

Московский государственный университет

имени М.В. Ломоносова

Факультет иностранных языков и регионоведения

Факультет политологии

Социологический факультет

Философский факультет



АНГЛИЙСКИЙ ЯЗЫК ДЛЯ ГУМАНИТАРНЫХ ФАКУЛЬТЕТОВ

Выпуск 10

**Материалы XIV Межфакультетской научно-практической
студенческой конференции на английском языке «Гуманитарные
проблемы современного общества», приуроченной к празднованию
270-летия Московского университета**

(11 - 16 ноября 2024 года)

**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 XIV Межфакультетской научно-практической студенческой конференции на английском языке «Гуманитарные проблемы современного общества», приуроченной к празднованию 270-летия Московского университета. Вып.10/ Под ред. к.ф.н., доц. Кочетовой М.Г., к.ф.н., доц. Е.М. Перцева, к.ф.н. П.И. Сергиенко, И.О. Яковлевой, Е.М. Криштоф, Ж.В. Рассошенко, А.А. Шмараевой - М.: ЦОП ФИЯР МГУ имени М.В. Ломоносова, 2024. – 62 с.

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Яковлева И.О. – старший преподаватель;

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Шмараева А.А. – старший преподаватель;

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Настоящее издание представляет собой сборник аннотаций докладов, представленных студентами, магистрантами и аспирантами Московского государственного университета имени М. В. Ломоносова на английском языке в рамках XIV Межфакультетской научно-практической студенческой конференции на английском языке «Гуманитарные проблемы современного общества», приуроченной к празднованию 270-летия Московского университета. Конференция прошла в смешанном 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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имени М.В. Ломоносова

Факультет иностранных языков и регионоведения

Факультет политологии

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ПРЕДИСЛОВИЕ

В ноябре 2024 года успешно прошла ставшая уже традиционной XIV Межфакультетская научно-практическая студенческая конференция на английском языке «Гуманитарные проблемы современного общества». Она была приурочена к Юбилею Московского университета.

С презентацией своей научно-исследовательской работы выступили 249 докладчиков. Они представили результаты своего исследования по широкому кругу актуальных проблем современного общества. Обсуждались вопросы молодежной и демографической политики, безопасности, использования искусственного интеллекта, национальной идентичности, научного и культурного развития как России, так и зарубежных стран, и многие другие.

Эти конференции стали очень популярны в Московском университете. Ежегодно они привлекают студентов и аспирантов не только гуманитарных факультетов нашего университета, но и других вузов. Ребята с большим интересом обсуждают злободневные научные проблемы и вместе решают интересующие их вопросы.

Студентам гуманитарных факультетов МГУ интересно заниматься наукой, интересно делиться результатами своего исследования. При этом они понимают, что английский язык – это язык международного сотрудничества, знание которого открывает множество перспектив в их дальнейшей профессиональной карьере и возможностей по продвижению российской науки за рубежом. А ежегодные научно-практические конференции на английском языке – отличный шанс для обучающихся гуманитарных факультетов развить свои профессиональные навыки и умения в комфортных условиях родного университета.

Председатель Оргкомитета конференции
заведующий кафедрой английского языка для гуманитарных факультетов
факультета иностранных языков и регионоведения
МГУ имени М.В. Ломоносова
к.ф.н., доцент
М.Г. Кочетова

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

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ОРГАНИЗАЦИОННЫЙ КОМИТЕТ

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ПЛЕНАРНОЕ ЗАСЕДАНИЕ

(в смешанном формате)

13 ноября 2024, среда

11.00-14.00

1 Гуманитарный корпус, ауд.666

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

1. Goncharova Olga/ Гончарова Ольга

Faculty of Political Science/ Факультет политологии

Assessing Spain's migration strategies in 2024 and the influence of EU common policies/ Миграционная стратегия Испании на 2024 год и влияние общей политики Европейского Союза

The basic rules established by EU common policies and the inferences made from the 2015 migratory crisis have had a considerable influence on shaping Spain's migration policy in 2024. First, by improving its asylum processing procedures and adhering to European Union regulations that support prompt and equitable assessments, Spain has taken a proactive stance in managing the refugee influx. Second, the nation has implemented integration initiatives that comply with EU regulations, making it easier for refugees to integrate socially and economically into Spanish culture. Third, by working together with other EU members, Spain has improved its border control, enabling an effective response to irregular migration whilst fulfilling its humanitarian obligations. However, there are still challenges in addressing migration flows in Europe. To conclude, Spain's migration policy for 2024 is a model of moderation that complies with EU regulations and tackles domestic issues while supporting security and humanitarian ideals in the face of persistent migration challenges.

Консультант по английскому языку: Шмараева Анастасия Александровна

2. Khavronenko Maksim/ Хавроненко Максим

Faculty of Political Science/ Факультет политологии

Using neural networks to predict the outcome of a bill's consideration in the Russian State Duma/ Использование нейронных сетей для прогнозирования результатов рассмотрения законопроектов в Государственной Думе РФ

This research analyses how neural network models work to predict the outcome of the bills' consideration in the Russian State Duma. The analysis is based on the data collected from October 24, 1994 to December 1, 2022. A robert-tiny model for data preprocessing, a random forest classifier, logistic regression and a neural network model of 3 linear layers were used for realizing the task of prediction. The models demonstrated qualitative results on real-life data: 94% accuracy was achieved by using attached documents' texts as the models' parameters and 87% accuracy by training on the data from the bill's passport. Based on the text of the draft alone, the model's accuracy accounted for 75.6%. The most important factor influencing the prediction result was the text of the Governmental conclusion. The second most important parameter influencing the results was the "Subject of the right of legislative initiative" with 31.5% of significance in the models' prediction. The author draws conclusions about the practical applications of the trained models, as well as identifies further scientific problems in the field of mathematical analysis and prediction of lawmaking.

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

3. Savinova Selena/ Савинова Селена

Faculty of Political Science/ Факультет политологии

The metamorphosis of anti-war philosophy in *Catch-22* by J. Heller in its Soviet translation/ Трансформация анти-военной философии в романе «Поправка-22» в советских переводах

Catch-22 is a satirical novel by Joseph Heller. Being his debut novel, it was never surpassed by any of his later works (including its sequels) neither in popularity, nor in cultural significance. The book is considered to be one of the few 'truly' antiwar novels and many believe it to be the epitome of pacifistic philosophy in world literature. The author didn't shy away from portraying the ugly side of war, highlighting its absurdity and unnaturalness. Surprisingly enough, *Catch-22* was translated into Russian for the Soviet reader within the seven years following its original publication in the USA. The research aims at analyzing the alterations

made to the original text and estimating to what extent the novel was censored and how it mirrored the attitude towards both the general concept of war and World War II in particular in the post-war USSR. Besides, the research attempts to define the limits of translator's freedom and the influence of "outside" factors.

Консультант по английскому языку: Криштоф Елена Михайловна Russians

4. Firtsikov Pya/ Фирциков Илья

Faculty of philosophy/ Философский факультет

Cicero and his theory of knowledge: a case study of *Academica Priora* and *Posteriora*/ Цицерон и его теория познания: исследование на материале диалогов *Academica Priora* и *Posteriora*

Cicero's contribution to the world culture in general and philosophy in particular is invaluable. The aim of the research is to reveal the theory of knowledge contained in Cicero's dialogues on Metaphysics. On the one hand, Cicero continues to develop the ideas of skepticism in his dialogues about Stoic philosophy. On the other hand, he promotes high moral standards reflected in Stoic attitude to life. This compatibility of metaphysical skepticism with adherence to high morality which is embodied in Stoic philosophy forms the basis of Cicero's philosophical ideas and to a certain extent echoes the philosophy of Kant. The study also attempts to strike the balance between a philosophical content and a literary form of the Dialogues, for the latter is as much important as the former.

Консультант по английскому языку: Перцев Евгений Михайлович

5. Iakunichev Danila/ Якуничев Данила

Faculty of philosophy/ Философский факультет

The development of views on globalization in Russian philosophical and political thought: multipolarity and cultural autonomy/ Развитие взглядов на глобализацию в российской философско-политической мысли: многополярность и культурная автономия

Globalization is one of the most important phenomena of our time, causing radical changes in economy, culture and politics. Russian political philosophy has developed a unique view of this process, focusing on cultural sovereignty, national identity and multipolarity. The study analyzes the works of contemporary Russian political philosophers who have been critical of such issues as cultural homogenization, social inequality, environmental risks and destructive impact on social and cultural ties. At the same time Russian philosophers developed the concept of a multipolar world which challenges old thinking in the field of global politics. Moreover, Russian philosophy offers an alternative approach to the process of Globalization based on respect for cultural diversity and social justice.

Консультант по английскому языку: Перцев Евгений Михайлович

6. Nebytov Savvatiy/ Небытов Савватий

Faculty of philosophy/ Философский факультет

A philosophical aspect in reconstructing dead languages/ Философская составляющая при реконструкции мертвых языков

The research delves into the complexities of reconstructing and translating ancient languages, with a special focus on the philosophical difficulties of conveying original meaning in translation. By examining the interconnected roots of modern languages, this study addresses the question whether ancient philosophical texts can be faithfully translated without losing their intended meaning, and explores the implications of linguistic reconstruction on our understanding of language and thought. The study demonstrates that modern languages in their origins are more interconnected than we often realise.

Консультант по английскому языку: Перцев Евгений Михайлович

ФАКУЛЬТЕТ ПОЛИТОЛОГИИ

МГУ имени М.В. Ломоносова

Секция 1

11 ноября 2024, понедельник

16.30-18.00

Шуваловский корпус, ауд. Г-625

Ведущий: Козин Михаил

1. Stepanchenko Danil/ Степанченко Данил

Faculty of Political Science/ Факультет политологии

The Federal structure of Switzerland as a way of integrating ethnic communities/ Федеративное устройство Швейцарии как способ интеграции этнических сообществ

The integration of various ethnic communities within a multinational state has long been a topic of discussion among political scientists. Imbalance in the relations and distribution of power between ethnic minorities can lead to social unrest, separatism, and even local armed conflicts, as seen in Yugoslavia, Rwanda, and other regions. In contrast, Switzerland is often considered to be an example of a country where such a balance has been successfully achieved, allowing different cultures – Italian, French, German, and others – to coexist peacefully for a long time. Examining its federal structure can help us understand how Switzerland has managed to integrate diverse ethnic communities into its social and political fabric.

Консультант по английскому языку: Криштоф Елена Михайловна

2. Kaschenko Andrey/ Кашенко Андрей

Faculty of Political Science/ Факультет политологии

The Labour party's victory in the 2024 Parliamentary elections: the political and sociological analysis/ Победа лейбористов на парламентских выборах 2024 года: политический и социологический анализ

The 2024 general elections became a great political event of outgoing year in British political life. The elections appear to have finished the conservative era in politics of Great Britain. This research is aimed at analysing the main reasons for the significant failure of the conservatives and the Scottish party. The study examines and focuses on the causes of both the Conservative government weaknesses and the growing strength of the Labour party and its allies. Ultimately, it provides a long-term political forecast of British politics.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Qiu Yifei/ Цуй Ифэй

School of Public Administration/ Факультет государственного управления

Economic development and ecological security: the importance of a change in managers' practices/ Экономическое развитие и экологическая безопасность: исследование факторов, направленных на изменение деятельности разработчиков

According to the Global Resources Outlook 2024 report, global environmental problems continue to be serious, and despite the many measures that countries have taken, they have not been able to respond effectively to these challenges. The major economic and philosophical paradigms of history show that they do influence managers' decisions to some extent. The limitations of the traditional economic growth paradigm, which neglects ecological security, are gradually coming to the fore. In order to achieve healthy economic transformation and sustainable development, there is a need to change the mindset of managers in order to stimulate the development based on ecological security principles. This research aims to explore the historical evolution of economic development paradigms and their impact on managerial consciousness. It seeks to provide theoretical support for shifting managers' mindsets and to offer practical suggestions for promoting harmonious development between the economy and ecology.

Консультант по английскому языку: Перцев Евгений Михайлович

4. Safarova Milana/ Сафарова Милана

Faculty of Economics/ Экономический факультет

The determinants of the gender gap in household work in Russia/ Основные детерминанты гендерного разрыва в объемах домашнего труда в России

Based on the data from the *Time Use Survey* conducted by the Russian Federal State Statistics Service in 2019, this study identifies key factors influencing the division of household labor between partners. Besides, it analyzes the impact of several variables and calculates the absolute differences in time allocation, constructing a regression model. It was discovered that significant predictors of household chore distribution include: the presence and age of children; type of settlement; average household income; number of rooms in the dwelling; marital status. The findings support the initial hypothesis that men's contributions to household tasks have remained essentially unchanged, whereas women continue to shoulder the majority of unpaid domestic work despite dedicating significantly more time to their primary occupations. This imbalance results in women's dual burden of formal employment and unpaid labor, contributing to challenges such as role overload and burnout.

5. Sun Yujia/ Сунь Юйцзя

Faculty of Political Science/ Факультет политологии

The role of Novatek in shaping Russian global energy strategy/ Роль компании Новатек в формировании российской глобальной энергетической стратегии

This study examines Novatek's crucial role in advancing Russia's global energy strategy, with a focus on liquefied natural gas (LNG) production. Novatek's shift toward LNG, as opposed to Gazprom's pipeline-focused exports, has enabled Russia to diversify its energy markets and increase its presence in non-Western regions, particularly Asia. The analysis highlights Novatek's operational strategies, including its Arctic expansion, and its contributions to Russia's geopolitical positioning. By forging strategic partnerships with global energy leaders and localizing technology, Novatek has strengthened its competitive edge despite sanctions, environmental risks, and global competition. The study also explores Novatek's growing role in Russia's long-term energy strategy and discusses risks and opportunities that could influence its future success.

Консультант по английскому языку: Перцев Евгений Михайлович

6. Surkova Mariia/ Суркова Мария

Faculty of Political Science/ Факультет политологии

Nikolai Leskov's works in the perception of the Western reader: a comprehensive analysis/ Произведения Н.С. Лескова в восприятии западного читателя: всесторонний анализ

Nikolai Leskov is one of the greatest Russian writers. He was recognized by such prominent authors as Leo Tolstoy, Fedor Dostoevsky, Anton Chekhov and many others. Leskov touched upon a lot of social and political issues. Not only did he write fiction, but also produced a large number of essays on relevant topics, such as Russian nihilism, women's rights and social status, spiritualism popularity, Russian orthodox Christianity and its influence on Russian character. Nevertheless, Leskov always seems to stay in the background in comparison to other Russian literary giants. There are different explanations of this fact. The aim of this scientific work is to find out the peculiarities of the western readers' view of Leskov's literary heritage.

Консультант по английскому языку: Криштоф Елена Михайловна

7. Tkachenko Anastasia, Khovrina Margarita/ Ткаченко Анастасия, Ховрина Маргарита

Faculty of Political Science/ Факультет политологии

Political education as part of the socialization of schoolchildren in Russia/ Политическое просвещение как часть социализации современных школьников в России

The authors analyze the process of political socialization of schoolchildren in contemporary Russian society, and also pay special attention to the importance of this process in the formation of value systems in the context of a new political reality. The authors emphasize that schoolchildren are most vulnerable to changes due to the incomplete consolidation of their worldview, which indicates the need for more careful work with this target audience within the framework of political education. The authors discuss the introduction of new initiatives in patriotic education, for example, thematic class hours "Conversations about important things",

which were initiated in 2022. Additionally, the results of the authors' research conducted by the method of focus groups among schoolchildren in grades 9-11 are presented. It was aimed at identifying the opinion among schoolchildren about educational and patriotic events and about their country. According to the results of the study, a number of unique conclusions were put forward. In general, the study presents the main aspects of political education of schoolchildren in the context of modern challenges and transformations in society.

Консультант по английскому языку: Криштоф Елена Михайловна

Секция 2

11 ноября 2024, понедельник

18.15-19.45

Шуваловский корпус, ауд. Г-625

Ведущая: Николашина Лилия

1. Belozersky Ruslan/ Белозерский Руслан

Faculty of Political Science/ Факультет политологии

Assessing terrorist activity in Colombia and Peru (2010-2023) and governmental measures for its prevention/ Оценка правительственных мер противодействия террористической деятельности в Колумбии и Перу за период с 2010 по 2023 год

The study analyses the transformation of the two terrorist organizations: Fuerzas Armadas Revolucionarias de Colombia in Colombia and Sendero Luminoso in Peru. It focuses on the changes in these organizations throughout the period from 2010 to 2023. The study deals with two forms aimed at achieving political goals stressing the idea that a non-violent path of political activities may help the government to gain real results. By analyzing the terrorist activities of the Shining Path and FARC on the territory of Peru and Colombia during the given period, the study concludes that any attempts to resort to violence and force are doomed to failure.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Belova Varvara/ Белова Варвара

Faculty of Political Science/ Факультет политологии

“Liberland” and “Wirtland”: examining the ideological basis, risks and development potential/ «Либерленд» и «Виртландия»: анализ идеологической основы, рисков и потенциала развития**

The rapid development of modern digital technologies has led to the emergence of new, little-studied socio-political structures of “virtual states” or “micro-nations”. The hypothesis of the research is that virtual states are based on the ideas of various digital ideologies that directly affect their functioning in cyberspace. The relevance of the scientific problem is due to the small number of studies, caused by the unofficial status of many virtual states and the resulting problems of terminology and type definition of this phenomenon. This study attempts to critically analyze and compare specific existing virtual states, namely the states of Wirtland and Liberland. The aim is to identify some of the main reasons for the creation of virtual states, as well as to compare the ideological principles that may underlie their foundation. The study widely applies the principles of the comparative research method. The two virtual states are compared on the following grounds: history and reasons for their emergence, ideological basis, cases of influence on modern politics, etc. Special attention is paid to the relationship between virtual states and various manifestations of digital transformation of traditional ideological constructs, such as, in particular, cyber-libertarian ideology, the ideology of crypto-anarchism and the movement of some forms of cyber-libertarianism towards a new ideology – neo-reactionism (Dark Enlightenment). In addition, the potential for the development of this phenomenon and the possible risks associated with it are also discussed. Finally, the research identifies the similarities and differences between the two virtual states under study.

3. Berlitz Artyom/ Берлиц Артем

Faculty of Political Science/ Факультет политологии

The Russian Empire in memory politics of Central Asia’s states/ Российская империя в политике памяти государств Средней Азии

The research is devoted to the problem of Central Asian countries identity. The collapse of the Soviet Union led to the formation of new national states. Nationalities require historical myths to create and maintain their identities. An important issue for nation-states, separated from the empire, is the formation of memory about the period of dependence on their metropolis. The research examines strategies of Central Asian governments in commemorating the influence of the Russian Empire. Methodological foundations of the research include discourse and content- analysis for examination of official documents, news and politicians' speeches. As a result of the research, it was revealed that the Russian Empire image has many negative connotations in memory politics of Central-Asian states. However, there are differences between countries in the choice of historical events and ways of commemoration.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Kozin Mikhail/ Козин Михаил

Faculty of Political Science/ Факультет политологии

Images of medieval rulers and folk heroes in the historical policy of modern European states/ Образы средневековых правителей и народных героев в исторической политике современных европейских государств.

The research focuses on the analysis of images of medieval historical figures by modern institutions of historical policy and the construction of stable ideological associations that are connected with the role of medieval rulers. This issue is relevant due to the active use of medieval images not only in literature and cinema, but also in educational projects that are directly related to commemoration and memory studies. The study uses the method of analysis, comparative method and classification method. The study reveals patterns in the use of references to the models of medieval European rulers and the formation of modern political discourse.

Консультант по английскому языку: Криштоф Елена Михайловна

5. Klimentko Ulyana/ Клименко Ульяна

Faculty of Political Science/ Факультет политологии

The role of traditional theatre in shaping statehood and the image of power: a case study of Indonesia in the New Order era (1965-1998)/ Роль традиционного театра в формировании государственности и образа власти на примере Индонезии в эпоху «Нового порядка»

Although traditional art is rarely deemed relevant in political issues nowadays, the usage of theatrical symbols to justify authority or to create a sense of unity and belonging retains importance in some regions of the world. The aim of this research is to highlight deep ties between the state and performing arts in post-colonial Indonesia, and to contribute to studying the overall connection between these two institutions. The study explores core values of “wayang kulit” shadow puppet theatre and ways it served as a communication tool, further modified and intertwined with newly emerging principles of government. It is based on the analysis of various written accounts outlining the political and cultural landscape in Indonesia during the New Order regime. As a result, the research determines the role of traditional theatre in Indonesian politics and evaluates corresponding measures implemented by Soeharto's government aimed at a successful spreading of a political message.

Консультант по английскому языку: Криштоф Елена Михайловна

6. Sadjaya Luka/ Саджая Лука

Faculty of Political Science/ Факультет политологии

Memes as a tool of political communication: an analysis of evolution and influence in American electoral campaigns/ Мемы как инструмент политической коммуникации: эволюция и их влияние в американских избирательных кампаниях

Currently, the role of memes in political communication has grown significantly, especially following the 2016 U.S. presidential election. This shift highlights memes' influence on public perception and voter behavior in contemporary politics. According to recent analyses, memes have evolved into effective tools for political propaganda and engagement, shaping the dynamics of electoral campaigns. In this regard, it is essential to examine the historical development of memes and their application by various political figures. This analysis provides insights into the impact of memes on political discourse in the United States.

Консультант по английскому языку: Криштоф Елена Михайловна

7. Zaitsev Nicolay, Tuliev Ivan/ Зайцев Николай, Тулиев Иван

Faculty of Political Science/Факультет политологии

National identity and external challenges: the foreign policy of Serbia in the context of deteriorating international situation/ Национальная идентичность и внешние вызовы: внешняя политика Сербии в контексте ухудшающейся международной ситуации

The topic of national identity and its influence on Serbian foreign policy becomes particularly relevant in the context of the current international threats and challenges. This study explores the historical and cultural factors that have shaped Serbian society's perception of the current international situation thus helping the government to pursue an independent policy. It also underlines the way this perception is reflected in the political decisions of the authorities. The aim of the investigation is to reveal the relationship between national identity, public opinion and political decisions, providing a deeper understanding of Serbia's position in the international arena and its role in building an inclusive, safer and prosperous world in the face of global challenges.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция 3

12 ноября 2024, вторник

09.00-10.30

Шуваловский корпус, ауд. Г-625

Ведущий: Орлов Владимир

1. Chernopyatova Sofya/ Чернопяткова Софья

Faculty of Political Science/ Факультет политологии

The impact of memory traumatization on the mass consciousness of young people: an empirical analysis/ Влияние травматизации памяти на массовое сознание молодёжи: эмпирический анализ

The issue of memory traumatization is quite popular today. One can recall many researchers writing about it. However, these studies often tend to show attitudes towards traumatic events mainly of the elderly people. The research raises the question about the citizens aged 18 to 35 and their feelings of a trauma. The analysis is based on the empirical study conducted in 2023-2024. The study starts with determining and classifying particular traumatic events young people experienced in the past, including the Great Patriotic War, the events of 1917 and 1990s. Then, it thoroughly examines how and in what way young people have perceived the most significant events of the last six years such as the Kemerovo shopping mall fire, the COVID-19 pandemic and the launch of special military operation. The research concludes that Covid-19 did not affect the mass consciousness of the target group. At the same time, in regard to other events, the youth expressed full support and empathy for the participants of the events.

2. Devochkina Arina/ Девочкина Арина

Faculty of Political Science/ Факультет политологии

Youth policy as an area of recruiting political leaders in contemporary Russia/ Молодежная политика как сфера рекрутирования политических лидеров в современной России

This study is devoted to the analysis of the system of recruitment of young political leaders in contemporary Russia. The youth policy is seen as an integral element of modern strategies of public administration. It plays a key role in the formation of new political elite and transformation of social elevators in the sphere of politics. The detailed description of trends in the political system development is considered in regard to institutionalization of the system of recruitment of political leaders and its practical implementation in federal and regional projects aimed at identifying the political potential of young people. The research is based on the results of a study of the perception of youth policy as an area for recruiting political leaders by political leaders and experts using materials from 28 in-depth and 22 expert interviews developed on the basis of high-quality political-psychological approach. It also identifies the main channels of the system of formation and development of political leaders in contemporary Russia.

3. Kashin Egor/ Кашин Егор

Faculty of Political Science/ Факультет политологии

Basic approaches to the understanding of the concept of the Russian World/ Основные подходы к пониманию концепции «Русского мира»

The concept of the Russian World has a long history of its formation and development. Today, three main approaches can be distinguished: geopolitical, civilizational and religious. Western researchers also demonstrate a variety of approaches, which may be generalized into one. Given the completely different views on the concept of the Russian World and the need to solve the problem of polarization of opinions, it is important to develop a comprehensive understanding of the concept of the Russian World, which should proceed from the concepts that do not contradict each other, which in total will reflect the entire accumulated theoretical base.

4. Solonenko Alexandra/ Солоненко Александра

Faculty of Political Science/ Факультет политологии

Examining the perception of federal ministers by Russian citizens in modern reality/ Анализ восприятия федеральных министров российскими гражданами в современных условиях

The research examines the perception of federal ministers' images in Russian mass consciousness. Despite all the economic difficulties and the anti-Russian sanctions in particular, the performance of M.V. Mishustin's government is evaluated positively by both experts and Russian citizens. In this case, the study of the peculiarities of citizens' perception of federal ministers seems to be quite significant. The study concludes that the new political reality has formed new demands from society and influenced the lives of citizens and their psycho-emotional state. Nevertheless, according to the research, respondents evaluate the work of ministers as effective. At the same time, there are a number of problems related to the level of the recognition of ministers and the lack of leadership potential of some politicians.

5. Voronin Timofey/ Воронин Тимофей

Faculty of Political Science/ Факультет политологии

The world order of the 21st century: challenges and opportunities/ Мировой порядок XXI века: вызовы и возможности

Nowadays, discussions about the current state of the system of international relations and its further development are widely popular. The main issue asking for a decisive solution is whether our world is immersed in a state of global disorder or whether it is just another transformation of the world order that is taking place. The relevance of studying the issue of the transformation of the world order is determined by a number of factors. The purpose of the study is to identify indicators of the transformation of the world order in the 21st century and to study further transformational prospects. The objectives of the research are to analyze the rules of the game adopted by the USSR and the USA during the Cold War; examine the events considered as violations of these rules; assess further prospects for the transformation of the world order. In evaluating further prospects for the transformation of the world order, it is important to note the following trends. Firstly, developing countries will continue to increase their influence as players in the international arena. Secondly, there will be a significant intensification of international activities of African countries. Thirdly, Western countries will face the era of the decline of global Western dominance, manifested in all spheres of international life.

6. Ziurkalova Daria/ Зюркалова Дарья

Faculty of Political Science/ Факультет политологии

Key interpretations of the biopolitical phenomenon of «multitude»/ Ключевые интерпретации биополитического феномена «множество»

“Multitude” as a biopolitical phenomenon became the subject of active philosophical reflection in the last decade of the 20th century. This trend could not have been formed outside the context of the biopolitical theories of Michel Foucault and Giorgio Agamben. The main attitudes set in the works of M. Foucault and J. Agamben are the theme of security, the problem of human life as an object of politics, the issue of territorial and related political transformations. Based on the reflections of M. Foucault and J. Agamben, M. Hardt and

A. Negri propose the project which received the name of “multitude”. “Multitude” is a political subject that should be maximally adapted to the changing socio-political order. That is why “Multitude” should help not only to overcome the crisis state of the world as a whole, but also to revitalize democracy in its best manifestation. Italian thinkers P. Virno and R. Esposito develop the project of “multitude”. P. Virno shows the methodological component of the concept, since through the category of “multitude” we can define “typologies of contemporary social behavior”. R. Esposito’s discussion on the existence of a modern political community in the form of “communitas” evokes obvious associations with “multitude.”

Секция 4

12 ноября 2024, вторник

10.45-12.15

Шуваловский корпус, ауд. Г-625

(в смешанном формате)

Ведущий: Орлов Владимир

1. Arsenyeva Angelica/ Арсеньева Анжелика

Moscow Pedagogical State University, Faculty of Linguistics/ Московский педагогический государственный университет, факультет лингвистики

Interpreting the phraseological meaning of financial terms in English-language specialized publications/ Передача фразеологического значения финансовых терминов в англоязычных профильных изданиях

The special vocabulary in financial discourse has been studied in detail based on the articles from English-language specialized publications. The relevance of the problem of studying financial terminology in English-language specialized publications is due to the fact that this terminology can cause difficulties for the translator, which can be dealt with only by possessing various theoretical knowledge and following principles that have been considered in this study. The object of the study is the phraseological meaning of financial terms in English-language specialized publications. The subject of the study is the lexical and grammatical features that are characteristic of financial terms, which can be quite often found in English-language specialized publications. The research material is economic terms recorded in such sources as *Business idioms international*, *Longman Business English Dictionary*, *Longman Business English Usage*, *Modern Economic Dictionary*, analyzed and translated financial terms used in articles of English-language specialized publications: *The Guardian*, *The Economist*, *The Independent*.

2. Nurmukhamedova Tatiana/ Нурмухамедова Татьяна

Moscow Pedagogical State University, Institute of Foreign Languages/ Московский педагогический государственный университет, Институт иностранных языков

The pragmatic function of parenthesis in English-speaking oratory (based on the TED talks resource)/ Прагматическая функция парантезы в англоязычной ораторской речи (на материале ресурса TED talks)

Modern mass media actively use a variety of linguistic tools to influence the audience, among which parenthesis is one of the most common. By understanding and effectively using parenthetical statements, it is possible to significantly change the meaning and tone of media reports. This phenomenon can change the interpretation of the main message, form emotions or opinions, and even determine the overall mood of the statement. The relevance of the scientific problem is due to the growing pragmatization of media texts. Parenthesis, as a powerful mechanism for transmitting pragmatic meaning, requires constant scientific research. The object of the study is parenthetical constructions used in the speech of English-speaking speakers of the TED talks Internet resource. The subject of this study is the pragmatic features of the functioning of parenthetical constructions in the speeches of English-speaking speakers of the TED talks Internet resource. The purpose of the research is to identify and describe the features of the functioning of parenthetical structures in authentic public speech of English-speaking speakers. To achieve this goal, the following principles are used at the theoretical stage: theoretical analysis of scientific literature, generalization and systematization; at the empirical stage: the method of contextual analysis and the statistical method. The theoretical significance of the study lies in the fact that it makes a further contribution

to the development of the problems of studying parenthesis as a phenomenon of English expressive syntax. The practical significance lies in the fact that the obtained research results can be used in the process of teaching grammar and stylistics of the English language, as well as in teaching the basics of public speaking.

3. Gong Wanqing/ Гун Ваньцин

Shenzhen MSU-BIT University (China), Faculty of Philology/ Университет МГУ-ППИ в Шэньчжэне (КНР), Филологический факультет

Dream as a literary device used by Russian poets of the Silver Age/ Сон как литературный прием в творчестве русских поэтов Серебряного века

This paper investigates the function of ‘dreams’ in the works of Russian poets of the Silver Age. In the poems by Alexander Blok, Boris Pasternak, and Nikolai Gumilev, three main functions of ‘dreams’ are identified: compositional, stylistic, and the function of psychological characterization of the hero. For example, the author may introduce some details in the description of the dreams that emphasize the differences between the visions and the world of reality. Dreams represent a specific set of motifs and images in the analyzed poems, including the motif of illness – which very often accompanies the introduction of dreams into the narrative, the motif of the impossibility of escaping from danger, the motif of death or transformation, change of appearance of the hero or other characters in the dream world.

Консультант по английскому языку: Флеонова Ольга Леонидовна

4. Listova Elizaveta/ Листова Елизавета

Shenzhen MSU-BIT University (China), Faculty of Philology/ Университет МГУ-ППИ в Шэньчжэне (КНР), Филологический факультет

Musical imagery in Eugene Vodolazkin’s novel *Brisbane*/ Музыкальная образность в романе Евгения Водолазкина «Брисбен»

This paper analyses the ways in which musical imagery is represented in Eugene Vodolazkin’s novel *Brisbane*. It identifies thirteen types of musical imagery used in the novel, such as the mentioning of musical pieces, composers and musicians, musical professional terms and so on. Each type plays its particular role at the plot level, imagery level, and in character representation. The main character of the novel is a world-famous musician. His life is tightly interconnected with music – he thinks in musical terms, and everyday occasions provoke musical associations in his mind. The paper makes a number of conclusions concerning the influence of musical imagery on the understanding of the literary piece.

Консультант по английскому языку: Флеонова Ольга Леонидовна

5. Zhao Mocheng/ Чжао Мочэн

Shenzhen MSU-BIT University (China), Faculty of Philology/ Университет МГУ-ППИ в Шэньчжэне (КНР), Филологический факультет

Semantic types of Russian nouns with the suffixes *-ник, -щик, -тель* in comparison with their Chinese counterparts/ Семантические типы русских существительных с суффиксами *-ник, -щик, -тель* в сопоставлении с китайским языком

The focus of the research is suffixal word formation in the Russian and Chinese languages. It examines the semantic types of nouns with the suffixes *-ник, -щик, and -тель* in Russian. It demonstrates that a significant part of Russian derived nouns with these suffixes denotes a person; however, other semantic types are also identified. The meaning of Russian suffixes is revealed only within the structure of the word. In studying the Chinese material, special attention is given to nouns denoting a person, which are formed using three typical suffixes: 家, 员, and 人. These suffixes have their own meanings and can be used as independent words. Based on this analysis, similarities and differences in suffixal word formation in Russian and Chinese are identified.

Консультант по английскому языку: Флеонова Ольга Леонидовна

Секция 5

14 ноября 2024, четверг

09.00-10.30

1 Гуманитарный корпус, ауд. 651

1. Dadov Davud/ Дадов Давуд

Faculty of Political Science/ Факультет политологии

Manipulative influence of information warfare technologies on the younger generation: the main risks and threats/ Манипулятивное влияние технологий информационной войны на подрастающее поколение: основные риски и угрозы

The development of information technologies is actively used in conducting information wars, especially those aimed at the younger generation. Information wars affect the younger generation through popular stereotypes used in digital communications, which may be conducive to the formation of a negative image of social relations in the country. Besides, they may provoke inter-ethnic and inter-religious contradictions of a huge destructive potential for society and the state as a whole. In modern society, the institutions of family and education are losing their role in the formation of values and world outlook of the younger generation. As a result, children and adolescents are increasingly exposed to the dangers of information wars. The task of political researches is to prevent the impact of psychological manipulations on the younger generation of Russia.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

2. Gvozdova Maria, Blonskaya Vasilisa/ Гвоздова Мария, Блонская Василиса

Faculty of Political Science/ Факультет политологии

The theory of classical liberalism in the analysis of modern international conflicts: assessing the possibilities and limitations/ Возможности и ограничения теории классического либерализма в анализе современных международных конфликтов

Currently, the society meets with various models of international relations: from realism and constructivism to the liberal-idealistic concept and neo-liberalism. At the same time, each theoretical approach faces the problem of the possibility of an objective explanation of the digital transformation of international relations, the entry into politics of information wars and artificial intelligence. The qualitative adaptation of these theoretical approaches to the peculiarities of modern geopolitics creates conditions for the development of a more effective international policy. The current situation in the international political arena is antagonistic due to the multitude of low-intensity conflicts and active global conflicts. In this context, classical liberalism becomes a possible strategy for resolving international conflicts. This project is aimed at considering the implementation possibilities and conceptual limitations of this paradigm. The reference material is the works of representatives of classical liberalism and modern researchers seeking to develop and adapt the ideas of this theoretical direction to the analysis of international contradictions.

3. Guseva Maria/ Гусева Мария

Faculty of Political Science/ Факультет политологии

The potential of the DISC model in resolving corporate conflicts/ Потенциалы модели DISK в урегулировании корпоративных конфликтов

In today's rapidly changing business environment, the effective management of conflicts is critical for organizational success and sustainability. The research examines the use of the DISC model for conflict resolution in business. The DISC model, developed by William Marston, classifies personalities into four main types: D (Dominance), I (Influence), S (Steadiness), and C (Conscientiousness). Each type has unique characteristics that affect behavior and communication style. This study suggests that the principles of the DISC model can be effectively applied to manage corporate conflicts. Differences between types, such as the activity and initiative of "D" and "I" as opposed to caution and the desire for stability of "S" and "C", can lead to misunderstandings and contradictions in terms. However, the correct use of the DISC model when forming workgroups allows to minimize conflicts and increase productivity. This research also analyses cases of the successful application of the DISC model in various business areas, including the restaurant business and dentistry. The author emphasizes that the DISC model is primarily focused on ideal types, and for its effective implementation, additional study into the specifics of a particular term is required. Thus, this research allows to see the possibilities of the DISC model in corporate conflict management.

Консультант по английскому языку: Яковлева Ирина Олеговна

4. Ruban Gleb, Slepova Anastasia/ Рубан Глеб, Слепова Анастасия

Faculty of Political Science/ Факультет политологии

A comparative analysis of neural networks implementation in the electoral process: a case study of India and Kenya/ Сравнительный анализ внедрения нейронных сетей в избирательный процесс на примере Индии и Кении

This research compares the implementation of artificial intelligence (AI) in the electoral processes of India and Kenya, the two countries with distinct political systems and technological landscapes. The study focuses on the use of AI to enhance transparency, improve electoral procedures, and minimize fraud. The authors compare the Indian and Kenyan cases based on such criteria as the purpose, operating principle, result, infrastructure, public reaction, positive and negative factors, and legislative framework. The comparison highlights the fact that despite technological advancements, the success of AI implementation is contingent on local conditions and public trust in these systems. The findings provide basis for further research on the application of AI in electoral processes, particularly in developing countries.

Консультант по английскому языку: Дзгоева Ольга Муратовна

5. Shaimerdenov Aldiia, Proshkina Sofiya/ Шаймерденов Алдияр, Прошкина София

Faculty of Political Science/ Факультет политологии

Fake news and misinformation: analysing the role in modern political crises/ Фейковые новости и дезинформация: анализ роли в современных политических кризисах

Fake news and misinformation have emerged as significant factors in contemporary political crises. This research explores the spread of false information across digital platforms and its impact on public opinion and political stability. By examining case studies from recent elections, protests, and international disputes, the study highlights the methods used to create and disseminate misleading content. It also analyzes the role of social media platforms in the spread of misinformation, as well as the challenges they face in mitigating its effects. The research underscores the importance of promoting digital literacy and implementing regulatory measures to combat the influence of fake news on democratic processes.

Консультанты по английскому языку: Криштоф Елена Михайловна, Дзгоева Ольга Муратовна

Секция 6

14 ноября 2024, четверг

10.45-12.15

1 Гуманитарный корпус, ауд. 651

Ведущие: Григорьев Кирилл, Шкреть Алиса

1. Shabelnikova Irina, Sentyabov Kirill/ Шабельникова Ирина, Сентябов Кирилл

Faculty of Political Science/ Факультет политологии

Analysing jazz as an art form of the 20th century/ Анализ музыкального направления джаз как искусства XX в.

The study explores the significance of jazz as a unique art form of the 20th century. Born in the African-American communities of New Orleans, jazz evolved into a global phenomenon, influencing music, culture, and society in general. Jazz is often referred to as “America’s classical music” because of its roots in American culture and its influence on other genres of music. The research delves into the historical development of jazz, its main styles and sub-genres, and the contributions of legendary jazz musicians into world music culture. It also examines the social and cultural context in which jazz has emerged. Furthermore, it analyzes the impact of jazz on other art forms, such as literature, film, and dance, and its role in shaping American cultural identity. Through a comprehensive analysis of jazz history, styles, and cultural significance, this study demonstrates why jazz is considered to be one of the most important and influential art forms of the 20th century.

Консультант по английскому языку: Сергиенко Полина Игоревна

2. Filatova Arina, Alehina Anastasia/ Филатова Арина, Алёхина Анастасия

Faculty of Political Science/ Факультет политологии

From Bipolar to Multipolar World/ Переход от биполярного мира к многополярному

The aim of the study is to investigate the transformation of the modern system of international relations. The end of World War II predetermined the switch of the international system from having several major countries as centers of international politics to a bipolar system. Bipolarity implies the division of influence spheres between two states. In global conditions, bipolarity also means the organisation of military-political alliances, the establishment of ideological, cultural, and religious barriers. The authors concentrate on the issue of the modern politics' focus on the changeover to a multipolar system. In 1989, with the end of the Cold War, the bipolar world (the US and the USSR) was gradually replaced by a multipolar world, where there should not be two opposing centres and a peripheral Third World. The President of the Russian Federation was the first world leader to declare the necessity of a transition to a multipolar world system. Multipolarity can be unstable because of the risk of military conflicts, but the study shows that it is highly resilient if countries improve their relations.

Консультант по английскому языку: Сергиенко Полина Игоревна

3. Grigorev Kirill, Shkred Alisa/ Григорьев Кирилл, Шкредь Алиса

Faculty of Political Science/ Факультет политологии

Analysing political values of young people in the Russian Federation/ Исследование политических ценностей молодежи в Российской Федерации

A study of the political values of modern Russian youth in the context of constant global changes is an essential topic, as it affects all spheres of life: politics, economics, social and cultural spheres. As a result of recent geopolitical events the Western countries have imposed numerous sanctions on Russia. In the process of transformations carried out within the Russian Federation, it is necessary to actively involve young people, as they have a significant impact on the way of the country's development. This study analyses the political values of adolescents in order to explore their worldview and find ways for the development and implementation of youth policy in Russia

Консультант по английскому языку: Сергиенко Полина Игоревна, Дзгоева Ольга Муратовна

4. Bragina Ksenia / Брагина Ксения

Faculty of Political Science/ Факультет политологии

Cancel culture in contemporary media/ Культура отмены в сфере современных СМИ

The research deals with the issue of Cancel Culture phenomenon, which is swiftly gaining popularity in the modern world and particularly mass media. The term came into use first among the Afro-American population around 1990s, spreading much wider after 2010s, due to the growing popularity of the #MeToo campaign and the Black Lives movement. The author plans to analyze appropriate scientific materials, statistical data, interviews and public opinion polls. The examples used in the research reveal grave consequences of the application of this phenomenon. The author also shares the ideas about practical ways of dealing with the problem.

Консультант по английскому языку: Криштоф Елена Михайловна

5. Gorelova Ekaterina/ Горелова Екатерина

Faculty of Political Science/ Факультет политологии

Hubris Syndrome: the problem of communication between political leaders and society/ Гибрис-синдром: проблема коммуникации политических лидеров с населением

The present research is dedicated to the so-called "hubris syndrome" phenomenon. It refers to the form of professional deformation that is characteristic of political leaders. The study analyses the causes of this phenomenon, the specifics of its manifestation among politicians and the influence on the perception of authorities by society. On the basis of modern examples, it shows how the intensification of the syndrome among political leaders negatively affects the relationship between the government and the society. It also emphasizes the fact that politicians suffering from the hubris syndrome don't realize the need for self-development, which leads to the deterioration of the situation. The study contains recommendations for the prevention of hubris syndrome and specific ways to improve interaction between the government and the society. It concludes that the awareness of the competition and their own substitutability among politicians

makes them less susceptible to the effects of the syndrome, which increases the level of responsibility for their activities.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

6. Kryazheva Milana/ Кряжева Милана

Faculty of Political Science/ Факультет политологии

Russian traditional culture and globalization: challenges and threats/ Русская традиционная культура и глобализация: анализ угроз и вызовов

This study suggests that Russian traditional culture under conditions of globalization, as well as traditional cultures of other peoples of Russia, need an active preservation program. The relevance of the topic is confirmed by the fact that in 2022 the President of Russia signed a decree on the preservation of Russian values. Russian culture and the Russian language play a consolidating and uniting role in Russia. Since the purpose of this study is to determine the challenges and threats of globalization for Russian traditional culture, it is important to consider the strategy that Western countries have been using towards Russia. To this end, the study makes an attempt to identify the conditions under which Western cultural influence can affect Russian traditional culture. The results of the study may contribute to the identification of mechanisms that will enable Russia to ensure the continuity of its traditional culture and the further development of its national identity.

Консультант по английскому языку: Яковлева Ирина Олеговна

7. Viryukov Egor/ Бирюков Егор

Faculty of Political Science/ Факультет политологии

An analysis of contemporary ideological and political trends in the counties of Northern Europe/ Анализ культурных тенденций в современной северной Европе

This research is about the changes the society of the Global North (USA, Canada, Europe and Russia, with focus being mainly on Europe) has gone through during the last (roughly) 150 years. The study primarily examines political ideologies as well as societal and cultural tendencies which affected the world's history. It starts with the analysis of the political and philosophical ideas of the nineteenth century and how they changed during World War I and the post-war era. The aim is to show how the utopian and idealist ideas of the 19th century evolved (or devolved) into the society centered on consuming.

Консультант по английскому языку: Криштоф Елена Михайловна

Секция 7

14 ноября 2024, четверг

13.00-14.30

1 Гуманитарный корпус, ауд. 666

Ведущие: Быкадоров Никита, Исаакян Яна

1. Akhverdyan Vlad/ Ахвердян Влад

Faculty of Political Science/ Факультет политологии

Right-wing radicalism in Germany: an analysis of the popularity and possible threats to Europe/ Ультраправый радикализм в Германии: анализ причин популярности и угроз Европе

The research points out that over the past seven years the popularity and support of right-wing radicalism in Germany have become so widespread that now it seems to be the main opposition to the Bundeswehr. This has deepened the fragmentation of the German political system. The study considers the political processes which have contributed to the development of this movement in Germany and its consequences to the European countries if the ultra-right parties come to power. The purpose of the analysis is to substantiate the threat of the growing popularity of ultra-right parties in Germany for European countries. The research is based on comparative and dialectical methods, systematic and institutional approaches, as well as logical and structural analyses. As a result, the main reasons for the popularity of ultra-rights parties posing the threat to the European countries in case of increased support for these parties are revealed.

Консультант по английскому языку: Панькина Юлия Анатольевна

2. Aleksandrova Sofia/ Александрова София

Faculty of Political Science/ Факультет политологии

The rise of radical Right parties in modern Europe: examining the reasons, socio-cultural and economic perspectives/ Причины роста праворадикальных партий в современной Европе: социокультурные и экономические аспекты

Radical right parties in Europe are currently experiencing their most successful period since World War II. This trend has got the name of the “right turn”. At present, five EU countries (Italy, Slovakia, Finland, Hungary, and the Czech Republic) have radical right parties in government. In other countries, the radical right parties are also winning more seats in parliament. This study, aside from discussing the ideological characteristics of this party family, deals with the question of how the emergence of radical right-wing parties can be explained. The views regarding the factors which contribute to the rise of the radical right are polarizing. This research looks into whether socio-cultural aspects such as immigration or economic factors create the demand for radical right parties in modern Europe.

Консультант по английскому: Сергиенко Полина Игоревна

3. Berezhko Kseniya, Yakusheva Ekaterina/ Бережко Ксения, Якушева Екатерина

Faculty of Political Science/ Факультет политологии

The analysis of the debates on abortion bans in the USA/ Анализ дискуссий о запрете абортов в США

Recently the USA has witnessed a fierce debate about banning abortion because of latest legislative changes that have been made to the issue at the federal level. Because this problem is relevant not only to America, but also to other countries, it is important to consider the debate that has taken place between representatives of two camps - those who advocate abortion prohibition and those who speak of the need for its legalization. By today, the decision that made abortion legal in the US has been overturned. Now every state has the right to make laws in this area, and, as a result, many states have actively banned abortion. The research has provided the basis for examining the consequences of abortion prohibition and its impact on vulnerable segments of the population. The main points of the discussion between supporters and opponents of abortion, their reasoning and practical proposals to solve this problem are given.

Консультант по английскому языку: Панькина Юлия Анатольевна

4. Savelyev Sergey*, Starodubtsev Ivan/ Савельев Сергей, Стародубцев Иван**

*Faculty of Social Sciences and Mass Communications of the Financial University under the Government of the Russian Federation, **Faculty of Political Science/ *Факультет социальных наук и массовых коммуникаций Финансового университета при Правительстве Российской Федерации, **Факультет политологии

Ethnic conflicts in the modern world: a comprehensive analysis/ Многоаспектный анализ этнических конфликтов в современном мире

Ethnic conflicts in the modern world represent a significant and complex problem affecting states and societies across all continents. The research examines the causes of ethnic conflicts, such as grievances over the historical past, economic inequality, cultural differences, and political marginalization. Various examples of ethnic conflicts are analyzed, including situations in the regions of the Middle East, the Balkans, Africa, and Central Asia, as well as their consequences for social stability and international security. Special attention is given to the role of globalization, migration processes, and information technologies in conflict escalation and its resolution. This research also highlights methods for overcoming ethnic tensions, such as dialogue, mediation and reconciliation programs, emphasizing the necessity of a comprehensive approach to conflict resolution in order to create a sustainable peace and security.

5. Bandakov Stanislav/ Бандаков Станислав

Faculty of Political Science/ Факультет политологии

Conflict prevention through diplomacy: challenges and opportunities in the modern world/ Предотвращение конфликтов посредством дипломатии: вызовы и возможности в современном мире

Humanity has been at war since the beginning of its history. However, in recent decades, wars have become bloodier. Now we live in the era of Big Peace, which has lasted for more than seventy years. But tensions in the world are growing and this research gives an example of diplomacy being able to have played a key role in resolving a conflict during the US invasion of Iraq, when, firstly, the possibilities of soft and smart power for a peaceful resolution of the conflict were not used, and secondly, the potential of diplomats was not realized when it was necessary to resolve inter-ethnic conflicts. The key message of the research is precisely about the use of soft and smart power in global politics. Analysis of historical experience shows that war is unprofitable in every sense; it destroys human and material capital. To truly reveal the meaning of human coexistence, a global rethinking of diplomatic instruments of interactions is necessary.
Консультант по английскому языку: Криштоф Елена Михайловна.

6. Vykadorov Nikita/ Быкадоров Никита

Faculty of Political Science/ Факультет политологии

Political images of Artificial Intelligence in modern computer games/ Политические образы Искусственного Интеллекта в современных компьютерных играх

The current development state of Artificial Intelligence and its popularity with the world public is reflected in different ways in numerous pieces of art. The study aims to investigate the various approaches developers use to depict their artistic predictions of how Artificial Intelligence will evolve in future in one of the still growing but already popular cultural spheres known as computer games. The author emphasizes that the approach of the developers towards understanding Artificial Intelligence is diverse and includes both positive and negative outlooks, showing how extensive information exchange between “organic” and “synthetic” lives guarantees a stable relationship between them. In this research the focus was applied to the most recent and notable video games to ensure their cultural impact and to explore how exactly video game developers can influence the public opinion.

Консультант по английскому языку: Сергиенко Полина Игоревна

7. Evdokimova Elena, Elkhadzhieva Alina/ Евдокимова Елена, Эльхаджиева Алина

Faculty of Political Science/ Факультет политологии

Digital authoritarianism: the phenomenon of the 21st century/ Цифровой авторитаризм: новое явление XXI века

It is widely acknowledged nowadays that the digital revolution has not only enhanced governance, but also provided the authorities with more opportunities for breaching human rights and privacy. The abuse of digital technologies by the states for information control and the surveillance of the citizens lead to the establishment of digital authoritarianism within the country. Within the scope of this study, we analyze the main features of digital authoritarianism (including technical provision and practical approaches) and examine the tools and techniques used by different states in order to implement digital authoritarianism. The acute exigency of studying this topic is explained by the threat of easy expansion of digital authoritarianism due to the proximity of such concepts as cyber-security and the complete control of digital space by the authorities. The ability or disability to distinguish one from another as well as the recognition of how the inventions in the digital sphere can be exploited to jeopardize freedom will form the contours of policy in digital space for years ahead.

Консультант по английскому языку: Криштоф Елена Михайловна

8. Filinskaya Sofia, Churina Alyona/ Филинская Софья, Чурина Алёна

Faculty of Political Science/ Факультет политологии

Principles of economic reforms in countries with transitional economies (a case study of Russia of the 1990s)/ Принципы проведения экономических реформ в странах с переходной экономикой на примере России 1990-х годов

This research examines aspects related to the basic principles of reform for countries seeking transition from a centralized to a market economy, formulated on the basis of the Washington Consensus of 1989. The study also analyses which path was chosen by Russia, examines successful and unsuccessful decisions of the government in terms of economic indicators.

Консультант по английскому языку: Сергиенко Полина Игоревна

Секция 8
14 ноября 2024, четверг
14.45-16.15
1 Гуманитарный корпус ауд. 666
Ведущие: Быкадоров Никита, Исаакян Яна

1. Kuznetsov Andrey/ Кузнецов Андрей

Faculty of Political Science/ Факультет политологии

An analysis of Russian political regime (a case study of G.V. Golosov's works)/ Анализ современного российского политического режима в работах Г.В. Голосова

In spite of the fact that conservative approaches are becoming more and more popular as an investigation paradigm of Russian modern politics, the classical ones still remain quite relevant. The research is devoted to the issue of interpretation of modern Russian political regime evolution by one of the leading Russian political scientists, G. V. Golosov. According to him, the institutional design, informal deals and elite's slapdash choices have determined the specific features of modern Russia. The main events of contemporary political history are examined, such as the shooting of the White House, the development of a new Constitution, the presidential elections of 1996, "Operation Successor", etc. The broad data are interpreted and used to specify the particularities of current Russian political regime. The author of the study tries to determine which role this research plays in today's Russian political science.

Консультант по английскому языку: Сергиенко Полина Игоревна

2. Babynina Anna, Bazanov Anton/ Бабынина Анна, Базанов Антон

Faculty of Political Science/ Факультет политологии

The political regime as defined in the Constitution of the Islamic Republic of Iran: a political science analysis/ Характеристика политического режима в конституции Исламской республики Иран: политологический анализ

The Islamic Republic of Iran was founded in 1979 and became one of few Islamic republican systems in the world. Due to specific conditions of modern history and Persian politics, Islamic Iranian Revolution led to new challenges in the formation of modern Iranian political system. According to the research, the interlacing of the Islamic faith and the classic European state system has created a unique political space, which connects theocratic, democratic and Muslim principles in state building. The Constitution of Iran is one of the unique legal documents, combining terms and phenomena that are rarely considered together in modern political science. The research is based on various scientific and legal works, legal documents, historical and religious books and primary sources for complete analysis of the problem.

Консультант по английскому языку: Сергиенко Полина Игоревна

3. Shuvalov Ivan, Shnera Nikita/ Шувалов Иван, Шнера Никита

Faculty of Political Science/ Факультет политологии

The role of video games in shaping Russia's image at home and abroad/ Роль видеоигр в формировании имиджа России внутри страны и за рубежом

The purpose of the research is to study the role of video games in shaping the image of Russia at home and abroad. The talk covers the content basis of the influence of video games on personality in its educational aspect. A number of periodicals were used in the work on the paper. The development of educational potential of the video game industry and Russia's active participation in this process can not only enrich players' knowledge of world culture and history, but also favorably affect the country's international image. This requires, however, significant efforts on the part of the developers, government support and readiness for international cooperation.

Консультант по английскому языку: Сергиенко Полина Игоревна

4. Karnashin Matvey/ Карнашин Матвей

Faculty of Political Science/ Факультет политологии

Freedom of speech in different social media in various countries: examining cases and decisions/

Свобода слова в различных социальных слоях в различных странах: примеры и пути решения

It is widely acknowledged nowadays that social media became one of the most powerful forces in the international and domestic policies. Different countries, stakeholders and political organizations use social media to promote their own interests among broad masses. Under these circumstances freedom of speech can be infringed and affected. Usually, stakeholders use different tools to force social media to follow their interests and sometimes they can even totally ban them or declare illegal. The goal of this research is to analyse the tools of influence used by governments, leaders and political organizations to pressurise social media all around the world. In the paper the author explores authentic cases from today's political reality.

Консультант по английскому языку: Елена Михайловна Криштоф

5. Isaakian Yana/ Исаакян Яна

Faculty of Political Science/ Факультет политологии

An analysis of advantages and disadvantages of exchange programs: a case study of YEAR/ Анализ преимуществ и недостатков программ по обмену для студентов на примере программы «YEAR»

The work comprises the speaker's overview of the experience of assimilation in the American society and the impact the exchange year has had on their lives, the cultural differences noticed by the author and their effect on one's stay in the USA. The study also includes the description of the YEAR exchange program: from the process of application to the moment of coming back to the home country. The author talks about the culture shock and its reverse side upon arrival to the homeland; the author analyses life in the United States of America as a foreigner, and talks about its pros and cons.

Консультант по английскому языку: Сергиенко Полина Игоревна

6. Khutieva Amina, Sukhareva Arina/ Хутиева Амина, Сухарева Арина

Faculty of Political Science/ Факультет политологии

Food crisis in Africa as a contemporary humanitarian issue/ Продовольственный кризис в Африке как современная гуманитарная проблема

The study examines external factors influencing food security in the developing nations across the African continent. It highlights the impact of elevated food prices on the realisation of poverty and hunger reduction programs by African countries. Although the self-sufficiency policies adopted by several African states have generally led to an increase in the production of traditional crops, they have not successfully addressed the deficit in marketable food products. Nevertheless, external aid and targeted development assistance through international cooperation can play a pivotal role in advancing specific reforms within African agriculture.

Консультант по английскому языку: Сергиенко Полина Игоревна

7. Pminskaya Varvara/ Ильминская Варвара

Faculty of Political Science/ Факультет политологии

Family values of Russian youth: an in-depth analysis/ Всесторонний анализ семейных ценностей российской молодежи

Significant changes in the economic, political and spiritual spheres of society have led to the transformations in marital relations. Such changes concerning the family can have significant socio-cultural consequences for the state as a whole. The aim of the study is a theoretical analysis of family values of Russian youth as an indicator of the demographic future of society. The relevance of the topic is determined by the fact that the formation of family values of young people takes place in the context of the transformation of the institution of the family, and the fact that the country faces the problem of demographic security. Within the framework of this work, the main contradictions in the modern family and marriage sphere of society are considered, potential risks of the demographic and social situation at the federal level are analyzed. The author emphasizes the need to study the processes and conditions that shape young people's ideas about family values in order to make the upbringing and education of the younger generation more meaningful and effective.

Консультант по английскому языку: Бережных Елена Юрьевна

8. Кривешко Дарья, Тагунова Анна/ Kriveshko Daria, Tagunova Anna

Faculty of Political Science/ Факультет политологии

Water crisis as a global security threat: an analysis of UN activity/ Водный кризис как угроза безопасности во всем мире: анализ деятельности ООН

The research examines the relationship between the global water crisis and international security. With an increase in population, climate change, and water pollution the scarcity of clean water becomes a source of conflict, migration, and economic instability. The UN, as a leading international organization, plays a crucial role in developing strategies and initiatives for sustainable water resource management and conflict prevention. The study emphasizes the need for international cooperation and the involvement of all stakeholders to effectively address the water crisis. Ensuring sustainable access to water is a fundamental human right and is critical for achieving global sustainable development goals.

Консультант по английскому языку: Панькина Юлия Анатольевна

9. Romanenko Yulia, Mokrova Rinata / Романенко Юлия, Мокрова Рината

Faculty of Political Science/ Факультет политологии

On the issue of American national identity/ К вопросу об американской национальной идентичности

This paper examines the evolution and complexity of American national identity. It examines key political and ideological factors in the formation of American national identity, analyzing the main distinctive features of the formation of the national character. The analysis focuses on key factors shaping American self-consciousness, including historical events, migration flows, ethnic diversity, political ideals and cultural phenomena. The paper examines both the traditional ideas about American identity and contemporary discussions about its transformation in the context of globalization, multiculturalism and new challenges. The paper examines traditional ideas about the "American dream", liberal ideals and the role of individualism in the formation of identity. The paper offers a comprehensive view of American identity, considering it as a dynamic and constantly evolving concept.

Консультант по английскому языку: Елена Михайловна Криштоф

Секция 9

15 ноября 2024, пятница

10.45-12.15

1 Гуманитарный корпус, ауд. 666

Ведущие: Гук Софья, Сурганова Ангелина

1. Gerbert Daniil/ Герберт Даниил

Faculty of Political Science/ Факультет политологии

The theory of public choice: an analysis of the mechanisms of political bargaining/ Теория общественного выбора: анализ механизмов политического торга

This study is devoted to the analysis of logrolling that represents a strategy of political bargaining widely used in the theory of public choice. The research is based on the analysis of theoretical works on the theory of public choice. The purpose of the study includes the analysis of historical political processes, the study of the mechanisms of logrolling, the identification of its strengths and weaknesses, as well as the identification of the influence of logrolling on the quality of political decisions. As a result, the study is aimed at proving that logrolling is an effective tool for reaching compromises and agreements in the political system which can have not only negative but also positive and neutral aspects.

Консультант по английскому языку: Захарова Дарья Сергеевна

2. Gluhovtsev Grigory, Kizyakovsky George/ Кизяковский Георгий, Глуховцев Григорий

Faculty of Political Science/ Факультет политологии

A political analysis of the United Arab Emirates: features of the federal structure/ Объединенные Арабские Эмираты: анализ отличительных характеристик федеративного устройства

The United Arab Emirates possesses a unique and complex territorial structure, shaped by a range of historical processes that contributed to the state's formation and development. While British influence played

a significant role in the political evolution of the UAE over several centuries, it was not the sole determining factor. The country's growth was also deeply influenced by its territorial conditions, local mentality, tribal dynamics, and the enduring political traditions of the emirs. The research explores the key features of the UAE's federal structure, highlighting the combined impact of external and internal factors, as well as regional influences, that have defined its modern political framework.

Консультант по английскому языку: Захарова Дарья Сергеевна.

3. Magomedov Nabigula/ Магомедов Набигула

Faculty of Political Science/ Факультет политологии

Demographic policy of Japan and its implications for the country/ Анализ демографической политики Японии и ее последствия для страны

Japan's demographic decline, marked by a shrinking population and aging society, poses significant risks to its socio-economic and political stability. This study examines the inefficacy of Japan's demographic policies, which are influenced by cultural norms, economic limitations, and high childcare costs. The analysis highlights how the declining labor force exerts long-term pressure on social services, exacerbates national debt, and undermines economic growth. A contracting domestic market also threatens Japan's global competitiveness. Furthermore, the study explores the geopolitical implications of a reduced military-age population, potentially increasing Japan's vulnerability in an evolving international landscape. By evaluating current government strategies, this research identifies potential policy reforms aimed at mitigating these demographic challenges and securing Japan's future socio-economic and political stability.

Консультант по английскому языку: Захарова Дарья Сергеевна

4. Seleznev Alexey/ Селезнев Алексей

Faculty of Political Science/ Факультет политологии

Video games as a tool for political propaganda: examining the experience of Western countries and Russia/ Видеоигры как орудие политической пропаганды: анализ опыта стран Запада и России

Nowadays, video games have become an important part of leisure time for the population of the majority of countries. Almost half of the world's population plays computer games today. It is not surprising that video games are increasingly seen as a "place for political struggle" and an effective tool for propaganda. The research is devoted to the study of the political agenda in a number of current computer games of Western and Russian production. The aim of this study is to demonstrate the values promoted by video games, as well as the challenges faced by developers on the way to implementing their policies in the gaming industry. The research exemplifies the successes and failures of these attempts.

Консультант по английскому языку: Захарова Дарья Сергеевна

5. Goncharenko Daria/ Гончаренко Дарья

Faculty of Political Science/ Факультет политологии

The phenomenon of affective political polarization in modern world/ Явление аффективной политической поляризации в современном мире

In today's rapidly developing world, where the media play an important role in everyone's life, there is an increasing clash of ideologies, interests and values. As a result of such clashes of opinion, the problem of affective political polarization has arisen. Affective political polarization refers to the phenomenon when individuals increasingly sort themselves into distinct political groups based on their emotions, values, and identities, leading to a deepening divide between these groups. Such mutual relations in society affect the political stability of the country. The study aims to identify the main causes of political polarization and find strategies to mitigate it.

Консультант по английскому языку: Криштоф Елена Михайловна

Секция 10

15 ноября 2024, пятница

13.00-14.30

1 Гуманитарный корпус, ауд. 666

Ведущие: Гук Софья, Сурганова Ангелина

1. Lalosh Uliana/ Лалаш Ульяна

Faculty of Political Science/ Факультет политологии

The application of Artificial Intelligence in politics: American experience/ Использование искусственного интеллекта в политике: американский опыт

In the modern world, artificial intelligence (AI) is increasingly penetrating into all spheres of human activity, including politics. The use of AI technologies in politics makes it possible to analyze large amounts of data, predict election results and develop political strategies. However, the use of AI also raises ethical issues related to data privacy and algorithm bias. American experience shows that the introduction of AI into the political process can lead to positive results, such as improving the efficiency of government agencies and improving the quality of decisions. The study examines the American experience of using AI in the political sphere, as well as the pros and cons of artificial intelligence.

Консультант по английскому языку: Сергиенко Полина Игоревна

2. Guk Sofya/ Гук Софья

Faculty of Political Science/ Факультет политологии

The Illuminati conspiracy theory: modern human mysteries/ Конспирологическая теория иллюминатов: современные загадки человечества

The study explores the enduring fascination with the Illuminati conspiracy theory, examining its historical roots and contemporary implications. It analyzes the origins of the Illuminati, a secret society established in the late 18th century, and how it has evolved into a symbol of hidden power and knowledge in modern society. The research highlights various narratives surrounding the Illuminati, including its portrayal in popular culture, and the psychological and sociopolitical factors that fuel conspiracy thinking. By investigating the mysteries associated with the Illuminati, the study aims to understand why such theories persist in contemporary discourse and their impact on public perception and critical thinking.

Консультант по английскому языку: Сергиенко Полина Игоревна

3. Muravyov Mikhail/ Муравьев Михаил

Faculty of Political Science/ Факультет политологии

Electoral geography and political polarization in the United States in the course of presidential elections: red states and blue states/ Электоральная география и политическая поляризация в США на президентских выборах: красные и синие штаты

Since the 2000 United States presidential election, the terms “red state” and “blue state” have come to refer to U.S. states whose voters vote predominantly for one party – the Republican Party in red states and the Democratic Party in blue states. The division may be observed in both the presidential and other statewide elections. In contrast, there are also “swing states” or “purple states”, where votes swing between the Democratic and Republican candidates. An examination of patterns within states shows that the shift in the geographical bases of the two parties has occurred at the state level. However, at the local level things are even more complex, with urban-rural divides associated with major recent changes.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Surganova Angelina/ Сурганова Ангелина

Faculty of Political Science/ Факультет политологии

The terror management theory (TMT): content and human influence/ Теория управления страхом смерти: содержание и влияние на человека

The terror management theory (TMT) was proposed by psychologists Jeff Greenberg, Tom Pyszczynski and Sheldon Solomon in 1986. The authors believe that most of human behavior can be explained as an attempt to achieve psychological balance in the face of awareness of one's mortality and fear of total annihilation. People use cultural and psychological mechanisms to cope with this fear and maintain a sense of self-worth. This study aims to impartially examine the terror management theory, its impact on the formation of human attitudes, as well as value orientations and political preferences.

Консультант по английскому языку: Сергиенко Полина Игоревна

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

Faculty of Political Science/ Факультет политологии

A comparative analysis of personal qualities (a case study of Charles III and Elizabeth II)/ Сравнительный анализ личностных качеств Карла III и Елизаветы II

The research is devoted to the analysis of images of King Charles III and Queen Elizabeth II being the heads of the United Kingdom and the British Commonwealth of Nations. The authors consider personal qualities of Charles III and Elizabeth II and present a comparative analysis of the key traits of these political and public personalities. The topic considered in this research is of considerable scientific interest, since the study determines the expected course of development of the British monarchy after the change of power. Focusing on a detailed and structured analysis of the image of King Charles III, the research attempts to outline the further development of the constitutional monarchy within the British state.

Консультант по английскому языку: Криштоф Елена Михайловна

Секция 11

15 ноября 2024, пятница

14.45-16.15

1 Гуманитарный корпус, ауд. 666

(в смешанном формате)

Ведущая: Арина Сухарева

1. Fakhrutdinova Arina/ Фахрутдинова Арина

NRNU MPhI, The Institute of International Relations/ НИЯУ МИФИ, Институт международных отношений

New technologies to enhance cooperation between Russian and African enterprises/ Новые технологии для расширения сотрудничества между российскими и африканскими предприятиями.

This research explores the economic effects of Russian-African partnership, emphasizing the mutual benefits derived from this collaboration. Through a complex analysis of existing reference materials and case studies on the topic, the research highlights the key sectors where cooperation can thrive-- such as energy, agriculture and technology. It analyses the best practices that showcase how shared knowledge gives rise to innovation and economic development. Additionally, the study addresses the challenges faced in cross-continental collaborations, including the volatile global market and cultural differences, and proposes strategies to overcome these disincentives. Ultimately, the study emphasizes the importance of establishing the advantageous partnership between the two countries to pave the way for sustainable development and shared prosperity.

Консультант по английскому языку: Шилова Юлия Владиславовна

2. Kuchkina Sofia/ Кучкина София

NRNU MPhI, The Institute of International Relations/ НИЯУ МИФИ, Институт международных отношений

BRICS and China's foreign policy: at the intersection of interests/ Внешняя политика БРИКС и Китай: на пересечении интересов

This study explores whether BRICS can serve as a springboard for promoting and expanding China's international interests. It examines the history of Chinese economy formation and highlights the reasons why China joined BRICS in 2009. Through a detailed analysis of existing reference materials, case studies, and statistical data, the research highlights mutually beneficial political and economic interests between BRICS and China. It also elaborates on China's policy implemented within the framework of the BRICS international integration group. Ultimately, this study emphasizes that China's BRICS membership significantly affects all aspects of the organization's activities, which, in turn, enables China to benefit from being one of the most influential member states in BRICS as well.

Консультант по английскому языку: Шилова Юлия Владиславовна

3. Vitkovsky Maksim/ Витковский Максим

NRNU MPhI, The Institute of International Relations/ НИЯУ МИФИ, Институт международных отношений

The transformation of the globalization process: analysing the early 20s of the 21st century/ Трансформация процесса глобализации в первой половине 20-х годов XXI века

The research is devoted to the analysis of the transformation globalization has been seeing in the 2020s. Based on a comprehensive analysis of the existing sources, the study highlights the main factors that have been currently affecting globalization. Not only the events of the first two decades of the 21st century are considered, but also the history of the anti-globalization trends and developments, the reasons for their emergence and their impact on globalization are reviewed. In addition, the research explores the relationship between the concept of the multipolar world and the process of globalization. Ultimately, it is concluded that despite a marked shift to multipolarity, globalization has been evolving and undergoing a significant transformation over the time period in question.

Консультант по английскому языку: Шилова Юлия Владиславовна

4. Zhdanova Sofia/ Жданова Софья

NRNU MPhI, The Institute of International Relations/ НИЯУ МИФИ, Институт международных отношений

Russian nuclear energy in the context of sanctions and restrictions: problems and solutions (a case study of the Rosatom State Corporation)/ Ядерная энергетика России в условиях санкционных ограничений: проблемы и решения на примере госкорпорации Росатом

This study examines a number of major challenges faced by the Russian nuclear energy industry in the context of sanctions and restrictions imposed on Russia in 2022-2023. An emphasis is laid on the supply of equipment and technologies, financial constraints and obstacles to international cooperation in this field. The strategies that the State Atomic Energy Corporation Rosatom has been devising to alleviate the burden of the economic sanctions are analyzed. The research explores the consequences of the Western and EU sanctions and outlines their implications for the development of the global nuclear power industry. The example of Rosatom highlights how effective management and innovation can mitigate the detrimental effects of sanctions and ensure the sustainable development of nuclear energy in the country.

Консультант по английскому языку: Шилова Юлия Владиславовна

5. Zhilinskaia Aleksandrina/ Жилинская Александрина

Shenzhen MSU-BIT University (China), Center for European and Asian Studies/ Совместный университет МГУ-ППИ в г. Шэньчжэне (КНР), Центр европейских и азиатских исследований

Prof. Russel Kirkland's scholarly work and his contribution to the development of secular Taoism/ Научная деятельность Рассела Киркланда и его вклад в развитие светского даосизма

This work is an experience of analyzing the contribution of the outstanding researcher of Chinese ethno-religious culture Professor Russell Kirkland to Sinological religious studies, which determines its novelty. The undoubted advantage of the research is the systematization and introduction into scientific usage of some aspects of modern historiography that relate to the history of Taoism and are not reflected in the national academic literature. In addition, the research is based on a comprehensive analytic approach, active comparative analysis and has an interdisciplinary nature, expressed in the wide involvement of information sources in English and Eastern languages, e.g. Chinese and Japanese languages.

Консультант по английскому языку: Шевырдяева Лилия Николаевна

6. Shemetov Anton/ Шеметов Антон

Shenzhen MSU-BIT University (China), Center for European and Asian Studies/ Совместный университет МГУ-ППИ в г. Шэньчжэне (КНР), Центр европейских и азиатских исследований

Socio-economic consequences of the COVID-19 pandemic in the Republic of Buryatia/ Социально-экономические последствия пандемии COVID-19 в Республике Бурятия

Through the local experience of dealing with COVID-19 pandemic in the Republic of Buryatia we can establish the typology of border national republics of Russia and their distinctive character. It should be noted that the population's tendency to hold crowded traditional rituals may have caused several characteristic outbreaks of the disease that took place in the uluses Mogsokhon, Tsagan-Chelutai, Kudara-

Somon, Ubur-Kiret, Tory, Shuluta and Dalahai. Thus, in the ulus of Mogsokhon, the source of infection was a local lama. The cause of the Tunka cluster (Shuluta, Tory, Dalahai) was a visit by infected people from the regional capital Ulan-Ude to a shamanic ritual in the ulus of Shuluta, after which the infected ulus of Shuluta was temporarily territorially isolated from the region. One rural locality once happened to be the most statistically infected place on Earth with more cases ratio of infected to total population than New York City. Alongside with traditional means of spread prevention (e.g. lockdowns, online homeschooling and financial aid) there were some distinctively local and somewhat extraordinary ones: local Buddhist-shamanist lamas held khurals (prayer services) against COVID-19. Hence, the population's commitment to traditional rituals became a distinctive feature of the spread of the disease in the region.

Консультант по английскому языку: Шевырдяева Лилия Николаевна

7. Kudeenko Sviatoslav/ Кудеенко Святослав

Shenzhen MSU-BIT University (China), Center for European and Asian Studies/ Совместный университет МГУ-ППИ в г. Шэньчжэне (КНР), Центр европейских и азиатских исследований

Features of modern Korean slang: definition and classification/ Особенности современного корейского сленга: определение и классификация

Slang is a socio-linguistic phenomenon which regularly occurs in human languages. It reflects contemporary tendencies of language and aspirations of its users. In modern-day life slang spreads into various spheres of life. It becomes a great tool of expressing emotions and identity. In this perspective, Korean slang is not an exception. In recent years Korean media content, tremendously widespread and popular, created a sharp demand for exploring and understanding colloquial style of the Korean language. In this research the definition of slang as a linguistic phenomenon is considered from both the Western and Korean perspectives. Most researchers share several key points on the definition of slang. In a strict sense it may be defined as the restricted speech of marginal or distinct subgroups in society. In a wider sense it is a relatively temporary, unconventional vocabulary characterized primarily by connotations of informality and novelty. The paper also considers various classifications provided by Korean researchers, such as morphological, by means of conveying message, and chronological, and provides morphological and structural analysis of Korean slang.

Консультант по английскому языку: Шевырдяева Лилия Николаевна

ФИЛОСОФСКИЙ ФАКУЛЬТЕТ
МГУ имени М.В. Ломоносова

Секция 1

11 ноября 2024, понедельник

09.00-10.30

Шуваловский корпус, ауд. А-307

Ведущая: Казакова Дарья

1. Skripkin Artem/ Скрипкин Артём

Faculty of Philosophy/ Философский факультет

Moral choices of J.R.R. Tolkien's characters: a philosophical approach/ Нравственный выбор героев Дж.Р.Р. Толкина: философский взгляд

The trilogy *The Lord of the Rings* written by the Oxford literature professor John Ronald Ruel Tolkien is one of the most influential books in the world literature of the 20th century. Besides being the great literature masterpiece, it has been inspiring meditations and discussions for more than 70 years on the topic of human nature and moral issues. This paper is devoted to the analysis of the main characters' moral choice from the perspective of philosophical concepts of Plato, the Stoics, Nietzsche, as well as Christian ethics. We can trace the influence of these ideas on moral choices taken by the main characters of the book. The research is based on works of Russian and foreign authors who confirm the relevance of the trilogy for our time because the problems relating to moral choice are not outdated and continue to thrill the modern reader.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Smirnov Alexey/ Смирнов Алексей

Faculty of Philosophy/ Философский факультет

Analysing philosophy in the world of non-written languages/ Философия в мире не-письменности

The research examines philosophy in the context of non-literate cultures, focusing on the particular forms it took. The author analyses how oral traditions and non-literary forms of knowledge transfer influenced philosophical concepts and worldviews. The ways in which oral practices were shaping thinking and perceptions of the reality are examined, as well as their role in the creation and maintenance of cultural norms. In addition, the author provides various examples from different cultures to demonstrate the diversity of approaches to philosophical questions in non-literate environment. The research examines such concepts as collective memory, modern rituals and mythology, as well as their relationships to philosophical reflections.

Консультант по английскому языку: Шмараева Анастасия Александровна

3. Arbuzova Olga/ Арбузова Ольга

Faculty of Philosophy/ Философский факультет

Languishing as a social challenge in the modern world: a review of current research/ Тоска как социальный феномен в современном мире: обзор актуальных исследований

The study is dedicated to the problem of languishing - a feeling of overwhelming emotional distress that often stands in the way of living life to its fullest. All of us face languishing from time to time, but not everyone is able to completely overcome this condition and some eventually fall into depression. The study is based on the book by Corey Keyes, a famous American sociologist and psychologist, *Languishing: How to Feel Alive Again in a World That Wears Us Down* where the author gives a thorough analysis of this phenomenon discussing the essence of languishing and telling how to defeat it with the help of special mental practices, which the author calls "5 vitamins". People can do these exercises on their own and very soon they start feeling inner happiness and peace.

Консультант по английскому языку: Перцев Евгений Михайлович

4. Melnikova Anzhelika/ Мельникова Анжелика

Faculty of Philosophy/ Философский факультет

Reflections on the philosophical content of the song *Bohemian Rhapsody* by Freddie Mercury and its possible semantic parallels with Albert Camus' novel *The stranger*/ Размышления о философском содержании песни «Богемская Рапсодия» Фредди Меркури и её возможных семантических параллелях с повестью «Посторонний» Альбера Камю

The study gives a semantic analysis of the lyrics of the song “Bohemian Rhapsody”, a creative work by the legendary vocalist of the rock band Queen Freddy Mercury. The song has been recognized as one of the greatest songs of all times due to its unusual musical form: it is a romantic rhapsody, consisting of 6 parts, each of which represents a certain musical genre – a cappella, opera, rock and ballad. Together with the complicated meaning of the text it creates the possibility for its philosophical interpretation. We can distinguish the tendencies of fatalism, individualism, nihilism, the topics of human existence and self-acceptance, issues of morality and personal freedom, and great satirical metaphors through images from classical Italian operas. The author tries to compare the song with the novel *The stranger* by the famous French existentialist philosopher Albert Camus, focusing on the major theme of the novel - crime which the main character commits and the way he faces the society's response to this action.

Консультант по английскому языку: Перцев Евгений Михайлович

5. Straibulov Pavel/ Страйбулов Павел

Faculty of Philosophy/ Философский факультет

The technological singularity: new opportunities or a threat to humanity's future? / Технологическая сингулярность: новые возможности или угроза будущему человечества?

The study focuses on how technological advancements might lead to the technological singularity. Due to the “explosive” increase in the accuracy and power of our instruments (from microscopes to AI) some scientists are inclined to predict that the moment of the technological singularity will come relatively soon. The technological singularity is considered to be a situation in which the development of science and technology is accelerated to the point of complete uncontrollability. In this situation it is necessary to consider from a scientific perspective what opportunities this could bring and what threats it can represent. The research discusses benefits, potential and threats of extremely rapid technological progress.

Консультант по английскому языку: Шмараева Анастасия Александровна

Секция 2

**11 ноября 2024, понедельник
Шуваловский корпус, ауд. А-307
10.45-12.15**

Ведущая: Дудорова Варвара

1. Baranovskaya Mariya/ Барановская Мария

Faculty of Philosophy/ Философский факультет

Antromorfism in modern religious systems/ Антропоморфизм в современных религиозных системах

Anthropomorphism is a modern term, attested since the eighteenth century, denoting the practically universal tendency to form religious concepts and ideas. The study is based on the book *Faces in the Clouds* by Stewart Guthrie, a professor emeritus of anthropology at Fordham University and one of the founders of the cognitive science of religion. According to him, religion is essentially about anthropomorphism, or the tendency for our brains to see persons around us. Guthrie argues that religious beliefs fundamentally arise from humans' ubiquitous tendency to overestimate the amount of agency in the world.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Bogdanova Veronika, Bueva Victoria/ Богданова Вероника, Бueva Виктория

Faculty of Philosophy/ Философский факультет

The phenomenon of contemporary art residencies/ Феномен современных арт-резиденций

The phenomenon of contemporary art residency has become critically important as it reflects the evolving paradigms within the artistic community. As platforms that provide artists with dedicated time, space, and resources, these residencies foster an environment for experimentation and collaboration. They push creative

boundaries, and engage diverse audiences. There is a growing consensus that contemporary art residencies serve as platforms for development of diverse artistic practices and formation of artistic identities. They confront issues that are of great importance to the discourse surrounding cultural production, including accessibility, funding, and institutional support. To fully understand the significance of these programs, it is important to appreciate the diverse perspectives of artists who participate in these residencies, as their narratives offer insights into the transformative potential of these environments. This study aims to incite further dialogue and research on a phenomenon that continues to shape the artistic community in profound ways.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Voloshko Mikhail/ Волошко Михаил

Faculty of Philosophy/ Философский факультет

The role of production in the perception of a musical work: sound design and sound engineering/ Роль продакшена в восприятии музыкального произведения: саунд-дизайн и звукорежиссура

With a rapid development of modern technologies in the sphere of sound recording and sound processing, sound production has become not only a way of capturing reality, but also an area of aesthetic and cultural consideration. The study provides a few examples, showing different approaches to this process, which influences the listener's perception of a composition, leading to a conclusion that contemporary music puts the main emphasis on the quality of sound.

Консультант по английскому языку: Перцев Евгений Михайлович

4. Pantueva Ekaterina/ Пантуева Екатерина

Faculty of Philosophy/ Философский факультет

Slavophilia: to the history of the term/ Славянофильство: к истории термина

Slavophilia seems to have been an established term like many other names representing a certain intellectual movement. However, "slavophilia" as well as other terms has its own specific history of origin and development. This talk attempts to follow the changes of its meaning and through the analysis give a deeper understanding of the phenomenon itself. The study sketches out some of the differing views about the nature of this phenomenon.

Консультант по английскому языку: Перцев Евгений Михайлович

5. Davlyanidze Sofia/ Давлянидзе Софья

Faculty of Philosophy/ Философский факультет

MSU Student Exchange Programs as channels for educational and scientific cooperation / Программы студенческого обмена МГУ как каналы образовательного и научного сотрудничества

This study examines the Moscow State University (MSU) student exchange program aimed at expanding international cooperation and developing academic mobility. The program provides a unique opportunity for MSU students to complete academic or research experience at leading universities in the world, which contributes not only to deepening knowledge in their major, but also to cultural exchange. The presentation covers the main features of the program (e.g. the conditions of participation, the timing of the exchange, the choice of study areas and partner universities etc.) in order to analyze the paths for educational and scientific cooperation and some advantages that the exchange program provides for the university as a whole, including strengthening international relations and increasing the competitiveness of MSU in the global arena.

Консультант по английскому языку: Яковлева Ирина Олеговна

Секция 3

**11 ноября 2024, понедельник
Шуваловский корпус, ауд. А-307
12.30-14.00**

Ведущая: Хапалова Мария

1. Zolotaryova Polina/ Золотарёва Полина

Faculty of Philosophy/ Философский факультет

Vladimir Ivanovich Nemirovich-Danchenko as a former student of MSU/ Владимир Иванович Немирович-Данченко как бывший студент Московского государственного университета имени М. В. Ломоносова

The study traces the connection between V. Nemirovich-Danchenko and Moscow university where he received profound education, met progressive professors and teachers, and fully immersed himself in literary and artistic life. It is here that he developed an approach to theatre, which emphasizes the importance of a thorough analysis of literature and a deep understanding of a character's psychology. His commitment to realism and emotional depth continues to influence contemporary actors.

Консультант по английскому языку: Криштоф Елена Михайловна

2. Onosova Yaroslava, Fomina Elizaveta/ Оносова Ярослава, Фомина Елизавета

Faculty of Philosophy/ Философский факультет

The influence of style on people's perception and marketing strategies to attract customers/ Как стиль влияет на восприятие людей и стратегии привлечения покупателей

The aim of the study is to show a typical way ordinary people go trying to follow the latest trends in fashion. Providing short information about such well-known celebrities as Gigi Hadid, Zendeya, Megan Fox and Hailey Bieber who set fashion and trends, the authors show how ordinary people, who cannot afford such clothing but would like to follow the latest fashion, turn to mass markets to buy things in lower price, which gives a lot of opportunities to manufacturers to throw them into the markets.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Lantsman Maya, Smetanina Elizaveta/ Ланцман Майя, Сметанина Елизавета

Faculty of Philosophy/ Философский факультет

The influence of interactive advertising on the audience: a case study of the *Hermes* company/ Влияние интерактивной рекламы на аудиторию: опыт компании «Гермес»

The study discusses innovative advertising strategies which have been developed recently by the Hermes company in the competitive luxury market. By introducing new technologies, the company tries to break down barriers between the brand and the audience turning passive observers into active participants. A few examples are given to show how to achieve this aim, with particular emphasis on storytelling, a technique which has been particularly successful.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Milman Maria, Avetisyan Mariam/ Мильман Мария, Аветисян Мариам

Faculty of Philosophy/ Философский факультет

The influence of music on the perception of an advertised product: a case study of the *Dior* company/ Влияние музыки на восприятие рекламируемого продукта на примере компании Диор

The project analyzes how music influences the perception of advertising, using as an example a number of commercials advertising Robert Pattison collections which were accompanied by different kinds of music. The survey provides sufficient evidence to support the idea that music plays an important part in promoting a product. The study analyzes the main stages of this advertising campaign: planning, organizing, implementing and evaluating.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция 4

**11 ноября 2024, понедельник
Шуваловский корпус, ауд. А-307
15.00-16.30**

Ведущая: Селяева Александра

1. Bruman Anna/ Бруман Анна

Faculty of Philosophy/ Философский факультет

Marketing strategies through the lens of pop culture: a case study analysis from the Netflix series *Emily in Paris*/ Маркетинговые стратегии через призму поп-культуры: анализ кейсов из сериала от Netflix «Эмили в Париже»

This study explores contemporary marketing strategies through the lens of pop culture, using the popular Netflix series *Emily in Paris* as a vivid case study. The series follows a young American marketing executive who faces cultural and professional challenges while building her career in France. It dynamically portrays digital and traditional marketing techniques, particularly in industries such as fashion, luxury, and gastronomy. Through the analysis of key episodes, dialogues, and characters, the study examines how the series reflects current trends in brand communication, influencer marketing, and audience engagement. Special attention is given to the role of social media, such as Instagram, in shaping personal branding and product promotion. The impact of globalization and intercultural differences on brand perception and marketing campaigns is also explored. By dissecting the series' depiction of these strategies, this research provides a deeper insight into the way fictional portrayals influence real-world marketing practices and shape consumer perceptions in today's global media environment.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Vladimirova Maria/ Владимирова Мария

Faculty of Philosophy/ Философский факультет

Advertising in glossy print: its impact on individuals, and essential considerations about its possible threats/ Реклама в глянцевых изданиях: ее влияние на человека и основные соображения о ее возможных угрозах

Despite persistent predictions regarding its extinction, glossy print media is experiencing a transformation rather than a decline. With the rapid advancement of the Internet and digital technologies, glossy print has ceased to fulfill its traditional role as a purveyor of news and has shifted away from conveying authoritative knowledge about upcoming trends in fashion and relevance. The aim of the study is to investigate the changing landscape of glossy print advertising and its profound effects on individuals. The research examines key transformations within the realm of glossy media, exploring the role that advertising plays in these changes and how this interplay connects with the customer.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Vakayeva Anastasia/ Вакаева Анастасия

Faculty of Philosophy / Философский факультет

Feminism in the post-Soviet space: exploring stereotypes and identifying the role of women in society/ Феминизм в постсоветском пространстве: анализ стереотипов и определение роли женщины в обществе

In modern Russian society there seem to be controversial opinions on feminism due to a lack of comprehensive knowledge about the feminist movement and its true goals. Feminists often use false stereotypes resulting in hindering the dialogue on the legal and social rights of women. Sexism and lobbying of the patriarchal system continue to deteriorate the situation, limiting women's opportunities for self-actualisation. The purpose of the study is to identify and analyze the main trends in the development of the role and place of women in modern society, as well as discuss how to break existing stereotypes and establish a constructive dialogue on feminism.

Консультант по английскому языку: Шмараева Анастасия Александровна

4. Ignatova Ekaterina/ Игнатова Екатерина

Faculty of Philosophy/ Философский факультет

Underconsumption as the gap between production and demand: a study of US beauty industry in 2020-2024 / «Недостаточное потребление» как разрыв между производством и спросом: анализ индустрии красоты США за 2020-2024 гг.

Underconsumption is a recent social network trend that has come to the fore in the past few years. Mindfulness in buying products has become an essential element of money relationship for people all around the world. The tendency appeared just on time when the humanity is taking effort to overcome environmental problems as the topic of ecology has grown into an especially acute one. This talk explores actual

consumption problems in the beauty sphere, analyses current data, identifies the recent trends and suggests some methods to integrate underconsumption into everyday practices despite intense beauty product promotion and market overstocking.

Консультант по английскому языку: Яковлева Ирина Олеговна

5. Koryakina Anfisa/ Корякина Анфиса

Faculty of Philosophy/ Философский факультет

Pink as the colour of feminism: a historical analysis/ Розовый цвет как символ феминизма: исторический анализ

This research aims to look into the evolution of the perception of pink colour in society from its historical roots to gender stereotypes and its modern use as a tool for self-expression. Special attention is paid to the analysis of pink colour interpretations in present-day society which is imbued on the one hand with feminism and at the same time encourages a few highly controversial issues. The topic seems relevant in the context of current discussions on gender identity and the role this colour plays in shaping social norms. This issue is based on a number of research articles on this theme. Besides, it is going to demonstrate the results of the author's own independent survey, which attempts to identify attitudes of boys and girls to pink colour.

Консультант по английскому языку: Мурза Александра Борисовна

6. Abramian Marine, Lachuzhba Anna/ Абрамян Марине и Лачужба Анна

Faculty of Philosophy/ Философский факультет

Examining educational inequality and its implications/ Исследование неравенства в образовании и его последствий

The research examines the phenomenon of educational inequality, its roots and long-term influence on social stability. The consequences of educational disparities are far-reaching and profoundly impact both individuals and society at large. Individuals from disadvantaged backgrounds might be deprived of opportunities to acquire essential knowledge and skills necessary for self-fulfillment and professional success. It could lead to a cycle of poverty and limited social mobility, hindering individual potential and restricting the full realization of human capital. The study attempts to offer possible solutions to mitigate the effects of unequal access to education in contemporary society.

Консультант по английскому языку: Шмараева Анастасия Александровна

Секция 5

11 ноября 2024, понедельник

Шуваловский корпус, ауд. Г-522

15.00-16.30

Ведущая: Шураева Полина

1. Karimova Kamilla/ Каримова Камилла

Faculty of Philosophy/ Философский факультет

Food crisis as a reflection of political and social conditions in the country: an analysis of the current food situation in Haiti

The study analyzes the global food crisis defining it as the inability of some communities to fully provide themselves with food according to the accepted physiological standards. The food crisis may generally be caused by food shortages, primarily in the least developed countries with high fertility rates and rapid population growth. The talk identifies the most important causes of the food crisis, such as technological backwardness in the poorest countries, which leads to low agricultural efficiency; irrational use of agricultural land, which causes a decrease in soil fertility and desertification; natural disasters, an increase in the cost of food and a decrease in their accessibility to the population of the least developed countries of the world. As a rule, prolonged armed conflicts may also become a reason for the aggravation of the food crisis. To illustrate the topic, the study explores the food situation in Haiti analyzing social and political conditions in the country to identify and reflect on the causes of the crisis there.

Консультант по английскому языку: Яковлева Ирина Олеговна

2. Bulachkova Ekaterina/ Булачкова Екатерина

Faculty of Philosophy/ Философский факультет

Building a brand empire: a case study of Zara company/ Построение империи бренда (на примере компании Zara)

The study analyzes methods of work of Amancio Ortega, the founder of ZARA companies, investigating reasons that have led to building a powerful brand empire called Inditex. Starting from scratch he came to know the tricks of the trade by laying a big emphasis on exploring the latest trends in the field of fashion. The study reveals that his tremendous success is based on combining both professional practice and theoretical inquiry. It is this mixture of theory and practice that has brought the company a global fame. One of the reasons of his achievement is the fact that the company has always sought to meet the demands of ordinary people.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Amelina Maria/ Амелина Мария

Faculty of Philosophy/ Философский факультет

Personality formation in contemporary society: analysing the impact of social networks / Формирование личности в современном обществе: анализ влияния социальных сетей

This study explores the complex and ever-evolving relationship between social networks and personality formation. It investigates how the widespread use of social media platforms impacts the development of individual identity, self-esteem, social skills, and overall psychological well-being. The research analyzes the influence of various factors inherent to social networks aiming to contribute to a deeper understanding of the interplay between technology, social behavior, and the human psyche.

Консультант по английскому языку: Яковлева Ирина Олеговна

4. Zarudnaya Anastasia/ Зарудная Анастасия

Faculty of Philosophy / Философский факультет

Colour psychology in advertising: an analysis of approaches to create the perfect visualization/ Психология цвета в рекламе: анализ подходов для создания идеальной визуализации

The study aims to demonstrate that each shade is linked to a specific emotional resonance, eliciting distinct responses from a consumer. Understanding the influence of various shades on consumer perceptions, decision-making processes, and behaviour can both increase or reduce product sales potential. The appropriate application of colour psychology represents a potent instrument for performing powerful advertising campaigns. The research examines how various shades impact consumer perceptions and the choice. Ultimately, utilizing particular shades might facilitate the creation of visually striking and impressive campaigns that may promote brand success.

Консультант по английскому языку: Шмараева Анастасия Александровна

5. Rodina Kseniya/ Родина Ксения

Faculty of Philosophy/ Философский факультет

British royal ceremonies: a historical and cultural overview/ Британские королевские церемонии: исторический и культурный обзор

The aim of the study is to provide an in-depth examination of the rich history and cultural significance of British royal ceremonies, which serve as vital symbols of national heritage and identity. The study traces the evolution of these events from their medieval origins, when they were primarily religious rituals, to contemporary ceremonies that blend tradition with modern public participation. Key types of royal ceremonies explored include coronations, royal weddings, state funerals, and the annual Trooping the Colour, each highlighted for its unique traditions and societal implications. The study emphasizes the role of these ceremonies in fostering national unity and pride, illustrating how they connect the monarchy to the British public and reflect collective values. In conclusion, the study argues that royal ceremonies are not only celebrations of the monarchy but also integral to the cultural fabric of the United Kingdom, providing continuity through times of change and challenges.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция 6
12 ноября 2024, вторник
Шуваловский корпус, ауд. А-307
15.00-16.30
Ведущая: Румянцева Арина

1. Iovva Sofia, Dimakova Arina/ Иовва Софья, Димакова Арина

Faculty of Philosophy/ Философский факультет

Gender equality and violence against women: an analysis of current research/ Гендерное равенство и насилие в отношении женщин: анализ актуальных исследований

Gender equality is a fundamental human right and a prerequisite for achieving peaceful societies, with human potential being fully realised and sustainable development achieved. However, despite significant progress in recent decades, violence against women remains a widespread and persistent issue globally. This study aims to explore the intricate relationship between gender equality and violence against women, drawing upon current research and data. Violence against women is manifested in various forms, including physical, sexual, emotional, and economic abuse. According to the World Health Organization (WHO), approximately one in three women worldwide has experienced either physical or sexual violence in their lifetime. The study also discusses strategies for preventing and addressing violence against women.

Консультант по английскому языку: Сергиенко Полина Игоревна

2. Samatov Artemy, Petrakova Svetlana/ Саматов Артемий, Петракова Светлана

Faculty of Philosophy/ Философский факультет

An analysis of youth organizations' PR campaigns in present-day Russia/ Анализ PR-кампании молодежных организаций в современной России

In contemporary Russia, youth organizations play a crucial role in raising awareness of various social issues. This study aims to analyze the techniques that are used by *Movement of the First*, one of the most well-known youth organizations in modern Russia. Established in 2022, this youth organization has done much to involve young people in active social and public life by conducting PR campaigns. These include working at schools, taking part in the World Youth Festival in Sochi and using social networks that are popular among young people.

Консультант по английскому языку: Сергиенко Полина Игоревна

3. Sysoeva Rada / Сысоева Рада, Пуина Anastasia / Ильина Анастасия

Faculty of Philosophy/ Философский факультет

The role of Moscow State University in training specialists in the field of PR/ Роль МГУ в подготовке специалистов для сферы связей с общественностью

MSU offers a variety of specialized programmes aimed at preparing students for careers in public relations. The department of advertising and public relations, for instance, provides a comprehensive curriculum that covers essential aspects of PR, including communication strategies, media relations, crisis management, and digital marketing. These courses are designed to equip students with both theoretical knowledge and practical skills necessary for success in the fast-changing world of PR. In addition to traditional lectures, MSU emphasizes hands-on training through workshops and seminars where students have an opportunity to take part in projects, which allows them to apply their learning to practical tasks and develop critical thinking.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Denilkhanova Eva/ Денильханова Эва

Faculty of Philosophy/ Философский факультет

Shaping public opinion and perceptions in the modern world: a study of cinema as a means of showing socially significant events and problems/ Инструменты формирования общественного мнения в современном мире: кино как средство демонстрации общественно значимых событий и проблем

The research analyzes how the film industry shapes public opinion and perception of social issues, including issues of racial identity and human rights. By discussing the plots of four American films the study shows

that cinema not only reflects reality, but also serves as a catalyst for change, contributing to the awareness and solution of important social problems. Certain movies serve as a tool to increase public awareness of problems and evoke empathy in people to prevent the recurrence of tragedies of the past.

Консультант по английскому языку: Мурза Александра Борисовна

5. Zadoya Aleksandra, Shnyreva Sofia/ Задоя Александра, Шнырева София

Faculty of Philosophy/ Философский факультет

The influence of celebrities on PR: analysing trends, strategies and examples/ Влияние знаменитостей на PR: анализ трендов, стратегий и примеров

This study explores the significant impact of celebrities on public relations (PR) strategies in the modern world. It delves into how celebrities shape brand image, build trust, and drive consumer engagement. The research examines current trends such as collaborations with micro-influencers and the use of social media platforms for promotion. It also discusses potential risks associated with celebrity endorsements and offers recommendations for companies to effectively leverage celebrity partnerships. This study provides valuable insights for PR professionals and students interested in understanding the evolving landscape of marketing and communication.

Консультант по английскому языку: Сергиенко Полина Игоревна

Секция 7

12 ноября 2024, вторник

Шуваловский корпус, ауд. Г-333

16.45-18.15

Ведущая: Гаврилова Виктория

1. Zakharova Arina/ Захарова Арина

Faculty of Philosophy/ Философский факультет

PR campaigns of famous brands formulate an agenda for improving ecology in the world/ Пиар кампании известных брендов задают вектор для улучшения экологической ситуации в мире

In recent years, the issue of ecological conservation has become a central part of corporate responsibility and brand identity. With climate changing, pollution getting worse, and resource depleting, many renowned brands have launched public relations campaigns aimed at not only promoting their products but also fostering a broader agenda for ecological improvement. These campaigns serve as powerful tools for raising awareness, influencing consumer behavior, and ultimately contributing to a more sustainable future. The study looks at the activities of such famous companies as *Lush, Hennes and Mauritz* and *Mac* who make their contribution to these activities utilizing recycled materials, minimizing packaging, and using alternative sources.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Lavrenyuk Polina/ Лавренюк Полина

Faculty of Philosophy / Философский факультет

The position of women in Afghanistan: exploring the interplay between traditions and current trends / Положение женщин в Афганистане: анализ традиций и современных тенденций

The study explores the government's restrictions on women's rights in Afghanistan, leading to a complex interplay between religious justifications and traditional Pashtun norms. While these bans have faced condemnation from some Muslim countries and many outstanding public figures, the government continues to enforce policies that limit women's access to education and professional opportunities, which results in the serious implications these restrictions have on the country's development. At the same time there are increasing signs of hope for the potential revival of women's education in essential fields like medicine, despite the ongoing challenges.

Консультант по английскому языку: Сергиенко Полина Игоревна

3. Shoubova Sabina/ Шоубова Сабина

Faculty of Philosophy/ Философский факультет

The influence of art on fashion: a case study of the Schiaparelli brand / Влияние искусства на моду (на примере бренда Скиапарелли)

L. Schiaparelli instilled a creative spirit in 20th century fashion with her inventive imagination. She attracted artists, sculptors and photographers to collaborate, which allowed her to create collections that were not just fashion, but a cultural phenomenon. Her collaboration with artists like Dali, Cocteau and Man Ray helped her to develop her sense of beauty which she conveyed in her work. The spirit of solemnity and grandeur marking cultural life of that time was incarnated in a number of collections that had a tremendous impact on subsequent designers. Her public activity during the Second World War is also discussed.

Консультант по английскому языку: Сергиенко Полина Игоревна

4. Kornenkova Daria/ Корненкова Дарья

Faculty of Philosophy/ Философский факультет

Advertising as a tool for forming beauty ideals, and their impact on the self-esteem of young people/ Реклама как инструмент формирования идеалов красоты и их воздействие на самооценку молодёжи

In modern society, advertising occupies a central place in forming public perceptions of beauty and appearance, which is especially noticeable in the context of a youth audience. The research is aimed at studying how advertising standards of beauty affect the self-esteem of young people and shape their perception of themselves. The study examines how advertising images, often presented in an idealized and unattainable form, can both inspire and lead to negative consequences. The study analyzes the psychological mechanisms through which advertising affects the young people's perception of themselves, focusing on aspects such as the pressure to meet certain standards, comparing oneself with the models depicted in advertising and the influence of social networks on these processes.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция 8

14 ноября 2024, четверг

Шуваловский корпус, ауд. А-307

09.00-10.30

Ведущий: Скрипкин Артём

1. Dyagileva Anna/ Дягилева Анна

Faculty of Philosophy/ Философский факультет

A connection between folklore and religion: a study of R. Propp's work *Morphology of the Folk Tale*/ Связь фольклора и религии (по работе Р.Я. Проппа «Морфология сказки»)

Folklore tales of different times and peoples are similar to each other as they are based on 31 functions defined by R. Propp in his work *Morphology of the Folk Tale*. The book is based on E. Tylor's idea of psychological community of all people which is shown in his research of mythological, religious and artistic development of primitive cultures. The current research aims to look into the historical roots of a fairy tale, reveal its close ties with a myth as well as beliefs and ways of life of diverse cultures. The work is based on the practical analysis of a number of the most ancient fairy tale plots and images to prove their evolution from primordial myths.

Консультант по английскому языку: Мурза Александра Борисовна

2. Liang Xiao Yue/ Лян Сяюэ

Faculty of Philosophy/ Философский факультет

The influence of Taoist philosophy on today's society/ Влияние даосской философии на современное общество

This paper explores the intellectual influence of Taoist philosophy in combination with the current situation on modern society. Laozi believed that Tao is the source and law of the Universe governing all movements in the Universe. The study reveals a connection between Laozi's idea that "Heaven and man are united in one" and Zhuangzi's thoughts about the relations between reality and dreams. The influence of Taoism is

multifaceted. The idea of 'Non-action' which constitutes the core of Taoist philosophy is particularly pertinent now and helps to reach a harmonious relation between man and nature.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Shumova Alexandra/ Шумова Александра

Faculty of Philosophy/ Философский факультет

N. Danilevsky's influence on Russia and Russian philosophy/ Влияние Николая Яковлевича Данилевского на Россию и отечественную философскую мысль

N. Danilevsky is one of the most influential and controversial Russian philosophers. The study focuses on his huge impact on Russian philosophical ideas. He had a critical attitude to the West and Eurocentrism, which eventually became a foundation of his unique view on the cultural development of Russia. N. Danilevsky created a concept of cultural-historical types, emphasizing the uniqueness of Russian civilization and its differences from European models. His ideas made a great impact on Slavophile philosophers such as F. Dostoevsky, V. Soloviev and many others, which promoted the ideas of Russian nationalism and Pan-Slavism development. His ideas are not outdated and still relevant for contemporary philosophy, inspiring many discussions about Russian authenticity and cultural relations in a globalized world.

Консультант по английскому языку: Перцев Евгений Михайлович

4. Mikhailov Serafim/ Михайлов Серафим

Faculty of Philosophy/ Философский факультет

Youth in the philosophical discourse of Ali Shariati/ Молодежь в призме философии Али Шариати

The author analyzes the views of the prominent Iranian philosopher and thinker of Islamic modernism of the 20th century Ali Shariati on the Muslim ideal of youth, its role and significance for society as a whole through the prism of his worldview. The thinker asserts the need to create a young personality, in its core aimed at seeking for God through the affirmation of moral orientation (irfan), the cultivation of awareness of oppression structures inside oneself (existentialism) and its active implementation (of his/her self????) in social reality (Marxism).

Консультант по английскому языку: Перцев Евгений Михайлович

Секция 9

14 ноября 2024, четверг

Шуваловский корпус, ауд. А-307

10.45-12.15

Ведущая: Кащеева Олеся

1. Dudorova Barbara/ Дудорова Варвара

Faculty of Philosophy/ Философский факультет

Contribution of Moscow State University to the development of the educational methodology for children with disabilities/ Вклад Московского государственного университета в развитие методологии образования детей с ограниченными возможностями

This study is devoted to the contribution of professors from the Faculty of Psychology of Moscow State University to the development of teaching methodology for children with hearing and visual disabilities. The study focuses on the Zagorsk experiment, which was conducted in the 1970s at the university and in the Zagorsk boarding school for the blind and deaf. The study is based on the work of the heads of the experiment I.A. Sokolyansky and A.I. Meshcheryakov "Deaf-blind children. The development of the psyche in the process of forming behavior" by philosopher E.V. Ilyenkov "Living philosophy. Chapter 9 "The Zagorsky experiment"" and the memoirs of the participants of the experiment themselves, mainly A.V. Suvorov and his interview with the publication "Collective". Based on these data, the study shows the innovativeness of this method and its importance for the methodology of pedagogy.

Консультант по английскому языку: Мурза Александра Борисовна

2. Zhou Zhenhua/ Чжоу Чжэньхуа

Faculty of Philosophy/ Философский факультет

The significance of Kant's *Towards Eternal Peace* in the context of relations between China and Russia: a political analysis/ Актуальность «К вечному миру» Канта в контексте отношений между Китаем и Россией: политический анализ

Kant's writings continue to influence contemporary philosophical discussions on issues of peace and international law. It is obvious that the modern world is principally different from the preceding years and even from the world existing just 25 years ago. Under the influence of globalization processes it has nearly become a wholly holistic system, while no mechanisms have emerged to govern this new, qualitatively changed world. This is the main contradiction of modern age. Taking into account this situation, it is a fruitful cooperation between China and Russia that provides a political alternative to the current situation. And there are a few reasons for it, not the least is being a peaceful policy pursued by both countries in the international arena.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Gazerova Pauline/ Газерова Полина

Faculty of Philosophy/ Философский факультет

Reasons for the growing popularity of theatres in modern Moscow/ Причины нарастающей популярности театров в современной Москве

Nowadays, theatres have regained their former popularity. This research attempts to give several explanations of this success. In spite of some rise in prices Muscovites are keen on attending theatres. The following reasons might be highlighted. First of all, some new technologies have been introduced in training facilities. These are combined with a new approach to theatre, which emphasizes the importance of a thorough analysis of literature and a deep understanding of a character's psychology. The particular discovery of directors was the creation of a kind of "a live play" which allows you to completely immerse yourself in the story and co-feel with the characters. Last but not least, visiting theatres in the 21st century has become more "democratic" and available to different strata of population unlike in the 18th or 19th centuries when poorly dressed audiences were not allowed into theatres.

Консультант по английскому языку: Мурза Александра Борисовна

Секция 10

14 ноября 2024, четверг

Шуваловский корпус, ауд. А-307

12.30-14.00

Ведущая: Ахметшина Александра

1. Shamaeva Sofia, Kharalova Maria/ Шамаева София, Хапалова Мария

Faculty of Philosophy/ Философский факультет

The theme of psychological well-being in fashion: an analysis of current publications on brands' policies/ Тема психологического благополучия в моде (на основе анализа актуальных публикаций о стратегиях брендов)

The study is based on the article by Natalia Ushakova *How do brands help to cope with anxiety?* The author, who is a creative director of Ailove, discusses how brands are adapting their marketing strategies to support mental health in the context of growing anxiety, rapid changes and uncertainty. The author offers three suggestions: creating limited-edition products, collaborating with psychological platforms, and developing useful resources for self-therapy. Also important is the change in content – now audiences prefer lower-key and conversational formats, such as podcasts. The author argues that the trend of mental health care is very important, so it is essential for brands to consider the sensitivity and confidence in supporting their customers.

Консультант по английскому языку: Криштоф Елена Михайловна

2. Istratov Ivan, Rotanov Andrey/ Истратов Иван, Ротанов Андрей

Faculty of Philosophy/ Философский факультет

Death and clinical death from an ethical point of view/ Смерть и клиническая смерть с этической точки зрения

The problem of death has always been significant in ethics. The study demonstrates how death is considered from ethical point of view in religion and philosophy. This issue has been a point of debate in all philosophical and religious teachings. By analyzing different religious and philosophical approaches one can see that there should be a difference made between religion which promises 'salvation' and philosophy which helps one to overcome fear of death.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Litvina Mariya/ Литвина Мария

Faculty of Philosophy/ Философский факультет

An analysis of the latest trends in digital marketing in 2024/ Анализ новейших направлений в цифровом маркетинге в 2024 году

In the rapidly evolving landscape of digital marketing, staying ahead has been crucial for success. This presentation explores the key trends shaping the industry in 2024. The study delves into the rise of artificial intelligence (AI) and its transformative impact on marketing strategies, including AI-driven personalization and customer engagement. The increasing importance of short-form video content on some popular social media platforms is highlighted, showcasing how brands can leverage these formats to connect with audiences more effectively. In addition, the study discusses the growing role of social commerce and in-feed shopping, which are revolutionizing the way consumers interact with brands online. Other significant trends including the emergence of the metaverse, advancements in voice search optimization, and the evolution of influencer marketing are also analyzed.

Консультант по английскому языку: Сергиенко Полина Игоревна

4. Kaletina Victoria/ Калетина Виктория

Faculty of Philosophy/ Философский факультет

Great Britain as a host country for immigrants in mass media: an analysis of positive and negative views/ Великобритания как принимающая страна в СМИ: анализ положительных и отрицательных взглядов

The UK's media portrayal as a host country for immigrants varies widely, shaping public perception and policy debates. The topic has been relevant for a long time and it is important to shed the light on it. Therefore, this study discusses and analyzes different media approaches to the issue of immigration in the UK. The positive coverage, often seen in outlets like BBC, commonly highlights the contribution immigrants make to the economy, particularly in healthcare and technology, showcasing stories of successful integration. On the contrary, negative portrayals seem to be common in tabloids like The Sun. Headlines might often frame immigrants as a burden on the welfare system or a threat to the national security, thus highlighting public concerns about cultural change and job competition. This coverage can amplify anti-immigrant sentiment, influencing public opinion and fueling political movements for stricter border controls. Media outlets also reflect wider societal debates about identity and resource allocation. Governmental media, like the Home Office's public announcements, often focus on promoting secure borders while acknowledging the need for skilled migrants. As a result, the media's representation of immigration creates a divided narrative, where both positive contributions and fears over immigration co-exist.

Консультант по английскому языку: Яковлева Ирина Олеговна

5. Chelokidi Agniya/ Челокиди Агния

Faculty of Philosophy/ Философский факультет

Myth and advertising: application of Aleksei Losev's dialectical approach to the problems of modern society/ Миф и реклама: применение диалектического подхода Алексея Лосева к проблемам современного общества

This study analyzes the application of Aleksei Losev's dialectical approach to some contemporary social issues. Firstly, the paper defines the concept of myth in philosophical and cultural contexts and provides an understanding of myth according to Aleksei Losev and other researchers. Secondly, the relationship between myth and reality has been identified, taking the view of advertising as a modern myth and explaining how it creates a new reality. Further, the influence of advertising is seen as a kind of myth on social norms. Finally,

the paper gives examples regarding the interdependence of myth and advertising in accordance with Aleksei Losev's philosophy and contemplates on how this connection may affect modern society.

Консультант по английскому языку: Яковлева Ирина Олеговна

Секция 11

14 ноября 2024, четверг

Шуваловский корпус, ауд. А-307

15.00-16.30

Ведущая: Лукьянчук Ульяна

1. Alkhanova Guzel/ Алханова Гюзель

Faculty of Philosophy/ Философский факультет

Charitable activities in contemporary Russia: a comprehensive analysis/ Анализ деятельности благотворительных фондов в современной России

Charitable activities have always been crucial for citizens and the Russian society. These activities have a positive effect and promote a greater good. In addition, they are aimed at contributing to the development of volunteer initiatives, the formation of an active civic position and the involvement of citizens in implementing socially significant projects. The study examines aims, types, areas, structures and legislation regulating charitable foundations in Russia. It focuses both on internal and external activities of a charitable organization in order to identify distinguishing features of its functioning and highlights its benefits and drawbacks.

Консультант по английскому языку: Шмараева Анастасия Александровна

2. Iakovchenko Dariya/ Яковченко Дарья

Faculty of Philosophy/ Философский факультет

Cooperation of Moscow State University with foreign universities and research centres: exchange programs and joint research/ Сотрудничество МГУ с зарубежными вузами и научными центрами: программы обмена и совместные исследования

MSU's international cooperation with foreign universities and research centers is a vital tool for expanding the horizons of science and education, strengthening scientific foundations and enhancing global recognition of the University. Exchange programs and joint research not only promote the development of scientific knowledge but also forge new cultural and educational ties, which are of great importance in today's interconnected world. The study provides a few examples showing a big scale of cooperation in many scientific fields. This cooperation is particularly important now promoting ideas of peaceful coexistence with different countries.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Bazel Naomi / Базель Наоми

Faculty of Philosophy/ Философский факультет

Analysing the impact of social media on the youth/ Анализ влияния социальных сетей на молодёжь

In recent years, social media has become an integral part of young people's lives, significantly impacting their self-esteem and mental health. The present study aims to analyse the influence social media have on younger generation. Some research indicates that an active use of platforms tends to have both positive and negative effects on self-perception. On the one hand, social media might foster community building and support self-expression. On the other hand, it could provoke comparisons with idealized images, leading to lower self-esteem and anxiety. Understanding these influences is important for developing strategies to support adolescents in the digital age.

Консультант по английскому языку: Шмараева Анастасия Александровна

4. Ivanova Kseniya/ Иванова Ксения

Faculty of Philosophy/ Философский факультет

Moscow Open Student Theatre (MOST): aspects of historical development and promotion/ Московский открытый студенческий театр («МОСТ»): аспекты исторического развития и продвижения

The history of Moscow Open Student Theatre (MOST) is closely connected with the history of Lomonosov Moscow State University (MSU). An analysis of the historical context and evolution of the theatre's marketing and promotion strategies allows us to identify its role in shaping the cultural identity of both contemporary students and larger sections of society. Thus, it is important to gain a deeper understanding of the dynamics of the student theatre as an important element of cultural life and its impact on social processes. This study identifies historical and modern approaches to cultural marketing and interaction of art with the audience relating them to the history of the theatre itself. By means of SWOT-analysis, it also takes a systematic view of the modern promotion of the theatre to stress the importance of competent positioning and highlight the influence of both internal and external factors on the theatre's development.

Консультант по английскому языку: Яковлева Ирина Олеговна

5. Laufer Polina/ Лауфер Полина

Faculty of Philosophy/ Философский факультет

Using puns in advertising as a means of influencing consumers' behaviour/ Использование игры слов в рекламе как средство воздействия на потребителей

It should be acknowledged that pun and humor influence the target audience positively by creating favorable associations with the advertised product. The study is drawn on the work *An introduction to the psychology of humor* by J.M. Gibson (2019) where the author shows that humor found in ads captures the attention of consumers, creates interest, which in turn influences the positive choices regarding the advertised service. Numerous examples are provided to prove the main idea of the book.

Консультант по английскому языку: Перцев Евгений Михайлович

6. Smetanina Victoria/ Сметанина Виктория

Faculty of Philosophy/ Философский факультет

Evaluating the features of Soviet cinematography as a means of communication/ Анализ особенностей советского кино как средства коммуникации

Soviet filmmaking served as a powerful communication tool that shaped public consciousness and cultural identity in the USSR. The research examines the multifaceted role of Soviet films in disseminating ideological narratives, reinforcing social norms, and fostering a sense of collective identity among citizens. By analyzing key films and their thematic elements, the author aims to demonstrate how cinema not only reflected the political climate of that time but also engaged audiences in critical discussions about societal values, historical events, and the complexities of human experience. The current study has revealed the unique ability of Soviet cinematography to function as a medium for both propaganda and emotional connection, highlighting its lasting impact on the cultural landscape of the Soviet Union and beyond.

Консультант по английскому языку: Шмараева Анастасия Александровна

Секция 12

14 ноября 2024, четверг

Шуваловский корпус, ауд. Г-518

15.00-16.30

Ведущая: Шураева Полина

1. Skryabina Varvara/ Скрыбина Варвара

Faculty of Philosophy/ Философский факультет

The influence of advertising on consumer behaviour in contemporary society/ Влияние рекламы на поведение потребителей в современном обществе

In a consumer-based society, advertising serves as a powerful tool that not only affects purchasing decisions but also shapes individual identities and societal norms. It promotes materialism by creating a constant desire for new products, often equating self-worth with consumption. This relentless push for consumption fosters unsustainable habits, leading to environmental degradation and social inequality. In addition, advertising

often perpetuates stereotypes and unrealistic standards, impacting mental health and societal values. While it can boost economic growth and innovation, the ethical implications of advertising in a consumer-driven world require a critical examination of its role in shaping our lives and the planet. Good advertising is essential, but consumers must learn how to purchase more responsibly. The study examines key issues as well as the disadvantages and threats associated with advertising.

Консультант по английскому языку: Шмараева Анастасия Александровна

2. Stolbova Polina/ Столбова Полина

Faculty of Philosophy/ Философский факультет

Project management as a tool for promoting a company through the digital agency Didenok Team/ Управление проектом как инструмент продвижения компании с помощью цифрового агентства «Дайднок Тим»

Organized a few years ago the digital agency *Didenok Team* has been very successful recently by using innovative strategies in show business. The study analyses the work of the agency which focuses on planning, organizing, implementing and evaluating PR campaigns. At the heart of the agency's success lies its focus on such principles as strategic planning, risk and issue assessment, content management (creating quality and relevant content), monitoring and analysis of content distribution. A few examples of particular campaigns featuring mostly celebrities are given to illustrate these principles.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Zakaraya Lali, Antipova Maria/ Закарая Лали, Антипова Мария

Faculty of Philosophy/ Философский факультет

The influence of colour on people's perception: based on the articles by D. Bakeeva and V. Nikiforov/ Влияние цвета на восприятие (на основе статей Д. Бакеевой и В. Никифорова)

The research explores the impact of color on human perception and behavior in everyday life. It analyzes how color associations are formed under the influence of culture, psychology, and marketing, as well as how color can be used to shape consumer attitudes to advertisements and products. By creating the right color environment, it is possible to evoke desired emotions in consumers. Special attention is given to the historical evolution of color meanings and modern trends that are reshaping our relationship with colors. Through examples from advertising and design, the study highlights how easily everyday perceptions of color can be distorted and encourages readers to think more critically about their visual surroundings.

Консультант по английскому языку: Егорова Елена Геннадьевна

4. Arina Chaika, Daria Konstantinovskaya/ Арина Чайка, Дарья Константиновская

Faculty of Philosophy/ Философский факультет

Examining implications of fashion's impact on the individual and society/ Исследование результатов влияния моды на человека и общество

The research is devoted to the investigation of fashion's impact on both individuals and society. The study analyzes relationships between fashion and social experience, as well as its functions, goals and current trends. The objectives of the study are to establish how fashion influences social attitudes, self-esteem and psychological state of consumers, as well as to find out the role of fashion in different periods of history and determine how it affected the moods and values of customers. The research also focuses on studying promotional tools and PR strategies in the fashion industry. The study highlights the main aspects of the two-way influence of fashion on the consciousness of a consumer and society, as well as examines the influence of fashion trends on advertising and promotion.

Консультант по английскому языку: Шмараева Анастасия Александровна

5. Kocharyan Anait/ Кочарян Анаит

Faculty of Philosophy/ Философский факультет

The rise of depression and anxiety in Generation Z: origins and consequences/ Повышение уровня депрессии и тревожности у поколения Z: анализ причин и последствий проблемы

This research explores the rise in depression and anxiety among Generation Z (the generation of people born in the late 1990s and early 2000s), analyzing the complex interplay of societal, technological, and personal

factors contributing to this phenomenon. The study reveals the impact of various factors such as social media, academic pressures, economic uncertainty, and political and social climate on the psychological well-being and mental health of young adults born between 1997 and 2012. It also considers the ways constant digital connectivity blurs the lines between online and offline life. Finally, this study delves into some unique challenges Generation Z faces, highlighting the potential consequences of this crisis and suggesting solutions for fostering well-being and resilience among the members of this generation.

Консультант по английскому языку: Яковлева Ирина Олеговна

6. Khe Angelina/ Хе Ангелина

Faculty of Philosophy/ Философский факультет

The evolution of advertising in the game industry: a comparative analysis of video game promotion methods of the past and present/ Эволюция рекламы в игровой индустрии: сравнительный анализ способов продвижения видеоигр прошлого и настоящего

Nowadays, the video game market is extremely competitive and attracts significant investments into the industry, but it is quite a recent tendency. The development of technologies and communication media has led to its dramatic change. This study examines the main forms and methods of promoting video games of the past and present based on statistical data. The purpose of this study is to conduct a comparative analysis, identify current trends of advertising in the video game market and determine whether there is the historical continuity of methods of video game promotion.

Консультант по английскому языку: Шмараева Анастасия Александровна

СОЦИОЛОГИЧЕСКИЙ ФАКУЛЬТЕТ

МГУ имени М.В. Ломоносова

Секция 1

12 ноября, вторник

10.40-15.30

ауд. 317

1. Moiseev Stepan/ Моисеев Степан

Faculty of Sociology/ Социологический факультет

The role of gender in modern society/ Роль гендера в современном обществе

This research explores changes in gender roles, the impact of gender stereotypes on career choices and education, and manifestations of gender inequality in various areas of life. The work examines the evolution of traditional gender roles in modern society and analyzes gender inequality in politics, economics, family, and education. The research also focuses on pathways to achieve gender equality, including the role of education, legislative measures, and social programs. The study aims to provide a comprehensive view on these issues by drawing on research results, statistical data, and personal stories to enhance understanding. Through this exploration, the study seeks to contribute to the ongoing discussion about fostering gender equality in contemporary society.

Консультант по английскому языку: Захарова Дарья Сергеевна

2. Morozov Anatoly/ Морозов Анатолий

Faculty of Sociology/ Социологический факультет

Analysing social protection measures for the retired in Russia/ Анализ мер по социальной защите пенсионеров в России

This research analyzes the current level of social protection for pensioners in Russia, focusing on identifying existing problems and proposing solutions. In Russia, the proportion of the elderly population aged 65 and over constitutes 16.5% of the total population. With a significant proportion of the elderly in the country, ensuring effective social protection is a critical state responsibility. The pension system serves as the cornerstone of this protection, and ongoing improvements are necessary to create conditions for an introduction of decent living standards for older adults. This study emphasizes that pensioners are not merely recipients; they are valuable members of society with significant experience and knowledge. Elderly individuals, having lived through difficult times, are entitled to receive social protection from the state. It is the state's responsibility to ensure their well-being by providing financial support and creating favorable living conditions.

Консультант по английскому языку: Захарова Дарья Сергеевна

3. Puchkova Yana, Gladyreva Anna/ Пучкова Яна, Гладырева Анна

Faculty of Sociology/ Социологический факультет

The impact of social media on the formation of a personal brand/ Влияние социальных сетей на формирование персонального бренда

A personal brand on social media plays a key role in shaping one's image and attracting the attention of the target audience. The quality of content, frequency of posts, and interaction with followers are the main factors contributing to a successful personal brand formation on social networks. Monetization of a personal brand through social media is one of the current trends in online business. The purpose of this study is to examine the role of a personal brand used on social networks in shaping personal image and attracting a target audience, as well as the identification of the main mechanisms for creating a successful personal brand.

Консультант по английскому языку: Захарова Дарья Сергеевна

4. Mulendeev Semyon/ Мулендеев Семён

Faculty of Sociology/ Социологический факультет

A sociological analysis of ideology as a form of spiritual activity of society/ Социологический анализ идеологии как формы духовной деятельности общества

The study of ideology is an important aspect in the formation of the state and society, as well as in determining a country's values and national idea. The study of ideologies allows people to understand the factors that influence them, predict potential dangers in society, plan its development, and correct negative aspects by guiding them in the right direction. This research is aimed at analyzing various aspects of ideology from sociological, historical and philosophical points of view. Special attention is paid to such issues as: ideology as a form of public consciousness, the image of society as a phenomenon of ideology, the ideologization of social and historical knowledge, leading to the ideologization of the educational process, the role of ideology in shaping the perception of social reality and social structure. It also analyses the influence of ideology on the functioning of social organizations and communities.

Консультант по английскому языку: Захарова Дарья Сергеевна.

5. Sadullaev Gazret/ Садуллаев Газрет

Faculty of Sociology/ Социологический факультет

Digital inequality and its consequences: a sociological analysis/ Цифровое неравенство и его последствия: социологический анализ

Digital inequality implies the disparities in access to information technology and digital resources, with potentially devastating effects on society. Insufficient access to high-speed internet, computers, and digital literacy skills can hinder individuals' abilities to study, secure employment, communicate effectively, and engage in the digital economy. These limitations contribute to rising social inequality, heightened unemployment, and increased social exclusion. This research aims to examine the various levels of digital inequality and its social consequences, focusing on the structural impacts that manifest themselves as differences in social mobility opportunities and overall social well-being. By understanding these dynamics, the study seeks to highlight the urgent need for addressing digital inequality in order to foster equitable access to resources and improve social outcomes.

Консультант по английскому языку: Захарова Дарья Сергеевна

6. Serbina Marina/ Сербина Марина

Faculty of Sociology/ Социологический факультет

Modern youth's perceptions of a corporate leader/ Представления о корпоративном лидере у современной молодежи

The nature of work has undergone significant changes in recent years, particularly with the spread of remote work and flexible office schedules. Young professionals entering the labor market now have diverse options and greater mobility, leveraging their technological proficiency to navigate various employment formats. This shift has led to a preference for companies with supportive leadership models, as many young workers view authoritarian leadership as unacceptable. Often, when faced with pressure from management, these individuals seek alternative employment opportunities. This study aims to analyze different leadership models and identify the factors influencing their appeal among modern youth. Understanding these preferences is essential for contemporary managers if they wish to foster effective and comfortable workplace relationships. By addressing the needs and expectations of younger employees, organizations can enhance management practices and improve employee satisfaction.

Консультант по английскому языку: Захарова Дарья Сергеевна.

7. Gnezdilova Alina, Nikiforov Nikita/ Гнездилова Алина, Никифоров Никита

Faculty of Sociology/ Социологический факультет

The influence of mass media on family values in the Russian society/ Влияние СМИ на семейные ценности в российском обществе

This study examines the influence of mass media on the perception of family values in contemporary Russian society, drawing on recent experiences. As a crucial social institution, mass media impacts various facets of social life in Russia, and particularly the interpretation of traditional family values. The media's role includes highlighting issues related to family values, covering relevant events, and shaping public opinion. For example, media always cover the changes in legislation on family issues and family values. Additionally, advertisements that promote traditional family values further influence societal perceptions. Consequently,

mass media plays a pivotal role in shaping the image of traditional family values within Russian society today.

Консультант по английскому языку: Захарова Дарья Сергеевна

8. Spitsyna Anastasia, Minina Anna/ Спицына Анастасия, Минина Анна

Faculty of Sociology/ Социологический факультет

Socialization of children and adolescents in families of different types/ Социализация детей и подростков в семьях разных типов

The socialization of children and adolescents in different types of families has its own unique features that shape personality and its interaction with the outside world. This research is aimed at analyzing the peculiarities of socialization of children and adolescents from different types of families, identifying both advantages and drawbacks. In extended families, children receive well-rounded emotional support and an example of healthy socialization. This helps them develop self-confidence and communication skills, which has a positive effect on their social adaptation. In single-parent families, children may lack attention and support, which can impact their emotional state and relationships with others. Thus, each type of families creates a unique environment for socialization, influencing the formation of personality and social skills of the younger generation.

Консультант по английскому языку: Захарова Дарья Сергеевна

9. Gritsenko Anastasiya, Treus Polina/ Гриценко Анастасия, Треус Полина

Faculty of Sociology/ Социологический факультет

Divorces in Russian society: analysing the main reasons/ Основные причины расторжения браков в российском обществе

In the past decade, the marriage rate in Russia has declined, while the number of divorces has increased significantly. Many individuals speak of mutual incompatibility as the reason for divorce, but this explanation is often too vague. This study aims to identify specific factors that contribute to the dissolution of marriages. Examples include impulsive personal decisions and the rejection of traditional values, which can result in unsatisfying relationships that hinder self-expression and the development of strong marital bonds. By analyzing official divorce statistics and relevant scientific research, this paper explores the underlying causes of divorce in Russia.

Консультант по английскому языку: Захарова Дарья Сергеевна

10. Chekina Alina, Yurina Ekaterina/ Чекина Алина, Юрина Екатерина

Faculty of Sociology/ Социологический факультет

Cyberbullying as a major problem of modern society: a sociological analysis/ Кибербуллинг как главная проблема современного общества: социологический анализ

In the modern world, the Internet has become an integral part of people's lives. We use the Internet for work, study, communication, and even recreation. However, this deep penetration of the World Wide Web into daily life also has negative consequences, such as cyberbullying – the act of humiliating others online. This study examines key aspects of this phenomenon, including the impact of virtual insults on a person's psyche and emotional well-being, as well as on social peace and stability. The purpose of this research is to conduct an in-depth sociological analysis to identify the sociocultural and psychological factors that contribute to the emergence and intensification of cyberbullying, and to develop recommendations for countering this phenomenon in society.

Консультант по английскому языку: Захарова Дарья Сергеевна

11. Petrashek Georgij/ Петрашек Георгий

Faculty of Sociology/ Социологический факультет

Public spaces as factors of socio-cultural development of modern society/ Общественные пространства как факторы социокультурного развития современного общества

Urban space encompasses a complex array of city elements such as parks, courtyards, streets, residential areas, and public transport, which collectively shape our daily lives. This study explores the importance of urban spaces in fostering human socialization and the socio-cultural development of society, with a focus on

modern mega-cities. Using examples of different environments, the research examines how urban spaces influence group communication and contribute to building healthy social relations. The study takes a sociological perspective to investigate the socio-cultural impact of urban spaces on individuals and society, providing insights into how cities should be designed to promote positive social interactions.

Консультант по английскому языку: Захарова Дарья Сергеевна

12. Duksov Daniil/ Дуксов Даниил

Faculty of Sociology/ Социологический факультет

Urban green spaces as a factor of improving the quality of life: a sociological analysis/ Городские зеленые насаждения как фактор улучшения качества жизни: социологический анализ

This study examines the role of urban green spaces in improving the quality of life in metropolitan environments and analyses their sociological implications. From a sociological perspective, these areas serve as vital social hubs that foster community engagement and interaction. They create opportunities for social cohesion, allowing individuals from diverse backgrounds to connect, thereby enhancing social capital. Moreover, the presence of greenery has been linked to numerous health benefits. Research indicates that access to urban green spaces can reduce stress, improve mental well-being, and promote physical activity among residents. However, access to green spaces can be uneven, with certain neighborhoods benefiting more than others, potentially exacerbating social inequalities. The sociological analysis undertaken in this research highlights the critical importance of urban green spaces for a significant improvement of local urban life.

Консультант по английскому языку: Захарова Дарья Сергеевна

13. Patimat/ Курбанова Патимат

Faculty of Sociology/ Социологический факультет

Music industry as a communicative phenomenon: a sociological analysis/ Музыкальная индустрия как коммуникативный феномен: социологический анализ

Listening to the content currently broadcast on music TV channels and most radio stations significantly affect people's consciousness. Elements of music (rhythm, tonality, melody, timbre of voice, etc.), along with the personal qualities and values of popular performers whose lives are publicly exposed, all contribute to this influence. This has a considerable effect on society and the relationships within it. This study analyzes the influence of the music industry on behavior and relationships in society, providing sociological data that confirms the role of music in shaping people's behavior and values that they later exhibit in social settings.

Консультант по английскому языку: Захарова Дарья Сергеевна

14. Dmitriev Andrey, Avanesov David/ Дмитриев Андрей, Аванесов Давид

Faculty of Sociology/ Социологический факультет

Community formation by game developers: a sociological analysis/ Формирование общества разработчиками игр: социологический анализ

In today's world, video games have become not only a means of entertainment but also a powerful tool for exploring social interactions and cultural constructs. They form unique virtual spaces in which players interact with each other, make decisions, and create their own communities. This research focuses on the sociological analysis of the ways video game developers build societies, exploring how game mechanics, narratives, and visual elements influence the formation of social structures and norms in games world. The purpose of this study is to show how developers, using their knowledge in psychology and sociology, create not just games, but entire ecosystems where players become active participants. The study analyzes examples of successful games and their social mechanisms, examining how they contribute to the creation of unique communities, the formation of identity, and interaction between players.

Консультант по английскому языку: Захарова Дарья Сергеевна

15. Slobodchikov Vyacheslav, Artem Dubrovin/ Слободчиков Вячеслав, Артём Дубровин

Faculty of Sociology/ Социологический факультет

The impact of social media on relationships and communication in modern society/ Влияние социальных сетей на отношения и коммуникацию в современном обществе

In the modern world, social media has become an integral part of everyday life, significantly influencing the ways people communicate and form relationships. This study explores key aspects of social media's impact on interpersonal connections, including changes in communication formats, the redefinition of such concepts as friendship and trust, and the influence of virtual platforms on romantic and family relationships. Special attention is given to issues of social media addiction and its role in shaping personal and social identity. The research analyzes how social media affect mental health, self-esteem, social cohesion, and generational differences, and looks into their broader implications for societal norms and behavior.

Консультант по английскому языку: Захарова Дарья Сергеевна

16. Odoleeva Darya/ Одолеева Дарья

Faculty of Sociology/ Социологический факультет

Love as a social phenomenon/ Любовь как социальный феномен

Among the numerous phenomena of human existence, love occupies a special place. As a central element of a person's basic needs and interests, love defines one's attitude toward the world, shapes personality, and is one of the fundamental characteristics of existence. In human society, love unites people in their shared dreams and aspirations, and thus acts as a driving life force, giving life meaning, richness, and depth. Ideas about love and relationships are dynamic, diverse, and personalized. All these and many other aspects require empirical study and conceptualization. The social significance of love lies in its understanding as one of the fundamental characteristics of human existence and as a vital component of the human spirit that emerges in the process of social development and is closely tied to interpersonal relationships. The purpose of this research is to analyze theoretical approaches to understanding love and to highlight its significance as a social and psychological phenomenon.

Консультант по английскому языку: Захарова Дарья Сергеевна

17. Ponomareva Olga, Vlasova Daria/ Пономарева Ольга, Власова Дарья

Faculty of Sociology/ Социологический факультет

The impact of social media on family relationships: a sociological analysis/ Влияние социальных сетей на семейные отношения: социологический анализ

Social media have become an integral part of modern life, profoundly influencing various aspects of human interaction, including family relationships. This study explores the role of social media in shaping family life, examining both their potential benefits and drawbacks. The paper investigates how social media platforms facilitate communication, strengthen relationships between family members, and create opportunities for information exchange within families. However, it also examines potential negative impacts, such as a decrease in the quality of real-life interactions, an increase in conflicts and misunderstandings, and challenges in parenting. This study provides insight into the changing dynamics of family life in the digital age, emphasizing the importance of using social media responsibly to foster healthy and fulfilling family relationships.

Консультант по английскому языку: Захарова Дарья Сергеевна

18. Glotova Lisa, Panfilova Kristina/ Глотова Елизавета, Панфилова Кристина

Faculty of Sociology/ Социологический факультет

The phenomenon of virtual identity: the current state of the problem/ Феномен виртуальной идентичности: современное состояние проблемы

The research is dedicated to the phenomenon of virtual identity which has become relevant nowadays due to the increasing popularity of social networking. The authors focus on the possible negative consequences of blurring the boundaries between offline and online identities that can lead to serious problems such as cyberbullying, identity theft, mental health problems, etc. The remedy for this, according to the studies mentioned in the paper, is information hygiene and involvement into real life.

Консультант по английскому языку: Казимова Галина Александровна

19. Kizyakovskaya Maria, Nasibova Fatima/ Кизяковская Мария, Насибова Фатима

Faculty of Sociology/ Социологический факультет

Socialization of a person: the main factors/ Факторы социализации личности

Personality is formed and develops as a result of the influence of numerous factors, objective and subjective, natural and social, internal and external, independent and dependent on the will and consciousness of people, acting spontaneously or according to certain goals. There is no doubt that family is crucial for the process of a person's socialization. The relevance of the research topic is due to the current socio-economic situation, which makes new demands on the results of upbringing and education of the younger generation. Successful socialization is one of the conditions for bringing up schoolchildren in such a way that they are capable of reviving society and the spirituality of the nation and developing the idea of statehood.

Консультант по английскому языку: Казимова Галина Александровна

20. Maria Lavrentiadi, Pavel Musaev/ Лаврентиади Мария, Мусаев Павел

Faculty of Sociology/ Социологический факультет

Social marketing as a tool of translating and adapting sociocultural competence/ Социальный маркетинг как инструмент трансляции и адаптации социокультурного опыта

Nowadays it's possible to observe a new trend in translating traditional values and ideas to younger generations using the so-called "fashionable" forms of the Russian words which start to function as a kind of youth slang. Among such forms there can be mentioned, for instance, "monastyring", "boloting", "izbing", "doing", "senokosing", etc. The English-like form of a word here serves as a "hook" for the "zoomers". The authors particularly dwell upon "monastyring" which in fact means the traditional "going on a pilgrim trip". "Monastyring" is seen as a first practical step for the young people having predominantly an "online worldview" to get acquainted with the immensely rich world of the Russian spiritual culture.

Консультант по английскому языку: Казимова Галина Александровна

21. Ivanov Mathew/ Иванов Матвей

Faculty of Sociology/ Социологический факультет

Socioeconomic development of the Tambov region: achievements and potential/ Социальноэкономическое развитие Тамбовской области: основные достижения и перспективы

The research highlights the achievements and the potential of the socio-economic development of the Tambov region. Having huge agricultural potential since the area is one of the largest producers of grain, sugar beet and sunflower in Russia, the Tambov region has not enough diversification of the industrial sector and shrinking and ageing population which require strategic policy measures. The state program "Economic Development and Innovative Economy", developed specifically for the region, sets the following goals to be achieved by 2030: creating a favorable investment and business climate, stimulating technological development of the economy, increasing the number of employees in small and medium-size enterprises, improving the efficiency of public and municipal administration.

Консультант по английскому языку: Казимова Галина Александровна

22. Azarova Anna, Prikhod'ko Maria/ Азарова Анна, Приходько Мария

Faculty of Sociology/ Социологический факультет

The influence of modern content on the perception of the Russian brands among young people/ Влияние современного контента на восприятие молодежью российских брендов

The study is devoted to the analysis of using vivid visual and audio advertising by the Russian brands in order to attract youth audience. In the modern world, it is becoming more and more difficult to attract young people as buyers, since the choice and needs increase every year. The Russian brands are actively coming up with new ways of attracting young people through bright, memorable, interesting audio and visual content. Sellers are finding various ways to grow their customer base. The authors attempt to reveal what exactly attracts people, what contributes to their increasing interest in a brand? These and other aspects of content and advertising have been analysed in the paper.

Консультант по английскому языку: Казимова Галина Александровна

23. Gutova Nadezhda, Samotlyagin Anton/ Гутова Надежда, Сомотлягин Антон

Faculty of Sociology/ Социологический факультет

Social media and their impact on human relationships/ Влияние социальных сетей на человеческие отношения

The study is a survey of the current research devoted to the impact of social media on interpersonal relationships. Social media have profoundly revolutionized and reshaped the ways in which people interact. Especially young people, who actively use all kinds of tools offered by digital platforms. On the one hand, platforms enable real-time communication across vast distances. On the other hand, oversharing can blur boundaries between public and private life that can lead to different problems including, for example, dissatisfaction, different phobias, etc. In order to avoid such negative consequences, it has been recommended to set communicative boundaries, and prioritize, when possible, face-to-face interaction.

Консультант по английскому языку: Казимова Галина Александровна

24. Ershova Polina/ Ершова Полина

Faculty of Sociology/ Социологический факультет

Teenagers' mental health and social media/ Влияние социальных сетей на ментальное здоровье подростков

Social networks have become an integral part of modern teenagers' life, having a significant impact on their mental health. On the one hand, they provide opportunities for communication, self-expression and finding like-minded people that can foster the sense of belonging. On the other hand, social media can be a source of stress and anxiety. Constantly comparing oneself to the idealized images of other users often leads to low self-esteem and depression. Cyberbullying and negative comments also harm the mental health of adolescents, causing feelings of isolation and hopelessness. The author of the study comes to the conclusion that it is crucial for the parents to recognize these risks and support teens in using social media safely. Digital literacy can help young people to cope with the negative aspects of online interactions while maintaining the positive aspects of online communication.

Консультант по английскому языку: Казимова Галина Александровна

25. Belozerova Irina, Kozlovtsava Ekaterina/ Белозерова Ирина, Козловцева Екатерина

Faculty of Sociology/ Социологический факультет

Ethical problems of AI/ Этические проблемы ИИ

The research is devoted to the place of artificial intelligence in the modern world. This technology has been actively developing in recent years and is actively transforming people's daily lives. The rapid growth of AI poses new challenges to humanity related to responsibility, justice, security and the protection of human rights. The authors aim to study the key ethical issues related to artificial intelligence.

Консультант по английскому языку: Казимова Галина Александровна

Секция 2

12 ноября, вторник

10.40-15.30

ауд. 320

Ведущие: Баранов Николай, Зырянова Алиса

1. Anikina Maria, Kubatkina Alice/ Аникина Мария, Кубаткина Алиса

Faculty of Sociology/ Социологический факультет

Cyberbullying: a modern-day threat in the digital age/ Кибербуллинг: современная угроза в эпоху цифровых технологий

Cyberbullying has emerged as a significant concern in the realm of digital communication and social interactions. This phenomenon encompasses various forms of aggressive behavior directed at individuals through electronic means, including social media, messaging platforms, and online forums. This contemporary issue raises critical questions about the impact of technology on interpersonal relationships and mental health. In the digital environment, anonymity can embolden individuals to engage in harmful behaviors without facing immediate consequences. As a result, cyberbullying can lead to severe psychological effects, including anxiety, depression, and, in extreme cases, self-harm or suicide. Efforts to combat cyberbullying involve not only raising awareness among young people but also implementing

educational programs that promote empathy and digital etiquette. In conclusion, addressing cyberbullying is essential for fostering a healthier online community. By understanding the dynamics of this behavior and promoting responsible digital citizenship, society can work towards ensuring the security of the virtual world for everyone.

Консультант по английскому языку: Поцыбина Елена Павловна

2. Shabalina Yulia, Rezanova Elizaveta/ Шабалина Юлия, Резанова Елизавета

Faculty of Sociology/ Социологический факультет

From conscious consumption to sustainable development/ От осознанного потребления к устойчивому развитию

The trend of conscious consumption is gaining popularity in modern society. This concept is closely related to sustainable development, which encompasses a range of measures designed to meet current needs without compromising the ability of future generations to meet theirs. Conscious consumption promotes environmental protection by encouraging changes in purchasing habits, such as opting for locally produced goods and supporting eco-friendly technologies. Examples of success can be seen in companies that adopt the principles of sustainable development. However, challenges remain, including resistance to change from both businesses and consumers, as well as a lack of information among the population. Overcoming these obstacles requires active participation from citizens, governments, and international communities. In conclusion, we assert that the transition from conscious consumption to sustainable development is intricately linked to reducing environmental impact.

Консультант по английскому языку: Поцыбина Елена Павловна

3. Abdurazakova Diana, Petrova Evgeniya/ Абдуразакова Диана, Петрова Евгения

Faculty of Sociology/ Социологический факультет

The study of modern human psyche: the problem of loneliness in contemporary society/ Изучение психики современного человека: проблема одиночества в современном обществе

The issue of loneliness is one of the most pressing topics in modern society, affecting various aspects of people's lives. In recent decades, there has been a notable increase in the number of individuals experiencing this feeling. Loneliness can be defined as a state in which a person feels rejected by society, socially isolated, or lacking meaningful connections with others. Today, this problem has become a significant reality of contemporary life, impacting the physical, mental, and social well-being of both individuals and society as a whole. People from diverse socio-demographic groups suffer from social isolation. Therefore, the search for solutions to the problem of social loneliness should involve not only social services and organizations but also the entire community.

Консультант по английскому языку: Поцыбина Елена Павловна

4. Kagarmanova Kamilla, Polyakova Anastasia/ Кагарманова Камилла, Полякова Анастасия

Faculty of Sociology/ Социологический факультет

Unemployment as a social and economic problem: its impact on social life in modern world/ Безработица как социальная проблема: влияние безработицы на социальную жизнь в современном мире

The problem of unemployment is one of the main social issues of the modern world. It touches upon such issues as the standards of living of the population, the level of migration, social mood, and other factors. The need for a scientific study of this topic arises from the fact that a high level of unemployment can lead to many negative consequences, such as a decrease in consumer demand, loss of benefits, a decline in social status, stress, psychological problems, and more. This study will also reveal the reasons for this phenomenon. In conclusion, we will discuss in detail how individuals bear unemployment, highlighting its successive emotional stages.

Консультант по английскому языку: Поцыбина Елена Павловна

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

Faculty of Sociology/ Социологический факультет

The role of social media in shaping societal norms and behaviors/ Роль социальных сетей в формировании общественных норм и правил

Social media have become a powerful tool for shaping societal norms and behaviors by influencing public opinion and promoting certain ideologies. The use of social media platforms has enabled individuals to connect and engage with audiences, making it easier to spread ideas and shape collective attitudes. Social media play a significant role in social movements and in raising awareness of important social issues which has led to changes in social norms. The rise of influencer culture on these platforms has also contributed to shaping societal norms, as influencers often set trends and sway consumer behavior. The instant access to information and diverse perspectives provided by social media has facilitated conversations about critical issues, leading to more informed and progressive societal attitudes. Overall, social media have emerged as a powerful force in shaping societal norms and behaviors, driving positive changes in our world.

Консультант по английскому языку: Поцыбина Елена Павловна

6. Anisimova Maria, Filippova Daria/ Анисимова Мария, Филиппова Дарья

Faculty of Sociology/ Социологический факультет

The division of labor in a globalized world/ Разделение труда и глобализация

Globalization has intensified the international division of labor and led to the formation of complex transnational supply chains. While this phenomenon promotes economic interdependence among nations, it also generates new forms of inequality. Developed countries that focus on high-tech sectors significantly benefit from the global division of labor. In contrast, developing countries that specialize in labor-intensive industries often experience low incomes and limited opportunities for development. Risks of exploitation and human rights violations have become evident. The pressure to reduce costs in a competitive global market can lead to labor exploitation in developing nations, where labor laws frequently fail to adequately protect workers' rights. The narrow specialization of developing economies within global supply chains makes them particularly vulnerable to fluctuations in demand and global economic crises. The automation of production driven by global competition leads to a decline in low-skilled jobs in both developed and developing countries. This trend necessitates measures to adapt social protection systems and develop retraining programs.

Консультант по английскому языку: Поцыбина Елена Павловна

7. Tsybankova Alexandra, Anisimova Maria/ Цыбанкова Александра, Анисимова Мария

Faculty of Sociology/ Социологический факультет

The global fashion industry and labor exploitation/ Индустрия моды и эксплуатация труда

The rapid growth of the 'fast fashion' industry is oriented towards mass consumption. Significant changes in trends lead to an increase in demand for cheap clothes. This creates the conditions for fierce competition between producers. They are forced to cut costs at the expense of workers' labour conditions. The low cost of mass production of garments is ensured through the exploitation of workers at all stages of production. Low wages, hazardous working conditions, and violation of workers' rights – such are the costs of creating fashionable clothes. Thus, there is an urgent need to ensure transparency in fashion industry and to increase accountability of the management.

Консультант по английскому языку: Поцыбина Елена Павловна

8. Bastrikova Anna, Petukhova Maria/ Бастрикова Анна, Петухова Мария

Faculty of Sociology/ Социологический факультет

Social meanings of the coffee consumption/ Социальные смыслы потребления кофе

The study examines the role of coffee consumption which has evolved from a daily habit into a key element of modern lifestyle and identity. Coffee has become more than a beverage; today it symbolizes social behavior and group belonging. The research explores the role of coffeehouses as important urban spaces for both personal and professional interactions, where coffee culture reflects broader social trends, such as the rise of artisanal and sustainable coffee practices. The analysis also considers the impact of social media on shaping coffee consumption patterns, where the commodification of coffee as a lifestyle product is reinforced through shared online narratives. Furthermore, the study addresses such ethical dimensions as fair trade and

sustainability, highlighting the way coffee consumption reflects deeper social concerns about global inequality and environmental responsibility.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

9. Nirova Asiyat/ Нирова Асият

Faculty of Sociology/ Социологический факультет

Fashion engagement as an indicator of life quality/ Вовлеченность в моду как показатель качества жизни

The study presents an analysis of the phenomenon of fashion engagement as a critical aspect of contemporary lifestyle. Nowadays, the fashion industry is experiencing the noticeable growth and gains in importance. In particular, the increasing accessibility of fashion through social media platforms is reshaping consumer behavior and personal identity. The relevance of this research is driven by the acknowledgement of the fact that fashion engagement can reflect broader social and economic trends, influencing individuals' sense of well-being and their quality of life. In modern society, more and more people immerse themselves in fashion and personal style. Thus, the connection between fashion engagement and quality of life appears to be of significant interest to sociologists. Finally, exploring this issue, researchers may provide valuable insights into how fashion may serve not only as a means of self-expression but also as a potential indicator of social capital and life satisfaction among individuals.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

10. Farkhutdinova Zarina/ Фархутдинова Зарина

Faculty of Sociology/ Социологический факультет

Logotherapy as an aspect of psychology/ Логотерапия, как аспект психологии

The 21st century has witnessed the arrival of the Psychology Age, characterized by the increasing interest in psychological techniques and topics. People become more and more interested in themselves, trying to dive deep into their identity. The research presents an overview of the main ideas of logotherapy and describes the leading directions of its development, such as the use of logotherapy in the modern world and its meaning for modern psychology and sociology. This research also examines whether ordinary students consider logotherapy to be a useful psychological field on the basis of recent data and sociological research.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

11. Solovieva Elizaveta/ Соловьёва Елизавета

Faculty of Sociology/ Социологический факультет

Forms of labour incentives for organizational personnel: a sociological analysis/ Формы стимулирования труда персонала организации: социологический анализ

The study presents an analysis of different forms of labor incentives for the organization's personnel from a sociological perspective and highlights their importance for improving productivity and employee satisfaction. It divides incentives into two main types: the non-material one, which includes personal growth and recognition, and material, which involves financial rewards and benefits. The presentation compares the impact of these types of incentives in various industries, sharing examples of successful practices. The findings suggest that using a mix of both material and non-material incentives can lead to a better employee engagement and retention, since it creates a positive workplace environment. This analysis aims to help organizations improve their strategies for motivating staff effectively.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

12. Rodimtseva Daria/ Родимцева Дарья

Faculty of Sociology/ Социологический факультет

Factors influencing the financial behavior of Russian youth/ Факторы, влияющие на финансовое поведение российской молодежи

The goal of this study is to analyze the factors which influence the financial behavior of Russian youth. In the context of the study, the two main types of the financial behavior are being discussed, which reflect the two basic patterns of people's behavior. It is well-known that people are biosocial beings, that is why there are two groups of factors influencing our behavior: subjective and objective. This study highlights the

subjective factors, since the scientists have abandoned the idea of absolute rationality of people's financial decisions. In addition, subjective factors are less obvious and more diverse. The relevance of this research is driven by the changes in the economic consciousness of people. Moreover, the behavior of young people as a social group is determined by such modern phenomena as globalization and digitalization. The research has been drawn on previous studies and empirical data.

Консультант по английскому языку: Рассошенко Жанетта Викторовна

13. Tikhonova Diana/ Тихонова Диана

Faculty of Sociology/ Социологический факультет

The brain and food needs: a biosocial analysis/ Мозг и пищевые потребности: биосоциальный анализ

The study presents an analysis of human food needs from a biological and social perspective. In the modern context, food needs are not only based on the biological need to obtain nutrients to maintain the body's vital functions. Human eating behavior is also influenced by social factors such as fashion, advertising, and availability of food products. In the context of the biosocial nature of food needs, the brain plays the key role. In particular, the brain analyzes signals from the senses, evaluates the quantity and quality of food, and makes decisions about when and what to eat. The relevance of this approach is based on the research into the relationship between the brain and food needs; it illuminates how emotions, stress and social factors influence food choices. To sum up, in order to understand the mechanisms underlying eating behavior, it is necessary to consider both the biological and social aspects of this process.

Консультант по английскому языку: Рассошенко Жанетта Викторовна

14. Zyryanova Alisa Dmitrievna/ Зырянова Алиса Дмитриевна

Faculty of Sociology/ Социологический факультет

The great construction project of the century: how the Baikal-Amur mainline paved the way into the future/ «Стройка века»: как Байкало-Амурская Магистраль проложила дорогу в будущее

The 20th century has witnessed the unique historical event that has had a huge impact on the development of Russia so far. The construction of the Baikal-Amur Mainline and the socio-economic development of the adjacent area is a complex and controversial historical process that had no analogues in global practices. The purpose of this study is to examine the role of the Baikal-Amur Mainline construction in the Russian economy, politics and sociocultural life. The research has an interdisciplinary character: it combines certain aspects of sociology, history, economy and cultural studies. Drawing on a range of qualitative and quantitative data, including surveys, interviews, articles and monographs, the research presents an analysis of the great impact and notable results achieved during this economic and humanitarian event as well as uncovers the phenomenon of the authentic BAM culture, the formation of which took place during the construction period. The final part of the research presents the justification for the construction of the Baikal-Amur Mainline and emphasizes its importance for the present-day Russia. Arguments in favor of supporting and financing the BAM adjacent area are submitted.

Консультант по английскому языку: Рассошенко Жанетта Викторовна

15. Alekseeva Elizaveta, Kuzina Alisa/ Алексеева Елизавета, Кузина Алиса

Faculty of Sociology/ Социологический факультет

«Infogypsyism» as a phenomenon in the Russian market of online education/ «Инфоцыганство» как феномен на российском рынке онлайн-образования

The study presents an analysis of “infogypsyism” phenomenon in the Russian online education market. Nowadays, the online education sector experiences noticeable growth and gains in importance. In particular, the increasing number of online courses and training programs highlights the diversification of educational offerings and the rise of alternative forms of learning. The relevance of this research is driven by the growing interest in the efficacy and legitimacy of various online educational platforms. In modern society, more and more people immerse themselves in self-education and skill development through digital means, which makes the development of effective and credible online education a crucial task for the state. That is why it also appears to be of a particular interest for sociologists. To sum up, the research effectively addresses the

challenges and implications of “infogypsyism”, raising pertinent questions about quality, accessibility, and ethical considerations in the field of online education.

Консультант по английскому языку: Рассошенко Жанетта Викторовна

16. Taratikhina Kseniya/ Таратихина Ксения

Faculty of Sociology/ Социологический факультет

The development of cheerleading in Russia: trends, problems and solutions/ Развитие чирлидинга в России: тенденции, проблемы и пути решения

This study analyzes the current state of cheerleading in the country, discusses its importance in sports, and identifies the main problems faced by this activity. Taking into account the growing popularity of cheerleading among young people, the research examines key trends, including the growth in the number of teams and the development of specialised educational institutions. The purpose of this study is not only to analyse the situation with cheerleading in Russia, but also to develop proposals for its successful development in the future. The research is aimed at sports professionals, coaches, as well as everyone who is interested in the development of physical culture and a healthy lifestyle among young people.

Консультант по английскому языку: Рассошенко Жанетта Викторовна

17. Ermilova Viktoriya/ Ермилова Виктория

Faculty of Sociology/ Социологический факультет

Conflict behaviour according to the parameter “extraversion and introversion”: a sociological analysis/ Поведение человека в конфликтной ситуации по параметру «экстраверсия и интроверсия»: социологический анализ

The study looks into different types of conflicts as the main components in interpersonal communication. The study presents an analysis of the impact of such a factor as personality type according to the parameter of extraversion and introversion in the interaction between people. The purpose of this study is to examine the influence of personality type on behavior in conflict situations. This research provides a deeper understanding of the causes of interpersonal conflicts, including their resolution or prevention. The analysis is based on the relevant materials published recently.

Консультант по английскому языку: Рассошенко Жанетта Викторовна

18. Busarova Sofya/ Бусарова Софья

Faculty of Sociology/ Социологический факультет

Episodes from Russian history in the works of Russian artists: a sociological analysis/ События российской истории в творчестве русских художников: социологический анализ

The research presents an overview of the events from Russian history in the context of Perov’s work, which demonstrates how art reflects and shapes social realities, revealing the interaction of artistic vision and historical processes, as well as the influence of ideology and social conditions on artistic creativity. This study is important for a deeper understanding of the modern Russian society, where social issues remain relevant. The study of the historical sources of the work of art helps to better understand the roots of modern problems. This can serve as a basis for analyzing changes in public consciousness and ideals, as well as the role of art in shaping social identity. Additionally, the sociological analysis of the events from Russian history is an important contribution to the field of the sociology of art, history and cultural studies, contributing to a better understanding of both the historical development of Russia and social processes relevant today.

Консультант по английскому языку: Рассошенко Жанетта Викторовна

19. Konovalova Maria/ Коновалова Мария

Faculty of Sociology/ Социологический факультет

An analysis of personality typology concepts/ Анализ концептов типологий личности

The research presents an overview of concepts of psychological personality types and their evolution. This study contributes to a deeper understanding of how personality typologies were evolving and how they can be used in a practical way. Carl Gustav Jung presented his typology in his book *Psychology types* published in 1921. He claimed that the aim of the personality typology is not just the classification of people into

categories, but a tool for a psychologist to organize psychological experience and choose more effective treatment methods. Jung's system was used for creating Myers-Briggs typology in 1940s. It can be useful for companies which attempt to create close-knit teams for effective work. The results of the study have demonstrated the possibility of practical application of personality typologies.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

20. Ivanova Irina, Sakhautdinova Alsu/ Иванова Ирина, Сахаутдинова Алсу

Faculty of Sociology/ Социологический факультет

The phenomenon of loneliness in modern society: a sociological analysis/ Феномен одиночества в современном обществе: социологический анализ

This study analyzes the impact of loneliness on people's lives in modern society. Loneliness is one of the widespread phenomena in Russia that requires constant and close attention. Loneliness turns into a widespread trend which starts to be accepted by society as the norm. Life in the city is filled with new opportunities, the markets of goods and services are beginning to adapt to single people, and their lives are changing and acquiring new meanings. It is well known that the more often people experience loneliness, the weaker is the sense of happiness and the lower the level of satisfaction with their lives. The development of electronic communication networks leads to a reduction in live communication between people and the absorption of real life by the virtual life.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

21. Ivanova Darya/ Иванова Дарья

Faculty of Sociology/ Социологический факультет

The impact of technology on the functioning of cities (a case study of Moscow)/ Влияние технологий на функционирование городов (на примере г. Москвы)

The modern world is undergoing great changes associated with the development of technology, artificial intelligence and information sources. The space where most of the world's population lives – the cities – is also undergoing changes. It is well known that technology, such as social media, online maps and modern transport means is changing the way people interact and navigate urban spaces. This study analyzes the potential consequences of these changes for urban social dynamics. This research leads the way to a deeper understanding of how the development of modern technologies affects the life of an individual citizen and analyses the functioning of an entire city.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

22. Volkhin Anton, Razina Julia/ Вольхин Антон, Разина Юлия

Faculty of Sociology/ Социологический факультет

Types of labour market discrimination as an important social problem/ Виды дискриминации на рынке труда как важная социальная проблема

Discrimination in the labour market manifests itself in various forms, significantly affecting the employment opportunities of individuals. This paper examines three main types of discrimination in the labour market: gender discrimination, racial and ethnic discrimination, and age discrimination. This topic is highly relevant, because it is important for understanding the different types of discrimination in the labour market and finding ways and means to overcome it. This information is crucial for providing effective policies and practices as it can help promote equality in the workplace. The solution to the problem requires a multi-pronged approach, including awareness-raising campaigns, legislative measures and organizational changes aimed at creating equal conditions in the labour market regardless of gender, race, ethnicity or age.

Консультант по английскому языку: Поцыбина Елена Павловна

23. Safronova Varvara/ Сафронова Варвара

Faculty of Sociology/ Социологический факультет

The problem of privacy in the modern digital society/ Проблема сохранения личного пространства в современном цифровом обществе

The right to privacy is an inalienable right of citizens in a democratic state. The issue of privacy has existed for many years, but today it takes on a new perspective: the possibilities and boundaries of privacy in the

digital realm, particularly concerning Internet privacy, have become much wider. Private life has become an object of interest to various entities, including the public, government intelligence agencies, commercial organizations, and criminal groups. With the help of information and communication technologies, these organizations can not only analyze personal data but also manipulate consumer choices, shape demand, and track individuals' movements and contacts. It is important to note that the problem of information security is connected not only with the privacy of personal information but also with the state's responsibility to protect citizens from terrorism and crime. The imbalance between private interests and public safety leads to increased social tension, a rise in cybercrimes, and a pervasive sense of constant surveillance. Consequently, the issue of privacy is becoming increasingly relevant in modern digital society.

Консультант по английскому языку: Поцыбина Елена Павловна

24. Korolev Alexander/ Королев Александр

Faculty of Sociology/ Социологический факультет

Sociological aspects of artificial intelligence/ Социологические аспекты искусственного интеллекта

This research investigates the sociological implications of the rapid development and integration of artificial intelligence (AI) into various spheres of society. The study focuses on the way AI technologies are reshaping labour markets, social interactions, and ethical frameworks. Through analysis of current trends, it explores the potential for AI to both enhance and challenge existing social structures, particularly in terms of inequality and access to resources. The methodology includes a sociological examination of AI impact on employment, privacy, and decision-making processes. The research highlights the importance of developing ethical guidelines and regulations to ensure that AI benefits are distributed fairly across all social groups. It also emphasizes the need for public engagement and education in shaping the future of AI in a way that aligns with social values and goals.

Консультант по английскому языку: Павлова Елена Касимовна

25. Abilov Rauf/ Абилов Рауф

Faculty of Sociology/ Социологический факультет

The environmental consequences of fast fashion business strategy/ Экологические последствия бизнес-стратегии быстрой моды

This research addresses the pressing issue of the environmental and ethical impacts associated with the fast fashion business model. It examines how the demand for new clothing coupled with affordability and the desire to become part of current fashion trends leads to overconsumption. The research methodology involves a thorough analysis of the entire textile production process, highlighting its detrimental and sustainable impacts on aquatic, terrestrial and atmospheric ecosystems. To counteract the adverse effects of overconsumption, the study advocates for a shift to sustainable and ethical practices in the fashion industry. This includes promoting the use of environmentally friendly materials, improvement of working conditions and guarantees of fair wages for workers. Besides, such practices may encourage people to consume fashion in a more conscious and responsible manner. These recommendations aim at mitigating the negative environmental and social impacts of fast fashion while maintaining both its affordability and style.

Консультант по английскому языку: Павлова Елена Касимовна

26. Minina Galina, Polenko Viktoria/ Минина Галина, Поленко Виктория

Faculty of Sociology/ Социологический факультет

The role of university in preventing deviant behavior among young people/ Роль университета в профилактике девиантного поведения среди молодежи

Young people's deviant behaviour and ways of its prevention are generally related to the social institution of education. In this research authors explore the significance of university as one of the main institutions of higher education in terms of preventing deviant behavior among young people. The paper argues that educational work of universities can reduce the spread of antisocial behavior among students.

27. Alina Mirzoyan and Pavlova Victoria/ Алина Мирзоян и Павлова Виктория

Faculty of Sociology/ Социологический факультет

The influence of artificial intelligence on modern education/ Влияние искусственного интеллекта на современное образование

This research is devoted to the ways of applying artificial intelligence in modern education, as well as the prospects and consequences of its application in the future. The research methodology used in this study includes a comprehensive analysis of artificial intelligence, and the identification of its positive and negative aspects. This work is aimed at finding the best ways of artificial intelligence development in education. AI provides new opportunities for personalizing learning and adapting learning materials to the individual needs of students. AI-based systems can analyze students' progress and offer recommendations, speeding up the learning process. However, the introduction of AI in education also raises questions about data privacy and the need for teachers' training. It is important to develop ethical standards and methods so that AI becomes an effective tool and not a substitute for teachers. Our research shows that the combination of traditional teaching methods and AI technologies can significantly improve the quality of education.

Консультант по английскому языку: Павлова Елена Касимовна

28. Baranov Nikolai/ Баранов Николай

Faculty of Sociology/ Социологический факультет

Theoretical and methodological foundations of the concepts of social stratification in the sociology of the 20th and 21st centuries/ Теоретические и методологические основания концепций социальной стратификации в социологии XX-XXI столетий

The research examines theoretical and methodological foundations of social stratification studies that have been developed in sociology during the 20th century. Today, the field of social stratification undergoes major changes. The research of a PhD student presented here focuses on the general sociological categories that helps scientists critically analyze social structure. The object of the research is social stratification as a basic category of theoretical sociology, while the subject is modern concepts of social stratification. The author comes to the conclusion that such categories as "social class", "social elite" and "cumulative unities" (or "social groups") have to be critically reanalyzed in modern social theory.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

29. Sigachev Ignat/ Сигачев Игнат

Faculty of Sociology/ Социологический факультет

The main theoretical and methodological approaches to the periodization of the globalization process in sociological theories of the late 20th - early 21st centuries/ Основные теоретико-методологические подходы к периодизации процесса глобализации в социологических теориях конца XX - начала XXI века

The question of the beginning of the globalization process and its periodization is one of the most controversial and widely discussed issues in theoretical sociology of the late 20th - early 21st centuries. This research is devoted to the analysis of basic, fundamental and sometimes controversial approaches and positions on this issue of various kinds of scientists dealing with the socio-humanitarian sphere. According to the first approach, globalization is a phenomenon, immanent in the history of mankind. According to the second point of view, globalization is a process that is characteristic only of the modern world and is qualitatively different in its characteristics and properties from those that took place in previous historical eras. The author focuses on the consideration of various theoretical and methodological views on the division of globalization into stages, periods and waves. The research presents approaches to this issue by such outstanding sociologists and theorists of globalization as R. Robertson, M. Waters, G. Therborn and R. Baldwin. Therefore, the research is based on the study of scientific works devoted to the periodization of the globalization process in a world-historical perspective. In conclusion, special attention is paid to the heuristic and prognostic potential of the concept of cyclical development of globalization processes. Thus, the results of the theoretical research based on the study of the positions of various authors demonstrate possible trajectories of development of such a complex and multifaceted process as globalization in the future.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна