great Britain: an analysis of their influence on the humanities/ Язык и культура Великобритании и их влияние на гуманитарные науки

This research is devoted to the deep-rooted influence of the United Kingdom on the humanities through its language, culture and historical narratives. By examining the global reach of the English language, Britain's rich cultural heritage, and the enduring influence of historical events, we reveal the relationship between academic pursuits and social change. Understanding Britain's contribution allows us to appreciate diverse perspectives it offers to the humanities and also highlights the enduring relevance of British influence on global cultural interactions and intellectual endeavours.

Консультант по английскому языку: Павлова Елена Касимовна

11. Belova Vlada, Naurova Elena/ Белова Влада, Наурова Елена

Faculty of Sociology/ Социологический факультет

Aboriginal art and its impact on the modern culture of Australia/ Влияние искусства коренных народов на культуру современной Австралии

The study is devoted to the socio-cultural analysis of the ways the Australian indigenous art and culture affect the culture of modern Australia. The research focuses on exploring how indigenous arts and cultural practices have shaped and continue to influence various aspects of Australian society, including visual arts, music, literature, fashion and tourism. It also explores the ways in which indigenous art promotes cultural identity, challenges stereotypes and contributes to the wider cultural landscape of Australia. A more in-depth analysis involves case studies, interviews or surveys, and examination of relevant literature and research to gain a fuller understanding of the impact of indigenous art and culture on contemporary Australia.

Консультант по английскому языку: Павлова Елена Касимовна

Секция 2

12 марта 2024, вторник

10:40 – 16:20

Ленинские горы, МГУ, д. 1. стр. 33, ауд. 320

1. Farkhutdinova Zarina/ Фархутдинова Зарина

Faculty of Sociology/ Социологический факультет

Artificial intelligence development: a sociological analysis of trends/ Социологический анализ тенденций развития искусственного интеллекта

Nowadays artificial intelligence (AI) is one of the fastest growing areas in modern science. We live in the heyday of AI technologies and do not even imagine how extensive the area of their usage is becoming both in everyday life and in professional activities. AI has already

changed many jobs, for example, copywriting, translating and art. Will AI remain an ordinary assistant due to its rapid growth? The purpose of the study is to review the history of AI, study the main directions and trends of its development and consider the issues and disputes arising in our society related to its use. This research also examines whether ordinary students consider AI dangerous or useful proceeding from the recent data and sociological research.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

2. Taratikhina Kseniya/ Таратихина Ксения

Faculty of Sociology/ Социологический факультет

The development of “smart” cities in Russia: a sociological analysis/ Социологический анализ развития «умных» городов России

We live in the century when different technologies and innovations have become an essential part of our lives. “Smart” cities are the cities which use information and communication technologies to improve the quality of their inhabitants’ life. This research is an attempt to fill the gap in understanding the essence of Russian “smart” cities’ development, such as Moscow, St. Petersburg and Kazan. In five years - from the approval of the project passport in 2018 to the present day - the number of Russian cities that meet the standards of the “smart” city has increased to 237. The author made some polls and tests for analysing the situation with “smart” cities. The study examines all of the above-mentioned aspects on the basis of recent data and sociological research.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

3. Kuzina Alisa/ Кузина Алиса

Faculty of Sociology/ Социологический факультет

The role of tourism in the development of local areas: a case study of the village of Teriberka/ Роль туризма в развитии локальных территорий: на примере села Териберка

The study presents an analysis of the role of tourism in preserving the rich cultural and natural heritage of Teriberka village from a sociological perspective. In the contemporary context, the tourist industry in Russia is experiencing noticeable growth and gaining importance. This is also substantiated by the state programme ‘Tourism Development’ which spans the period until 2030 and outlines clear-cut strategies for sectoral expansion. In particular, Teriberka is a vibrant example of proactive tourism development in the present times. The relevance of this research is driven by the growing interest in cultural tourism and its potential in preserving and promoting regional heritage. In modern society more and more people start to enjoy the unique cultural atmosphere of tourist sites, which makes the development of tourism a crucial task for the state and appears to be a significant interest for sociologists.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

4. Ermilova Viktoriya/ Ермилова Виктория

Faculty of Sociology/ Социологический факультет

An analysis of modern film adaptations: a case study of *The Great Gatsby* by F. S. Fitzgerald/ Анализ современных киноадаптаций на примере книги «Великий Гэтсби» Ф. С. Фицджеральда

This study analyses the differences in film adaptations, identifying their advantages and disadvantages. It is well known that there are a large number of modern film adaptations based on books. This research is necessary for a deeper understanding of the various methods of implementing certain film adaptations. The results of the study have demonstrated that a lot of work is required to create an adequate screen version. In conclusion, sociological analysis

allows us to determine which methods have had the greatest influence on people in order to understand effective ways of creating films based on literary works.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

5. Dubinina Maria, Zhelezcova Alina/ Дубинина Мария, Железцова Алина

Faculty of Sociology/ Социологический факультет

Cyber-sociology as a means of communicating cultural values/ Киберсоциология как средство передачи культурных ценностей

Cyber-sociology is a relatively new field of sociology. In our study we would like to highlight the subject matter of this field of science, its main aims and objectives. Cyber-sociologists deal with digital identities; they investigate how individuals present themselves online, using social media profiles, online communities, and other digital platforms. It is of special interest for sociologists to show how digital identities impact self-perception, social interactions, and relationships. Cybersociologists also study effects of networks on social relationships and behaviour. They as well examine internet culture, including memes, trends, different types of language used to illustrate how digital tools shape social dynamics and identity formation. In conclusion, we can state that cyber-sociology helps to understand how digital technologies influence those social structures that facilitate the shaping of a new social reality.

Консультант по английскому языку: Поцыбина Елена Павловна

6. Chesnokov Grigoriy/ Чесноков Григорий

Faculty of Sociology/ Социологический факультет

Cyber-socialization as an innovative socio-pedagogical phenomenon/ Киберсоциализация как инновационный социально-педагогический феномен

Cyber-sociology as a new field of science offers inspiring issues for scientific research. The subject matter of this field of science is related to such important aspects of social life in modern society as personal life, learning and development processes. Cyber-socialization is considered to be an innovative socio-pedagogical phenomenon. We can witness a new type of socialization that refers to social actions of human individuals in virtual communities and networks, organizations and personal relations. This phenomenon is defined by sociologists as cyber-socialization that greatly differs from the process of spontaneous socialization, where the agents have traditionally been the institutions of family and education. This new type of socialization has evolved due to expansion of modern global information computer technology, which has naturally led to cyber-evolution. In conclusion, the study emphasizes the role of cyber-sociology that offers a critical perspective on intersection of technology and society, exploring how digital spaces shape human behavior and the whole process of cyber-socialization.

Консультант по английскому языку: Поцыбина Елена Павловна

7. Saribekyan Roza, Serdiuk Anastasiia/ Сарибекян Роза, Сердюк Анастасия

Faculty of Sociology/ Социологический факультет

New Zealand's cultural diversity: a sociological analysis/ Культурное разнообразие Новой Зеландии: социологический анализ

The subject of the study is the cultural diversity of New Zealand with an emphasis on sociological analysis. The study focuses on ethnic groups, their interaction, the formation of a multicultural environment, and the disclosure of sociocultural aspects of this society. In addition, our research briefly touches upon the history of the country and its geopolitical features. Moreover, to this day New Zealand has an interesting educational system, and some of its characteristics are described in this research. We believe that our information about the

culture of New Zealand will not only significantly influence students' knowledge, but also broaden their worldview.

Консультант по английскому языку: Павлова Елена Касимовна

8. Zvonareva Irina/ Звонарева Ирина

Faculty of Sociology/ Социологический факультет

Social technologies of interaction between the state and the population in the conditions of digitalization of society/ Социальные технологии взаимодействия государства с населением в условиях цифровизации общества

In the modern era, people cannot imagine their lives without information technology. Both the state and business are striving to comply with this global trend. This research explores the importance of the effectiveness of public administration social technologies, focusing on how the state can organize communication and support for citizens and what digital tools it uses to ensure transparency and openness of government activities. The study deals with the unique technologies which contribute to receiving feedback from the population and help to simplify the procedures for receiving government assistance. The research is based on the examination of scientific works that provide a theoretical background for the analysis of social technologies in the digital space.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

9. Bukhanchuk Vyacheslav/ Буханчук Вячеслав

Faculty of Sociology/ Социологический факультет

Developing the digital competence of doctors in the framework of telemedicine/ Развитие цифровых компетенций врачей в рамках телемедицины

The relevance of the research is determined by the phenomenon of digitalization. Since telemedicine has expanded into one of the most promising areas of healthcare development, the main objective of this research is the digital competencies of doctors, which are necessary for the effective functioning of telemedicine. The research aims to analyse the professional competencies that a doctor providing medical care in the field of telemedicine should have. It is based on recent scientific articles and secondary analysis of sociological data taken from Russian analytical agencies. To sum up, it is necessary to conclude that results of this study can be used to improve educational programmes and training aimed at developing the digital competencies of doctors and increasing the efficiency of using telemedicine.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

10. Yankina Irina/ Янкина Ирина

Faculty of Sociology/ Социологический факультет

New behavioural practices of the residents of large Russian cities in the 21st century/ Новые поведенческие практики жителей крупных городов России в XXI веке

The study aims to analyse the essence of the concept of behavioral practices in modern conditions. In the scientific field, there is no precise definition of the category of "behavioral practices". However, the main definition is associated with the term "social practices". In sociological science, this concept means "a set of culturally accepted methods of activity and skills in handling various objects; thinking or acting out of habit, following a rule, behaviour of a ritual nature; private social institutions". It is well known that social practices are the basis of social action and are at the centre of social life. It is worth noting that events of the current importance has had an impact on the organization of social life, including the behavioral practices of residents of large cities. The study comes up with the results enlightening the aspects of behavior practices related to the life of residents of large Russian cities.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

11. Pogorelov Daniil/ Погорелов Даниил

Faculty of Sociology/ Социологический факультет

The concept of modernity: a case study of the Frankfurt school writings/ Концепция современности на примере работ Франкфуртской школы

The 21st century, due to the massive introduction of Internet technologies into all spheres of people's lives, has witnessed the growing influence of the media on public opinion. The research highlights the changes in public opinion in the context of globalization and other social processes, while the media are adapting to the new needs of society and the state. It is well-known that many sociologists describe the new role of people in the modern world and formulate the structure of a new society. The well-known classification of societies and their description was presented in 1959 by the American sociologist D. Bell. He noted that in a post-industrial society, the information technologies and theoretical knowledge will be dominant in future. Additionally, representatives of the Frankfurth school, such as G. Marcuse and M. Horkheimer, wrote about the role of the media in shaping the public opinion. The study underlines the relevance and importance of G.Marcuse and M.Horkheimer research for understanding modern socio-cultural processes. To conclude, the problem of influence on public opinion through the media is a serious challenge for modern society.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

12. Salangina Olga/ Салангина Ольга

Faculty of Sociology/ Социологический факультет

Developing millennials' life strategies in the urban socio-cultural space/ Формирование жизненных стратегий миллениалов в социокультурном пространстве города

Russian society has a number of historical features, which are primarily expressed in the transformation of the entire society in the early 1990s. There was a complete change in political, economic, cultural and social processes, which led to the formation of a new socio-cultural space of a large city. Young people who can act as representatives of one generation or another react to any fundamental social changes in the first place. Such authors as K. Mannheim, X. Ortega Gasset, I. Kon identified a special period of socialization of the younger generation, the "formative period", which is characterized by the active participation of representatives of the younger generation in social processes. As a result, certain social events that are characteristic of the formative period of the younger generation have an impact on their worldview and contribute to the formation of new life strategies. Thus, as a result of cardinal socio-cultural changes in the city, such as the acceleration of social processes, the emergence of many professional opportunities, choices of educational strategy and family planning, the millennial generation's mechanism of life strategies formation is changing.

Консультант по английскому языку: Рассошенко Жанетта Викторовна

13. Baydakov Maxim/ Байдаков Максим

Faculty of Sociology/ Социологический факультет

The adoption of Japanese management practices by Russian companies: a modern perspective/ Заимствование российскими компаниями японских управленческих практик: современный взгляд

The study focuses on an analysis of contemporary issues related to the adoption of Japanese management practices by Russian companies. Due to globalization and increasing foreign companies' presence in Russia since the dissolution of Soviet Union, the pervasion rate of Japanese management practices in Russia has been rising. The discussion begins with a brief explanation of the most widespread technologies within the Japanese management. The

author plans to discuss various aspects related to the adoption of positive and negative effects that accompany it, including difficulties. In conclusion, the research evaluates the advisability of using Japanese management practices in Russian cultural context.

Консультант по английскому языку: Рассошенко Жанетта Викторовна

14. Ivanenko Anna/ Иваненко Анна

Faculty of Sociology/ Социологический факультет

Analysing features of social reality representation through advertising communication/ Анализ особенностей репрезентации социальной реальности посредством рекламной коммуникации

The study analyses the features of the social reality representation through advertising communication. According to scientists, one of the main purposes of advertising is to promote goods and services. Along with this, it also plays an important role in the process of perception of the world by the individual and society as a whole. Due to the influence of various social media, including advertising communications, a person develops certain attitudes and ideas about the world around. The latest research showed that the role of advertising in modern society is constantly growing. For instance, in 2023, the share of the advertising market in Russia grew by more than 30% compared to 2022 and by 20% compared to 2021. It is important that the study makes it possible to identify the mechanisms involved in its construction and its social impact on society and the individual.

Консультант по английскому языку: Рассошенко Жанетта Викторовна

15. Kulkoval Yulia/ Кулькова Юлия

Faculty of Sociology/ Социологический факультет

Establishing new markers of personality status in the consumer society/ Формирование новых маркеров статуса личности в обществе потребления

This research investigates the emergence of new markers of personal status in the consumer society. Traditional indicators like power and income may no longer suffice in dynamic social landscapes. The study highlights the importance of identifying and analyzing novel status markers such as social media presence, digital literacy, and consumer behaviour. These markers reflect contemporary dynamics in social identity and status formation. Factors like digital revolutions and cultural shifts contribute to the evolution of these markers. Understanding these trends is crucial for sociologists, psychologists, marketers, and other professionals, offering insights into societal changes and facilitating more effective strategies for social engagement and identity formation. In conclusion, the exploration of new status markers highlights the changing dynamics of social identity in consumer society, crucial for adapting engagement strategies and personal identity construction.

Консультант по английскому языку: Рассошенко Жанетта Викторовна

16. Vodnaruk Evgeniya/ Боднарук Евгения

Faculty of Sociology/ Социологический факультет

V.A. Yadov's dispositional theory of personality as the theoretical basis for studying civic attitudes/ Диспозиционная теория личности В.А. Ядова как теоретическая основа изучения гражданских установок

This research examines the phenomenon of "civic attitudes" through the prism of V.A. Yadov's Dispositional theory of personality. The discussion begins with a brief explanation of the term "social attitudes" and the main sociological and psychological theories related to it. In particular, V.A. Yadov's Dispositional theory of personality is introduced, which presents the basic structure of social attitudes that contains cognitive, emotional and behavioral elements. Additionally, the concept of political attitudes is also revealed,

specifying the features of the social attitudes in the political sphere. As part of the concept, civic mindfulness serves as the basis for constructing the idea of civic attitudes. The purpose of this study is to synthesize the category of civil attitudes from the previously listed concepts.
Консультант по английскому языку: Рассошенко Жанетта Викторовна

17. Zinchenko Polina, Yakovleva Anastasia/ Зинченко Полина, Яковлева Анастасия
Faculty of Sociology/ Социологический факультет

Public opinion management: a sociological analysis of modern technologies/ Социологический анализ современных технологий управления общественным мнением

The study is devoted to manipulative technologies used by mass media in the modern world. The research considers a special role of mass media as one of the main information channels and propaganda tools. Due to digitalisation and technological development of mass media, the degree of manipulation of public opinion is constantly growing. An increasing variety of modern political technologies that manipulate public opinion appear, which can significantly influence the political sphere of society. The study of public opinion management technologies in politics is crucial for understanding how the government can use various methods and techniques to shape and control public opinion.

Консультант по английскому языку: Захарова Дарья Сергеевна

18. Manaenkova Anna/ Манаенкова Анна

Higher School of Contemporary Social Sciences/ Высшая школа современных социальных наук

Analysing perceptions of digital urban space: a historical background/ Анализ представлений о цифровом городском пространстве: история вопроса

The study considers the recent trends towards digitalization of city life as the main condition for the development of smart cities. The smart city concept appeared at the beginning of the 21st century. This concept comprises the idea that smart cities are urban areas that use technology to improve their efficiency, sustainability and livability. To develop smart cities, a wide range of problems should be solved. It is necessary to improve healthcare service and safety guarantees, mobility, activities, and governance. The conclusion puts a considerable emphasis on the importance of providing a balanced perspective on the economic and technological aspects of smart cities, as well as the human dimensions of the quality of life and environment.

Консультант по английскому языку: Поцыбина Елена Павловна

19. Wang ZiRui/ Ван Цзыжуй

Higher School of Contemporary Social Sciences/ Высшая школа современных социальных наук

Demographic processes in the northeast China at the turn of the 21st century: an analysis of the main characteristics/ Демографические процессы на Северо-Востоке Китая на рубеже XX-XXI вв.: анализ основных характеристик

In the 1990s, the northeastern region was affected by the policy of industrial transformation, a large number of employees and workers of state-owned enterprises were made redundant and became unemployed, and many families suffered greatly in terms of their livelihood. The northeastern region was soon transformed from a region of rapid development into an underdeveloped region. The formation of underdeveloped regions has different causes in different countries, but the demographic development of underdeveloped regions has common problems. From the 1990s to the present, the population development of Northeast China has changed from a stable growth to a negative growth trend. This paper aims to identify the main

trends of socio-demographic development in the three northeastern provinces at this stage. The study is based on the analysis of official statistics from the National Bureau of Statistics of China, Heilongjiang Provincial Bureau of Statistics, Jilin Provincial Bureau of Statistics, and Liaoning Provincial Bureau of Statistics, official data from the 2000, 2010, and 2020 China Population Censuses, as well as scientific publications on relevant research topics.

Консультант по английскому языку: Поцыбина Елена Павловна

20. Baranov Nikolai/ Баранов Николай

Faculty of Sociology/ Социологический факультет

Freelance students as the precariat of modern Russian society/ Студенты-фрилансеры в составе прекариата современного российского общества

To determine the portrait of a student adhering to the practice of freelancing, a sociological study was conducted, aimed at the formation of a portrait of a freelance student in 2023, after the COVID-19 pandemic. The methodological basis of the study was a survey of 572 students conducted among students, as well as eight in-depth interviews. Based on factor analysis, it can be concluded that students who adhere to the practice of freelancing on the basis of monetization of their hobbies have a less precarious position than students who consider freelancing as a measure of part-time work, but are still part of the precariat. Based on the results of the in-depth interview, three strategies were formed for building individual trajectories of professional development of freelance students: individualistic, traditional and mixed. Based on the study, it can be concluded that freelance students are part of the precariat with the further possibility of leaving this socio-economic group.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна