

**Московский государственный университет
имени М.В. Ломоносова**

Факультет иностранных языков и регионоведения

Факультет политологии

Социологический факультет

Философский факультет



**АНГЛИЙСКИЙ ЯЗЫК ДЛЯ ГУМАНИТАРНЫХ
ФАКУЛЬТЕТОВ**

Выпуск 11

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практической студенческой конференции**

на английском языке

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в сфере гуманитарных наук»

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иностраных языков и регионоведения МГУ имени М.В. Ломоносова**

Москва 2025

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

Английский язык для гуманитарных факультетов: Сборник материалов IX Межфакультетской научно-практической студенческой конференции на английском языке «Страна изучаемого языка и мир в сфере гуманитарных наук», Вып.11/ Под ред. к.ф.н., доц. Кочетовой М.Г., Е.М. Криштоф, к.ф.н. П.И. Сергиенко, к.ф.н., доц. Е.М. Перцева, Ж.В. Рассошенко, А.А. Шмараевой, И.О. Яковлевой (Электронный ресурс) - М.: ФИЯР МГУ имени М.В. Ломоносова, 2025. – 61 с.

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Настоящее издание представляет собой сборник аннотаций докладов, представленных студентами, магистрантами и аспирантами Московского государственного университета имени М.В. Ломоносова и других вузов в рамках IX Межфакультетской научно-практической студенческой конференции на английском языке «Страна изучаемого языка и мир в сфере гуманитарных наук» (11-17 марта 2025). Конференция прошла в смешанном формате (очно и онлайн) на факультете иностранных языков и регионоведения, философском факультете, факультете политологии и социологическом факультете МГУ имени М.В. Ломоносова. Организатор конференции: кафедра английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова.

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ПРЕДИСЛОВИЕ

В марте 2025 года в честь Юбилея Московского государственного университета имени М.В. Ломоносова на гуманитарных факультетах успешно прошла IX Межфакультетская научно-практическая студенческая конференция на английском языке «Страна изучаемого языка и мир в сфере гуманитарных наук». Она была организована кафедрой английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения (ФИЯР). Данный сборник включает в себя тезисы докладов, с которыми выступили участники конференции. Мероприятие стало действительно масштабным. Всего в нем приняли участие более трехсот семидесяти человек.

Ставшая уже традиционной, эта молодежная междисциплинарная конференция объединила бакалавров, магистрантов и аспирантов как Московского государственного университета, так и ряда других российских и зарубежных вузов. Среди участников были студенты и аспиранты факультета политологии, философского, исторического, социологического факультетов и ВШССН, Института международных отношений НИЯУ МИФИ, а также обучающиеся из Беларуси, Индии и Китая. Конференция позволила ее участникам не только развить мастерство публичного выступления, но и представить результаты своей научно-исследовательской работы на английском языке – языке международной коммуникации и сотрудничества.

Обучающиеся разных факультетов и вузов смогли обсудить интересующие их вопросы по широкому кругу актуальных тем, поделиться своими знаниями в разных областях наук и приобрести новых друзей.

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ПЛЕНАРНОЕ ЗАСЕДАНИЕ

(в смешанном формате)

12 марта 2025, среда

11.00-14.00

1 Гуманитарный корпус, ауд. 666

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

1. Atamanenko Artemiy/ Атаманенко Артемий

Faculty of Political Science/ Факультет политологии

Political VS politicized: approaching graphic narratives in terms of visual political communication/ Политическое VS Политизированное: к вопросу о графических нарративах в контексте визуальной политической коммуникации

«Graphic narratives» can be defined as a way to communicate via sequential imagery. This includes art in general, cinema, comic-culture or internet-images. In sociopolitical space these forms are all a part of visual political communication. Their approach to the political may differ drastically from case to case. Moreover, modern digital society allows more and more actors to create and perceive visual narratives in uprising scales. That is why their thorough analysis is needed. Graphic narratives present a set of instruments which can be used in political processes. Firstly, they create political emotions through affective perception. Secondly, they turn events into stories with certain visual markers. Finally, they create their own political language to express, discuss and implement political ideas. According to Cambridge school of political languages, the key feature of a political language is its intention and the effect that was planned by the author. Based on this assumption, we can propose two basic ways to comment on the political via graphic narratives. Strategies to include political intentions into graphic narratives can be split into two main scenarios. These are creating an authentic plot or incorporating political features into an existing one. Original political plots are created for a central political message and are presented as a contribution into the political discourse. On the contrary, authors can insert political details or metaphors into non-political stories, be it about real politicians or events or some general political ideas expressed through fiction. Challenges posed by graphic narratives in political communication at the same time allow us to reconsider the conceptual borders of the political communication itself. They show us that expressing political ideas in sequential affective language has a vast potential in political technologies, discussion and action. Thus, it is vastly important not to underestimate the ability of graphic narratives to politicize or be politicized.

Консультант по английскому языку: Кочетова Мария Германовна

2. Klimenko Ulyana/ Клименко Ульяна

Faculty of Political Science/ Факультет политологии

Correlations between political, ethnic and religious identities among the British South Asian community/ Взаимосвязь политической, этнической и религиозной идентичностей британского южноазиатского сообщества

As South Asian descendants are gradually establishing their influence in the UK politics, they tend to approach national and global matters in a different fashion. The main aim of this research is to explore different ways this community and its diasporas identify themselves, and how it manifests in attitudes towards certain policies and involvement in democratic decision-making, such as Brexit. This field is probed to a relatively low degree, mainly by UK-based researchers of South Asian descent and government data such as surveys and censuses. The methods applied in this research are postcolonial analysis, discourse analysis and cultural dimensions, as the issue is relatively modern and marginal, in an attempt to back up qualitative methods that were used in the referenced statistical papers. As a result, the study's findings reveal that all these British South Asians' identities coincide at various levels, and produce widely varying results depending on their prevalence, community members' historical background and their attitude to domestic and foreign policy.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Sobolev Ivan/ Соболев Иван

Faculty of Philosophy/ Философский факультет

Modern forms of adaptation of commercial advertising to the cultural context of a country: a case study of American transnational corporations/ Современные формы адаптации коммерческой рекламы к культурному контексту страны (на примере американских транснациональных корпораций)

As of 2019, there were about 85 thousand transnational corporations (TNC) in the world with 900 thousand branches in different countries. Despite such high numbers, TNCs are still expanding and competing with local companies in new markets such as South and Southeast Asia, Africa and South America. TNCs have to take into account local socioeconomic needs arising from the cultural context of the target market. However, it is not an easy task, and international companies face difficulties in adapting to the market conditions of a foreign country because of cultural differences among countries. In addition to the obvious legislative and administrative barriers, TNCs are also facing the need to localize both their advertising campaigns and individual promotional messages. The study discusses two approaches that may affect the target audience's perception of the company: direct transfer and complete localization of the brand. However, with two opposing processes - globalization and glocalization going on, companies have to resort to a more flexible way, a kind of a "mix" between the two approaches depending on the situation.

Консультант по английскому языку: Перцев Евгений Михайлович

4. Tskhomariya Yulia/ Цхомария Юлия

Faculty of Philosophy/ Философский факультет

The concepts of "locus" and "memorial" in the research of social memory by Paul Connerton/

Понятия «локус» и «мемориал» в исследованиях социальной памяти Пола Коннертона

The concepts of locus and memorial were presented and explained in the book *How Modernity Forgets* by Paul Connerton (1940–2019), a British social anthropologist and professor at the University of Cambridge. Published in 2009, the book conveys the author's reflections on relevant contemporary challenges connected with historical memory. In this work, Connerton identifies the issue of memory as one of the most complex and simultaneously popular issues of modern times. In order to explain how memory is constructed within a specific locality, Paul Connerton introduces the concepts of locus and memorial attempting to construct a comprehensive system of thought about our memory.

Консультант по английскому языку: Перцев Евгений Михайлович

5. Fedotova Yulia/ Федотова Юлия

Faculty of Philosophy/ Философский факультет

The concept of violence and "positive peace" in the works of Johan Galtung/ Концепция насилия и «позитивного мира» в работах Йохана Галтунга

One of the concepts Galtung introduced and the one that has gained a lot of attention in subsequent years was the idea of Positive Peace. The study attempts to analyze the main features of this concept and the degree of its influence on resolving conflicts. What makes this approach distinctive is that Galtung gives a broader definition of peace. According to Galtung Positive Peace implies promoting positive principles such as cooperation, freedom from fear and want, absence of exploitation, equality and justice. This idea of peace is built on three principles: 1) it has to achieve social goals; 2) these goals must be complex and difficult but not impossible to achieve, 3) 'peace' is always connected with an absence of violence (both personal and structural). These ideas were destined for a remarkable posterity and they are of fundamental importance for modern times.

Консультант по английскому языку: Перцев Евгений Михайлович

6. Zhou Zhenhua/ Чжоу Чжэньхуа

Faculty of Philosophy/ Философский факультет

Political values in the interaction of civilizations between China and Russia/ Политические ценности во взаимодействии цивилизаций между Китаем и Россией

The relations between Russia and China are based, first and foremost, on mutual respect and accommodation of each side's core interests. The study considers the relations between Russia and China in their multidimensional forms as a set of historical, philosophical and economic phenomena giving special attention to the basic political values which form a sound foundation for our relations. Both countries are determined to establish a just and lasting peace all over the world, to observe the principle of territorial integrity and sovereignty, to create a climate of trust and good relations with other countries in the world. These political values serve the interests of our countries and champion the cause of mutual cooperation.

Консультант по английскому языку: Перцев Евгений Михайлович

ФАКУЛЬТЕТ ПОЛИТОЛОГИИ

МГУ имени М.В. Ломоносова

Секция 1

13 марта 2025, четверг

09.00-10.30

1 Гуманитарный корпус, ауд. 651

Ведущие: Григорьев Кирилл, Шкредь Алиса

1. Akimova Anastasia, Aldamova Kamilla/ Акимова Анастасия, Алдамова Камилла

Faculty of Political Science/ Факультет политологии

Presidency of Halima Yacob and the evolution of the political discourse on women's rights in Singapore: a comparative analysis and prospects/ Президентство Халимы Якоб и эволюция политического дискурса о правах женщин в Сингапуре: сравнительный анализ и оценка влияния на образ будущего страны

Halima Jacob, the “Woman of the Year”, according to a number of publications and one of the most influential Muslims in the world, went down in history as the first woman to hold the post of President of Singapore. During her presidency, Halima used her discretionary powers to approve emergency funding for Singapore's response to the COVID-19 pandemic and was actively promoting women's rights. After winning the election, she declared that she would serve for the benefits of all the citizens of Singapore, regardless of race, language, or faith. “I'm only afraid of Allah. I am a sister to the one who stands with me for the development of Singapore!” – she said. According to the UN report, thanks to her activities, Singapore has reached the 7th place in the field of women's empowerment, and their representation in the Parliament of Singapore has grown to 30 percent. Halima Yacob embodies the image of a female leader.

Консультант по английскому языку: Сергиенко Полина Игоревна

2. Gagina Daria/ Гагина Дарья

Faculty of Political Science/ Факультет политологии

Intrapersonal conflict in politics: a study of leaders' emotions and the way it influences international decisions/ Внутриличностный конфликт в политике: эмоции лидеров и их влияние на международные решения

Intrapersonal conflict is a state in which an individual faces contradictions between his or her own desires. In political leaders, such conflict can significantly influence their political decisions, arising from contradictions between personal beliefs, emotional state and external circumstances. The emotions experienced by political leaders often influence their strategy and risk-taking. Understanding the influence of leaders' emotions on their political decisions can help in analysing and predicting political processes under conditions of instability. This paper examines the issue of intrapersonal conflict and its impact on political decisions. Special attention is paid to the emotional experiences of political leaders and their role in decision-making. As an example, the experience of Nikita Khrushchev, one of the key figures of the Soviet era, is analysed, which can clearly show the actions of an emotional person in power. The paper highlights the importance of understanding intrapersonal conflict for analysing political dynamics and predicting political decisions.

Консультант по английскому языку: Яковлева Ирина Олеговна

3. Grigorev Kirill/ Григорьев Кирилл

Faculty of Political Science/ Факультет политологии

Cultural and historical influence of the Order of Malta on the history of Russia in the 18th and 19th centuries/ Культурно-историческое влияние Мальтийского ордена на историю России XVIII-XIX веков

At present the topic of preserving historical and cultural memory in the context of the changing geopolitical situation is becoming increasingly important. It is especially significant to study the history of international relations as it enables the readers to find out how international relations and cultural symbols influenced the development of a particular state. The legacy of the Order of Malta is still preserved in Russia, recalling the existing close ties between the two cultures. A comparative analysis reveals the cultural and historical influence of the hospitallers on Russia. The research is based on the professional and historic sources and largely contributes to the development of this topic.

Консультант по английскому: Сергиенко Полина Игоревна

4. Gubareva Christina/ Губарева Кристина

Faculty of Political Science/ Факультет политологии

Strategies for conflict resolution in a modern family: a psychological aspect/ Специфика разрешения конфликтов в современной семье: психологический аспект

Family conflicts are an integral part of anyone's personal life, but their timely and constructive resolution as well as the understanding of their nature play a key role in maintaining family harmony. The main causes of these conflicts are disagreements and differences in basic family and life values and perspectives, financial aspects, external stress factors and communication challenges. Since psychology is the study of mind, behavior and human experience, this field is helpful in terms of both understanding the nature of conflicts and suggesting ways of resolving them. The psychological characteristics of conflicts include high emotional involvement, specific family roles, as well as the influence of gender and age factors. Various methods are used for effective conflict resolution, including compromise, active listening, non-violent communication, and emotional management. Family therapy plays an essential role in restoring trust among family members. Modern preventive approaches are included in a complex scheme aimed at conflict resolution. Thus, studying this topic has significant practical value for strengthening the family institution.

Консультант по английскому языку: Яковлева Ирина Олеговна

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

Faculty of Political Science/ Факультет политологии

Analysing the sugar industry lobbying/ Политика и сахар: изучение лоббирования сахарной промышленности

The study investigates the link between sugar production and consumption and political processes. Sugar as a product plays a significant role in politics and economics, especially today. Modern interactions between politics and sugar industry cover a wide range of issues, including healthcare, taxation and trade policy and environmental effects. The study pays special attention to the issue of government's lobbying sugar products. This is a burning problem, because, in recent years, there has been a growing concern about the increasing prevalence of diabetes and obesity in the sphere of health care, which has led to the introduction of various measures by authorities. This issue requires detailed analysis and includes ethical issues as well as implications for the quality of life and health of the entire populations. Action is needed to balance the interests of different sides in order to ensure safer and healthier living conditions for the humanity.

Консультант по английскому языку: Сергиенко Полина Игоревна

6. Ostrova Vita/ Острова Вита

Faculty of Political Science/ Факультет политологии

The impact of Cameroon's colonial past on its current cultural development/ Влияние колониального прошлого Камеруна на его современное культурное развитие

The research is devoted to analysing the impact of Cameroon's colonial past on its current cultural development. The topic is relevant because one of the most significant reasons for internal conflicts in the state is cultural (primarily linguistic) differences between its regions. The subject of the research is of considerable academic interest because the cultural differences in contemporary Cameroon, largely caused by its colonial past, are closely linked to the political processes taking place within it. Serious work has been done to study the current situation in the Republic of Cameroon on the basis of cultural, historical and political data. Close attention is paid to the issue of seeing the current situation in the country directly from the viewpoint of a Cameroonian citizen.

Консультант по английскому языку: Криштоф Елена Михайловна

Секция 2

13 марта 2025, четверг

10.45-12.15

1 Гуманитарный корпус, ауд. 651

Ведущие: Григорьев Кирилл, Шкредь Алиса

1. Кряжева Милана

Faculty of Political Science/ Факультет политологии

Globalization and folk culture in the 21st century: preserving the elements of Russian folk dance/ Глобализация и народная культура в XXI веке: проблема сохранения элементов русского народного танца

In the age of modern global challenges, issues related to cultural identity are becoming particularly topical. This situation may be caused by the native population's lack of awareness of their own culture, as well as by the globalisation process, which displaces the native traditions and customs of the country. This talk analyzes the elements of Russian folk dance and factors influencing its popularity in the 21st century. The author identifies the reasons for the citizens to alienate from their own culture, and also considers some methodological aspects which can be useful in an effort to preserve the elements of Russian folk dance in modern conditions.

Консультант по английскому языку: Яковлева Ирина Олеговна

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

Faculty of Political Science/ Факультет политологии

Politics in the lyrics of The Beatles/ Политика словами The Beatles

The study explores the significance of music as a unique art with the emphasis on The Beatles, who played a crucial role in world culture. In this work major attention is devoted to the political context of the songs of the aforementioned group. The Beatles were listened to all over the world not only for their music but also for the deep meaning pertaining to their lyrics. The research delves into the historical development of The Beatles and political references of their songs. The study also examines the social and cultural context in which The Beatles emerged. Furthermore, in conclusion, the study shows the way the seemingly apolitical things affect politics, thus emphasising the importance and relevance of the music created long ago.

Консультант по английскому: Сергиенко Полина Игоревна

3. Maksimova Maria/ Максимова Мария

Faculty of Political Science/ Факультет политологии

The concept of political myth in the English-speaking communicative culture: formats and mechanisms/ Политический миф в англоязычной коммуникативной культуре: формы политических мифов и механизмы их распространения

Nowadays people are exposed to a variety of data sources, such as, for instance, the multi-channel “attack” by information, which might be false and capable of instilling incorrect concepts and images related to the real political world and its subjects (in particular, states), thus facilitating the creation of political myths. The phenomenon of mythologisation of political sphere is not a new one: in the case of Russia the process of “unwrapping” political myths has lasted for centuries. However, with the development of mankind’s technological capabilities in the 21st century, the forms of political mythologisation are becoming more complex and their presentation is improving; moreover, the nature of political interaction between Russia and other countries is changing. This research is devoted to the phenomenon of political mythologisation as related to the formation of Russia’s image among representatives of English-speaking communicative culture using the examples of Britain and the USA. The concepts of political myth and mass political consciousness are defined, and the properties of political myths as a means of managing human interpretations are revealed. Using content analysis of some individual cases of Russia’s image political mythologization in the information space of Britain and the USA, this study identifies the forms, mechanisms and channels of broadcasting political myths in the above-mentioned English-speaking countries over the last 25 years. The research also highlights the political and cultural consequences of Russia's image mythologisation.

Консультант по английскому языку: Яковлева Ирина Олеговна

4. Toroptseva Anastasia, Kharybina Daria/ Торопцева Анастасия, Харибина Дарья

Faculty of Political Science/ Факультет политологии

Social media and its political impact in the United States of America/ Исследование влияния социальных сетей на восприятие политики гражданами США

Currently, social media started to play an increasingly important role in shaping public opinion of events happening in the world. The study explores their impact on people’s perception of politics. Statistics indicate that the main users of social media are people aged 13 to 25, therefore it is necessary to understand the type of information they read. Zoomers are facing challenges due to clip thinking, and media use it perfectly well to promote particular views. Examining the perception features of specific groups may demonstrate the whole picture of how Zoomers interpret domestic and foreign policies in the USA.

Консультант по английскому: Сергиенко Полина Игоревна

5. Pozdnyakov Tihon/ Поздняков Тихон

Faculty of Political Science/ Факультет политологии

Aesthetic conflict in modeling business: a case study of Russia, 2020-2024/ Эстетический конфликт в модельном бизнесе на примере России (2020-2024)

The topic of the modeling business is regularly covered in the relevant media. The public is also well aware of the challenges related to this sector. However, let us have a look at the scale, nature and quality of this conflict environment from the research point of view. The specifics of the Russian modeling business lie both in the differences between the models themselves and in the work of the agencies managing them. What challenges does this industry pose to society and what conflicts does it provoke in our country today? This research is intended to answer these questions and find out sociological, political and aesthetic reasons for the conflict. Ways of shaping this business, current methods used by model agencies in our country and main sensations that cause public outcry are the main objects of this work.

Консультант по английскому языку: Яковлева Ирина Олеговна

6. Lola Polina/ Лола Полина

Faculty of Political Science/ Факультет политологии

Russian language in Africa: progress, opportunities and prospects/ Продвижение русского языка в Африке: возможности и перспективы

Amidst Russia's burgeoning engagement with the African continent, research into the role of the Russian language as a facilitator of international connectivity is gaining significant academic traction. This study investigates the promotion of the Russian language in Africa as a complex phenomenon, critically assessing its potential as a vehicle for enriching cross-cultural dialogue and as an instrument of geopolitical sway. The core objective is to find a balance between fostering cultural enrichment and seeing the potential for underlying political agendas in the expansion of the Russian language's presence, considering both the nuanced historical context and the contemporary dynamics shaping Russo-African relations. Particular emphasis is placed on analyzing the motivations of African students pursuing Russian-language education, and evaluating the impact of Russian educational initiatives on cultivating a favorable image of Russia within African nations. The research seeks to advance a holistic evaluation of the Russian language's role in fostering sustainable and mutually beneficial partnerships between Russia and Africa, contributing to scholarly discourse on soft power strategies.

Консультант по английскому языку: Сергиенко Полина Игоревна

Секция 3

13 марта 2025, четверг

13.00-14.30

1 Гуманитарный корпус, ауд. 651

Ведущие: Быкадоров Никита, Исаакян Яна

1. Babynina Ann, Leonenko Vadim/ Бабынина Анна, Леоненко Вадим

Faculty of Political Science/ Факультет политологии

Traditions as essential components of India's cultural heritage playing major part in modern society/ Традиции как неотъемлемые компоненты культурного наследия Индии и их роль в современном обществе

The research explores the many mysterious traditions of India that continue to thrive in contemporary society. Drawing on a variety of cultural practices, the presentation highlights the rituals, festivals, and customs that embody India's rich heritage. The significance of these traditions is identified by examining how they preserve historical narratives and foster community ties. By illustrating unique examples such as local festivals, spiritual rituals, and traditional arts, the study seeks to shed light on the profound impact of these customs on Indian identity. Ultimately, the study emphasizes the importance of preserving these mysterious traditions as vital components of India's cultural heritage.

Консультанты по английскому языку: Сергиенко Полина Игоревна, Криштоф Елена Михайловна

2. Bandakov Stanislav/ Бандаков Станислав

Faculty of Political Science/ Факультет политологии

Russian-American joint projects in support of global peace after 9/11/ Совместные российско-американские проекты по поддержанию глобального мира после событий 11 сентября

In a world of increasing contradictions, where the division between people becomes deeper and more palpable, it may seem that people are increasingly losing the ability to negotiate for the common good. But in fact, quite recently, there was a remarkable case of cooperation between two military powers, which were almost always on opposite sides of the barricades. This was cooperation between Russia and the United States in destroying the Islamic state in Syria and Iraq. This case gives an example of productive cooperation between great countries in providing global security. No one will argue that both Russia and the United States have suffered and are suffering greatly from terrorism.

Russians remember the bloody massacre in Beslan and the Dubrovka theater. Americans will never forget the disaster of September 11th. This study analyses the preconditions for the outbreak of the conflict in Syria and Iraq, that is, about the situation that has developed in the Middle East after a series of revolutions in the countries of the region, otherwise called the Arab Spring, the stages of its settlement, that is, the consistent entry into the conflict of the USA, Russia and France, and the impact of the example of cooperation between influential military powers in the field of international security, for example, the possibility of further cooperation in the field of countering international terrorism.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Bykadorov Nikita/ Быкадоров Никита

Faculty of Political Science/ Факультет политологии

Cultural legacy of British television: history of «Doctor Who» series/ Культурное наследие телевидения Великобритании: история сериала «Доктор Кто»

Great Britain boasts impressive heritage when it comes to literature, technologies and history, but, by the 20th century, the country was culturally overshadowed due to huge presence of Hollywood in the cinema. In 1963 BBC made an attempt to fix that by releasing a brand-new series about an alien with a time machine, who betrayed his species in order to protect the Earth – the series named “Doctor Who”. The show lasted for over half a century, celebrating its 60th anniversary in 2023, and was running almost non-stop, excluding the period from 1990s to 2005. Of course, it has affected the growth and upbringing of the entire generations of the British. The research results confirmed that the “Doctor Who” series has brought together millions of British citizens and inspired them with values and images it translated to the audiences.

Консультант по английскому языку: Сергиенко Полина Игоревна

4. Egorova Svetlana, Egorov Alexander/ Егорова Светлана, Егоров Александр

Faculty of Political Science/ Факультет политологии

The UAE digital sovereignty: current status and prospects/ Цифровой суверенитет ОАЭ: реальность и перспективы развития

The study analyses the strategy of the United Arab Emirates (UAE) in the area of digital sovereignty. Within the context of the global trend towards digitalization, the UAE has been actively developing its own technological solutions in order to ensure control over data, cybersecurity, and technological independence. Key initiatives include the establishment of national cloud platforms, the introduction of blockchain technology, the development of artificial intelligence, and the strengthening of the legal framework for data protection. The role of the UAE as a regional leader in the development of the digital economy is emphasized, as is its ambition to become a global center for innovation. The research addresses the challenges associated with ensuring digital sovereignty in the face of international competition and geopolitical tensions, highlighting the need for strategic planning and cooperation between countries in order to maintain a secure and stable digital environment.

Консультанты по английскому языку: Сергиенко Полина Игоревна, Криштоф Елена Михайловна

Секция 4

13 марта 2025, четверг

13.00-14.30

1 Гуманитарный корпус ауд. 670

Ведущий: Карнашин Матвей

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

Faculty of Political Science/ Факультет политологии

The way domestic violence issues are seen abroad nowadays/ Исследование зарубежных подходов к решению проблемы домашнего насилия в современном обществе

The research reveals the essence of the domestic violence issue, its specifics and differences from other types of violence, and also analyses the experience of individual foreign countries in countering domestic violence. It has been proved that domestic violence has no borders, and therefore the exchange of positive experiences between countries in the fight against this negative phenomenon will help to develop effective measures that may reduce the level of this phenomenon. The study emphasizes the need for the countries to develop a “systematic approach”, so that interdepartmental cooperation (police, health and education authorities, as well as civil society institutions) may be fully implemented.

Консультант по английскому языку: Панькина Юлия Анатольевна

2. Chernomaz Irina, Spirina Elizaveta/ Черномаз Ирина, Спирина Елизавета

Faculty of Political Science/ Факультет политологии

Promoting gender equality in academic environment (a case study of the UN sponsored International Day of Women and Girls in Science)/ Продвижение гендерного равенства в академической среде на примере празднования Международного дня женщин и девочек в науке под эгидой ООН

The research analyses the history and significance of the International Day of Women and Girls in Science. It highlights the achievements of women who have made important scientific discoveries in recent decades, showcasing their contributions to various fields. Additionally, the study emphasises why it is crucial to discuss gender equality in science, addressing the ongoing challenges and the need for greater representation of women in scientific and technological fields. This discussion means to inspire future generations and foster an inclusive scientific community.

Консультант по английскому языку: Панькина Юлия Анатольевна

3. Pminskaya Varvara/ Ильминская Варвара

Faculty of Political Science/ Факультет политологии

Ethnopolitical conflict in Great Britain: main challenges and solutions/ Этнополитический конфликт в Великобритании:изучение основных вызовов и путей их разрешения

The significant political, social and economic changes that have taken place in Britain are breeding conflict as well as provide opportunities for a dialogue. The research develops a sound analysis of ethnopolitical conflicts, and also identifies the main challenges facing the state, including issues of identity, integration and socio-cultural interaction between different ethnic groups. The relevance of the topic is determined by the growing tension in interethnic relations and the need to find effective ways to resolve conflicts. The study examines the historical background of conflicts, as well as current trends shaping the ethnopolitical picture of Great Britain. Particular attention is paid to conflict resolution strategies, including community dialogues and institutional reforms aimed at reducing discrimination and strengthening social cohesion. The research results emphasize the importance of a comprehensive study of ethnopolitical processes for transforming the society into a more inclusive and harmonious entity, capable of coping with the challenges posed by the diversity of cultural identities.

Консультант по английскому языку: Бережных Елена Юрьевна

4. Kriveshko Daria/ Кривешко Дарья

Faculty of Political Science/ Факультет политологии

Transformation of the English language in the digital age/ Трансформация английского языка в эпоху цифровых технологий

The present study analyses the influence of digital technologies on the evolution and usage of the English language. The rapid development of the Internet, social media, artificial intelligence, and automated communication tools has had a significant effect on vocabulary, grammar, and communication styles. The research highlights such key aspects as vocabulary expansion through new digital terms like googling, tweeting, cryptocurrency, binge-watching, and influencer; simplification and abbreviation (e.g. *LOL*, *BRB*, *ASAP* and meme culture); the impact of AI tools (e.g. *Grammarly*, *Google Translate*) on grammar and writing structures; globalization of English leading to simplified communication forms like Globish; structural and stylistic changes, including increased use of *emojis*, *GIFs*, and *voice messages*. To conclude, English is undergoing a continuous transformation as a result of adaptation to technological advancements and evolving communication needs. These trends are expected to intensify as AI and digital platform continue to develop.

Консультант по английскому языку: Панькина Юлия Анатольевна

5. Vasichkina Ekaterina/ Васичкина Екатерина

Faculty of Political Science/Факультет политологии

False environmental conflicts (a case study of the Greens' action in Canberra in 2011)/ Специфика ложных экологических конфликтов (на примере акции «Зеленых» в Канберре в 2011 году)

Environmental conflicts have become an existential problem for humanity since the middle of the 20th century. The modern era of digitalization and mediatization has also actualized the issue of false environmental conflicts. The author attempts to identify and analyze the specificity of false environmental conflicts using the example of the protest of Greenpeace (an undesirable organisation in Russia) against GMOs in Canberra in 2011. The research is based on a case study of media materials and an analysis of the works by Russian researchers O.L. Dubovik, A.K. Zaitsev and A.L. Suzdaleva and foreign conflictologists H. Bisno, M. Deutsch, L. Kozer. The focus is placed on the features of modern society that contribute to the emergence of false environmental conflicts, such as the spread of “post-truth”, unconventional methods of waging political and economic conflicts, the lack of scientific knowledge, and cognitive and communicative distortions.

Консультант по английскому языку: Криштоф Елена Михайловна

6. Yuu Попа/ Юй Илона

Faculty of Political Science/ Факультет политологии

Media as a tool for shaping global public opinion (a case study of Great Britain and the United States)/ Роль СМИ в формировании мирового общественного мнения на примере Великобритании и США

In the context of globalization and digital transformation of the media space, the media of English-speaking countries such as the UK and the US started to play a key role in shaping global public opinion. Due to their wide reach, technological superiority and influence on international media platforms, these media outlets became the main sources of information for millions of people around the world. Their role goes beyond information, including setting the agenda, interpreting events and influencing political, economic and cultural processes. The primary objective of the study is to analyze the role and mechanisms of UK and US media influence on the formation of global public opinion, and to identify the key strategies used by these media to achieve maximum impact on the international audience.

Консультант по английскому языку: Криштоф Елена Михайловна

Секция 5

13 марта 2025, четверг

14.45-16.15

1 Гуманитарный корпус ауд. 666

1. Evdokimova Elena/ Евдокимова Елена

Faculty of Political Science/ Факультет политологии

Rethinking Donald Trump's foreign policy with the help of the Madman Theory/ Переосмысление внешней политики Дональда Трампа с точки зрения теории безумца

The Madman Theory, famously linked to President Richard Nixon, suggests that leaders might project an image of unpredictability to gain leverage in international negotiations. By hinting at extreme or unexpected actions, these leaders keep their counterparts on edge, potentially securing better outcomes. This research paper explores whether Donald Trump's foreign policy reflects this strategic unpredictability or rather stems from populist impulses lacking a coherent plan. It also highlights why understanding Trump's approach matters today, as the global order faces rising uncertainties and shifts in power dynamics. The paper examines President Trump's tendency to escalate conflicts and then abruptly reverse the course. By viewing these moves through the lens of the Madman Theory, the study attempts to judge whether these seemingly hectic choices could be pieces of a larger strategy aimed at creating "calculated chaos." If so, does Donald Trump indeed revive the Madman Strategy in modern geopolitics?

Консультант по английскому языку: Криштоф Елена Михайловна

2. Grigoryan Kristina/ Григорян Кристина

Faculty of Political Science/ Факультет политологии

Tackling humanitarian issues of the South African regime (a case study of Nelson Mandela policy and reforms)/ Решение гуманитарных проблем в ЮАР на примере политики и реформ Нельсона Манделы

The case of apartheid is the most common and relevant example of humanitarian challenges in recent historical period. There were a lot of laws which restricted Black people's rights from 1948 to 1990th like the Law on the Prohibition of Mixed Marriages, Amendment to the Immorality Act, Population Registration Act and so on. It is also worth mentioning the phenomena of Bantustans. The Bantustan system was made for separating black people from white. One special thing about this system was passport control and other restrictions for coloured and black people living in the territory of South African republic. The most important issue was that foreign passports for these groups of people were not given out at all. The study also reminds the audience of the most famous politician and reformer in South Africa in the 1990s, Nelson Mandela, who was in opposition to the apartheid system in 1961 and was involved in the terroristic campaign organized by ANC.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Karnashin Matvey/ Карнашин Матвей

Faculty of Political Science/ Факультет политологии

The issue of migrant crime in the United Kingdom/ Проблема преступности в среде мигрантов в Великобритании

The issue of migrant crime has become a contentious and highly debated topic in the United Kingdom in recent years. As globalisation and geopolitical instability continue to drive migration, the UK has seen significant demographic changes, with an increasing number of migrants arriving from diverse regions. While migration has undoubtedly contributed to the drastic changes in the cultural and economic fabric of the nation, it has also sparked concerns about its potential impact on crime rates and public safety. Media narratives and political discourse often highlight instances of criminal activity involving migrants, fueling public anxiety. However, the relationship between migration and crime is complex, influenced by factors such as socioeconomic conditions, integration policies, and the challenges faced by migrant communities. This paper seeks to explore the issue of migrant crime in the UK, examining its underlying causes and the broader implications for society. By analysing

available data and addressing common misconceptions, the research aims to provide a balanced and evidence-based understanding of this multifaceted issue.

Консультант по английскому языку: Елена Михайловна Криштоф

4. Ponomarev Egor/ Пономарев Егор

Faculty of Political Science/ Факультет политологии

Mediatized conflict in the USA/ Особенности медиатизированного конфликта в США

This paper analyses the features of mediatized conflicts in the United States and the impact of modern media in this area. It traces the development of social and political crises, as well as the role of social media in information dissemination and shaping public opinion. Specifically, conflicts such as political protests, human rights issues, racial and gender scandals have been looked into. Special attention is given to how media can amplify or mitigate the consequences of these conflicts, as well as how methods of perceiving and assessing these events change in the context of the media environment. In conclusion, the research highlights the importance of a critical approach to consuming media content, which allows for a more objective evaluation of events and their consequences.

Консультант по английскому языку: Криштоф Елена Михайловна

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

Faculty of Political Science/ Факультет политологии

The image of Russia in the US media: an analysis of frames, stereotypes and influence on public opinion/ Образ России в СМИ США: анализ фреймов, стереотипов и влияния на общественное мнение

The paper examines the image of Russia as it has been formed by modern American media. The authors studied definitions, key features, and the degree of media participation in political conflicts. The essence of the concept of “media image” has been analysed as the main concept in the study of the country’s image, created in the public consciousness thanks to the media and television. Examples include articles from foreign news publications and other units of media discourse.

Консультант по английскому языку: Криштоф Елена Михайловна

6. Voronin Timofey/ Воронин Тимофей

Faculty of Political Science/ Факультет политологии

Competition between Russia and the United States in the field of nuclear energy: current state/ Современное состояние конкуренции России и США в сфере атомной энергетики

Currently, the competition between Russia and the United States in the field of nuclear energy has been intensified. Research activities, development of new technologies, struggle for sales markets, and expansion of the geography of cooperation can all be considered manifestations of this rivalry. The aim of the study is to assess future prospects for cooperation between Russia and America in nuclear energy markets. The paper examines key factors affecting increased competition, its objectives and goals for both countries, as well as promising regions for expansion of cooperation. Proceeding from the findings, the author concludes that in the near future, the interests of Russia and US in nuclear fuel supply will collide in Eastern Europe, while Asian countries will emerge as promising partners for both sides to develop cooperation with.

7. Zolotarev Alexey/ Золотарев Алексей

Faculty of Political Science/ Факультет политологии

Great Britain in *The history of the Northern Peoples* by Olaus Magnus/ Британия в «Истории Северных народов» Олауса Магнуса

The paper is dedicated to the book by the Swedish author of the 16th century Olaus Magnus "The History of the Northern Peoples" and the mention in it of "Carta Marina" of the British Isles. The author analyzes Olaus Magnus' references to the geographical location of Britain, the peculiarities of

the peoples inhabiting it and their participation in the history of the Scandinavian Peninsula. The study also examines the possible origins of such views of the Swedish medieval scientist.
Консультант по английскому языку: Криштоф Елена Михайловна

Секция 6
14 марта 2025, пятница
10.45-12.15

1 Гуманитарный корпус, ауд. 651
Ведущие: Сурганова Ангелина, Муравьев Михаил

1. Andreyanov Nikita/ Андреянов Никита

Faculty of Political Science/ Факультет политологии

The idea of national identity in the works by B. Anderson: theoretical approach/ Теоретический подход к идее национальной идентичности в работах Б. Андерсона

The research is devoted to the analysis of Benedict Anderson's theoretical approach to the concept of national identity, conducted on the basis of his work "Imagined Communities". Anderson, the Anglo-Irish political scientist and historian, views the nation as a socially constructed phenomenon arising from historical, cultural, and especially political processes. He introduces the concept of an "imagined community," emphasising that nations exist in the minds of people despite the absence of personal acquaintance among all their members. The paper explores key aspects of Anderson's theory, such as the role of capitalism and print media in shaping national consciousness, as well as the influence of colonialism and globalisation on nation-building processes. Special attention is given to Anderson's critique of traditional approaches to nationalism and his contribution to contemporary debates on the essence of national identity. The study also examines the relevance of Anderson's ideas in the context of modern challenges related to multiculturalism, migration, and transnational identities

Консультант по английскому языку: Криштоф Елена Михайловна

2. Biryukova Yulia/ Бирюкова Юлия

History Faculty/ Исторический факультет

The Russian Revolution of 1917 through the eyes of a woman--member of the Russian Constitutional Democratic Party/ Революция 1917 года глазами женщины, представителя кадетской партии

A.V. Tyrkova-Williams was a member of the Russian Cadet Party and an active participant in the liberal pre-revolutionary movement in Russia in the early 20th century. She is known not only for her political activities, but also as the author of A.S. Pushkin's biography. The purpose of this research is to understand, through her personal documents- - letters and memoirs, how a woman and the Cadet Party representative perceived the Russian Revolution of 1917.

3. Lutskovskaya Viktoria/ Луцковская Виктория

Faculty of Political Science/ Факультет политологии

Gastrodiplomacy: national cuisines as a negotiating party/ Гастродипломатия: национальные кухни как сторона переговоров

Gastrodiplomacy utilizes the universal appeal of food to bridge cultural and political divides, positioning national cuisines as active participants in international negotiations. This research examines how countries employ culinary traditions as a form of soft power to shape perceptions, build relationships, and influence policy on a global scale. By engaging the senses, food can convey narratives and values beyond language, fostering dialogue and cooperation. Through case studies and strategic analysis, the research highlights successful gastrodiplomacy initiatives that have

strengthened bilateral ties and enhanced national image. The study underscores the potential of gastrodplomacy as an effective diplomatic tool in today's interconnected world.

Консультант по английскому языку: Захарова Дарья Сергеевна

4. Shavrikova Daria/ Шаврикова Дарья

Faculty of Political Science/ Факультет политологии

Governmental initiatives against fanaticism and the “Ultras” movement in Great Britain/ Правительственные инициативы по борьбе с фанатизмом и движением “Ультрас” в Великобритании

Football is one of the most important components of British culture. However, Britain is not only the birthplace of football, but also the birthplace of fanaticism. Football hooliganism became so ubiquitous in the late twentieth and early twenty-first centuries that many people began to be afraid of attending football matches. This study focuses on measures that politicians have taken to resist the ultras culture as a social force and resolve some social conflicts arising in these groups; these measures are aimed to stop football-related violence and rioting while securing the football environment and preserving the football culture.

Консультант по английскому языку: Захарова Дарья Сергеевна

5. Goncharenko Daria/ Гончаренко Дарья

Faculty of Political Science/ Факультет политологии

Moral aspects and legality of euthanasia: an international aspect/ Моральные аспекты и законность эвтаназии: международный аспект

Among the numerous modern challenges, there are those that quickly lose their individual character, turning into social and public ones. Euthanasia fully illustrates this trend. To date, medical science has made significant progress in the treatment of various diseases, but a number of serious and incurable diseases continue to exist. The issue of euthanasia can be safely considered to be one of the most controversial and still unresolved issues of our time. This presentation is aimed to reveal the basic concepts and problems related to euthanasia, as well as options for solving social conflicts.

Консультант по английскому языку: Криштоф Елена Михайловна

6. Muravyov Mikhail/ Муравьев Михаил

Faculty of Political Science/ Факультет политологии

Political effects of socio-demographic transformations in the USA, 2020-2024/ Политические эффекты социально-демографических трансформаций в США (2020-2024)

Transformation of the social landscape in the United States has seriously affected the country's political sphere. Changes in the size and proportions of social groups led to a restructuring of the electorate and its political preferences. In recent years, the United States has seen a trend towards increasing political polarization. It appears that the fundamental causes of this process are rooted in deep socio-demographic transformations of American society, which are restructuring the population and have a significant impact on the outcome of political competition. Socio-demographic dynamics depend on a whole range of factors, including those of an international nature. This study focuses on the analysis of internal factors in the political and demographic development of the United States in 2020-2024.

Консультант по английскому языку: Криштоф Елена Михайловна

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

Faculty of Political Science/ Факультет политологии

American cinema as a tool of US public diplomacy/ Американский кинематограф как инструмент публичной дипломатии США

The paper studies the mechanisms of direct and indirect involvement of American cinema in the foreign policy activities of the United States in terms of public diplomacy. The evolution of

Hollywood as an industry for the dissemination of American values and lifestyle standards is analyzed, and its interrelationships with US government agencies in various periods are traced. Looking into the ways American cinema affects the world public opinion about the United States, the authors come to the conclusion, that, although the question of awareness of the symbiosis of cinema and politics remains controversial, it is possible to talk about the current system in which the US cinema operates within the framework of self-censorship, which turns some of its products into an instrument of influence inside and outside the country.

Консультант по английскому языку: Криштоф Елена Михайловна

8. Surganova Angelina/ Сурганова Ангелина

The notion of "Empire": a historical perspective/ К вопросу о понятии «Империя»: исторический взгляд

History, using political optics, relentlessly interprets world processes, putting the relevance of the concepts into a kind of temporal framework. However, the concept of "empire" is timeless. Philosophers, historians and politicians have written multi-volume works that reveal the essence of this concept seen through the prism of the demands of the time. That is why the "empire" of the 18th century does not fit the definitions of the 19th or 21st century. This study is aimed at examining various interpretations of the term, its relevance and use in modern political discourse.

Консультант по английскому языку: Сергиенко Полина Игоревна

Секция 7

14 марта 2025, пятница

13.00-14.30

1 Гуманитарный корпус, ауд. 666

(в смешанном формате)

Ведущий: Степанченко Даниил

1. Haitao Peng/ Хайтао Пэн

Shenzhen MSU-BIT University, China, Faculty of Management/ Университет МГУ-ППИ в Шэньчжэне, Китай, Факультет управления

International cooperation projects in higher education between China and Russia/ Международное сотрудничество России и Китая в сфере высшего образования

This study investigates the current progress and academic focus of international cooperation projects in higher education between China and Russia, emphasizing joint degree programs, student and faculty mobility, and regional and institutional research partnerships. In recent years, the cooperation between the two sides has continued to deepen. The scale of student exchanges has expanded, and the number of students has increased exponentially. By analyzing policy frameworks and institutional practices, the research reveals how geopolitical strategies – such as China's Belt and Road Initiative and Russia's Eastern Economic Policy – shape educational cooperation. However, cultural differences affect communication efficiency and challenges persist in curriculum alignment, quality assurance, funding sustainability, and bureaucratic coordination. Case studies of some universities and projects illustrate uneven implementation, with success hinging on localized governance. Nevertheless, the prospects for cooperation remain broad.

Консультант по английскому языку: Шевырдяева Лилия Николаевна

2. Sadjaya Luka/ Саджая Лука

Faculty of Political Science/ Факультет политологии

Telegram as a tool of political communication (a case study of Russia, the USA, and the UK)/

Телеграм как инструмент политической коммуникации на примере России, США и Великобритании

This study examines the role of Telegram as a tool of political communication in Russia, the USA, and the UK. Through a comparative analysis, the author explores the ways in which the platform is utilized by various political actors, including government institutions, opposition movements, media outlets, and civil society. Key themes include Telegram's influence on shaping political agendas and spreading information in the digital age. The study highlights differences in how these countries regulate the platform. Additionally, the research addresses Telegram's dual nature as both a space for free expression and a tool for political control. By analysing these dynamics, the author demonstrates how Telegram is reshaping political communication, providing unique insights into its impact on democracy, activism, and state power in diverse cultural and institutional settings.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Sulagaeva Karina/ Сулагаева Карина

Faculty of Political Science/ Факультет политологии

Shaping political values of modern youth in Russia and the USA/ Формирование политических ценностей современной молодежи в России и США

The formation of the political values among modern young people in Russia and the United States is a complex process driven by cultural, historical, and social factors. In Russia, young people's political preferences are shaped by traditional values, the institution of the family, public policy, historical narrative, and social media, while in the United States, the key drivers are a pluralistic media environment, educational institutions, and activism. The research analyzes the mechanisms of value translation through educational programs, digital communication and political socialisation. Special attention is paid to the impact of social media and globalization on changing traditional ideas about civic responsibility, career path, patriotism and individual rights. The comparative analysis reveals differences in the level of political views' formation, the level of trust in institutions, and the degree of youth involvement in political processes.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Drobysheva Maria/ Дробышева Мария

Faculty of Sociology/ Социологический факультет

Nation branding in practice: the case of America/ Национальный брендинг на практике на примере Америки

Nowadays Nation branding represents a strategic approach to shaping and maintaining a positive image of a country in the minds of community. The United States is one of the most prominent examples of successful nation branding, demonstrating how the comprehensive use of public diplomacy tools, cultural exchange, and modern media contributes to creating a recognisable and influential image. The aim of this work is to provide an in-depth academic analysis of U.S. nation branding, which will reveal the key methodologies and strategies for shaping a country's image. In our study, we analyzed examples of both successful and unsuccessful U.S. political decisions that have formed the basis of national branding. In total, we considered nine examples. The results obtained will serve as a foundation for further research in the field of regional branding in Russia, contributing to the development of practical recommendations for enhancing the image of Russian regions on the international stage.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

Секция 8

14 марта 2025, пятница

14.45-16.15

**1 Гуманитарный корпус, ауд. 666
(в смешанном формате)**

Ведущая: Степанченко Данил

1. Ziurkalova Daria/ Зюркалова Дарья

Faculty of Philosophy / Философский факультет

Necropolitics as the flip side of biopolitical control/ Некрополитика как обратная сторона биополитического контроля

In M. Foucault's biopolitical concept, human life is presented as an object of politics primarily because the state constantly keeps it under control. This is manifested in permanent optimisation of life processes of the population. A theorist A. Mbembe offers a different view of reality. In particular, he puts forward the concept of necropolitics which, in his opinion, describes the opposite side of biopolitics. Necropolitics does not aim to maximize life processes, on the contrary, the key task is mass destruction of people to save resources. Mbembe presents necropolitics as a modern regime that can be observed in a number of African countries. M. Foucault's formula "to make live and let die" as interpreted by A. Mbembe changes to "to let live and let die".

Консультант по английскому языку: Кочетова Мария Германовна

2. Sajal Jain

Agra College, India/ Колледж Агры, Индия

The role of language in nation-building: a comparative study of Hindi and Russian/ Роль языка в построении нации: сравнительный анализ хинди и русского языка

Language plays a pivotal role in shaping national identity, fostering unity, and influencing governance. This study examines the role of Hindi and Russian in their respective nation-building processes, analyzing how language policies, cultural integration, and historical developments have shaped national consciousness. While Hindi emerged as a unifying force in post-independence India amid linguistic diversity, Russian played a crucial role in consolidating Soviet and post-Soviet national identity. The paper explores the political and socio-economic implications of language policies, their role in shaping civic nationalism, and challenges faced in multilingual societies. Using a comparative framework, the study highlights the successes and limitations of linguistic strategies in both nations. By drawing insights from history, policy analysis, and linguistic sociology, this research contributes to a broader understanding of how language functions as an instrument of national cohesion and identity formation.

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

Faculty of Political Science/ Факультет политологии

Applying artificial intelligence technologies in the sphere of international security (based on the sources of the Russian Federation and the United States of America)/ Особенности применения технологий искусственного интеллекта в сфере международной безопасности (на материалах Российской Федерации и Соединённых Штатов Америки)

Today, the issue of studying the technologies and capabilities of artificial intelligence is one of the key points in both practical and scientific applications. This is directly related to the impact AI can have on modern geopolitical processes. The authors analyse the way heads of state, governments and various organisations seek to develop and implement AI technologies primarily in the military and managerial spheres. The authors seek to identify the features of modern international security in the conditions of current technological transformations, and analyse the use of artificial intelligence technologies in the system of international security by the USA and Russia in the framework of achieving state goals. The study attempts to identify trends in the use of artificial intelligence technologies in the sphere of international security by the USA and Russia.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Stepanchenko Danil/ Степанченко Данил

Faculty of Political Science/ Факультет политологии

The influence of S. Collins' work *The Present State of Russia* on the perception of Russia in Britain in the 19th century/ Влияние работы С. Коллинса «Нынешнее состояние России» на восприятие России в Великобритании XIX века

The perception of Russia by other European countries is a significant topic in contemporary political science, especially in Great Britain, as it can influence political decision-making. Considering modern political discourse in Europe, the image of Russia is mostly negative, containing many anti-Russian stereotypes. Their emergence can be traced back to the 18th and 19th centuries, while their ideological roots are evident in writings from the 16th and 17th centuries. One such early source in England is *The Present State of Russia* (1671) by S. Collins, which contains a number of clichés about Russia that later influenced British anti-Russian narratives. This study examines Collins' work through political and textual analysis, reconstructs the image of Russia presented in the book and evaluates its role in shaping English perception of Russia in the 19th century.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция 9

14 марта 2025, пятница

16.30-18.00

1 Гуманитарный корпус, ауд. 666

(в смешанном формате)

Ведущий: Фетисов Игорь, Тунян Артём

1. Baydalov Pavel/ Байдалов Павел

Belarusian State University, Faculty of Economics/ Белорусский государственный университет, экономический факультет

Devolution of higher education in the United States: truth or fiction?/ Упадок высшего образования в Соединенных Штатах Америки: правда или выдумка?

For centuries, higher education has been an instrument of attaining upward social mobility. This might have, however, changed through the 20th century and into the digital age, the aftermath being allegedly growing not diminishing social inequality, essentially making higher education a for-profit industry with worsening educational outcomes. To ascertain whether this is truly the case, this paper delves into the topic of devolution of higher education in the United States, exploring the issues of degree inflation, post-educational indebtedness, deteriorating quality of instruction, poor academic performance, lost man-hours, and the interplay thereof, to then establish a link with potential consequences in the economy. This is especially important as similar tendencies might be observed in other developed countries.

Консультант по английскому языку: Теслюк Наталья Павловна

2. Dyavgo Yana/ Дявго Яна

Belarusian State University, Faculty of Economics/ Белорусский государственный университет, экономический факультет

Experience of conducting advertising campaigns in the Republic of Belarus in the context of digitalization/ Опыт проведения рекламных кампаний в Республике Беларусь в эпоху цифровизации

Modeling and implementing advertising campaign strategies are becoming key aspects of successful organisational activities. Modern trends require brands to be flexible and adaptable, and effective use of advertising allows not only to attract the attention of the target audience, but also to significantly increase the level of customer engagement and loyalty. Analysing the impact of specific trends on society allows for a deeper understanding of how changes in culture and the economy shape people's behaviour. With rapid digitalization, trends are becoming important factors influencing consumer preferences and social interactions. Researching these trends helps to identify not only their positive

aspects, but also potential challenges faced by society, which, in turn, contributes to a more conscious approach to advertising. The paper under consideration examines major Belarusian brands and their responses to societal needs for new types of advertising.

Консультант по английскому языку: Теслюк Наталья Павловна

3. Fakhrutdinova Arina/ Фахрутдинова Арина

National Research Nuclear University МЕРНi, Institute of International Relations/ НИЯУ МИФИ, Институт международных отношений

Impact investing in West Africa: catalyzing change for a sustainable future/ Импакт-инвестирование в Западной Африке: катализатор перемен для устойчивого будущего

This research explores the benefits of impact investing for West African countries as a powerful strategy to drive sustainable economic growth while addressing social and environmental challenges. Through a comprehensive analysis of existing literature and case studies on the topic, the research highlights the key sectors that can be transformed by impact investments, including agriculture, healthcare, education, and energy. It examines the growing interest from global investors and the main reasons why West Africa should be considered as a priority region for investments. The research also highlights landmark impact investments that showcase the potential of this practice in fostering sustainable and inclusive development. Besides, the study also addresses the challenges that organisations, enterprises and investors face in implementing impact initiatives. Ultimately, the study emphasises the importance of collaborative efforts between governments, investors, and communities in creating a positive environment for impact investing and provides a few lessons to learn for other countries.

Консультант по английскому языку: Шилова Юлия Владиславовна

4. Hao Kaiyin/ Хао Кайинь

Faculty of Political Science/ Факультет политологии

The impact of protectionism on economic recovery of China in the post-pandemic era/ Влияние протекционизма на восстановление экономики Китая после пандемии COVID-19

The COVID-19 pandemic has significantly disrupted global economic activities, prompting nations to adopt various measures to safeguard their economies. Protectionism, characterized by trade barriers and restrictive policies, has emerged as a prominent strategy for many countries in recent years. This paper examines the impact of protectionism on the economic recovery of China in the post-pandemic era. By analysing global trade policies imposed by China's major trading partners, and the trade data, policy changes, economic indicators of China, the study assesses how protectionist measures have influenced China's economic recovery. The findings suggest that foreign protectionism has created significant obstacles for China's economic recovery, including reduced access to markets and increased costs for domestic industries which rely on imported inputs. The paper concludes that while foreign protectionism poses substantial risks to China's post-pandemic economic recovery, active responses can help sustain long-term growth. This research provides valuable insights into the complex interaction between global protectionism and national economic strategies in the post- pandemic era

Консультант по английскому языку: Яковлева Ирина Олеговна

5. Naumova Svetlana/ Наумова Светлана

National Research Nuclear University МЕРНi, Institute of International Relations/ НИЯУ МИФИ, Институт международных отношений

Globalization and the youth identity (a case study of the Russian Federation and the Republic of Korea)/ Глобализация и молодежная идентичность (на примере Российской Федерации и Республики Корея)

This research is devoted to the comparative analysis of the formation of the youth identity in Russia and South Korea at the age of 18 to 35 in the face of economic, cultural and political globalisation. As we know, young people represent the future of any state, and the contradictory social processes can hinder the formation of a stable identity. With an increasing role of globalisation in the modern world, there is a propensity to solitary way of life due to the combination of a number of concurring factors, such as social disunity, rapid technological progress and pressure from traditional cultural norms, which result in the possibility of being transformed into an identity crisis. Ultimately, this paper addresses the globalisation as the primary source of the identity formation for the young generation regardless of the country.

Консультант по английскому языку: Шилова Юлия Владиславовна

6. Surkova Mariia/ Суркова Мария

Faculty of Political Science/ Факультет политологии

An essay *The Work of Art in the Age of Mechanical Reproduction* by Walter Benjamin: a political and textual analysis/ Эссе «Произведение искусства в эпоху его технической воспроизводимости» Вальтера Беньямина: политический и текстологический анализ

Walter Benjamin is one of the most influential philosophers of the 20th century. His essay “The Work of Art in the Age of Mechanical Reproduction” (1935) presents a special way of perceiving pieces of art in the context of technological development. Benjamin shows art works losing their special aura. Cultural and ritual functions are replaced by political, practical and expository options. Modern art is entertaining, while earlier art required the viewer to concentrate and immerse. The aim of this scientific work is to analyse Walter Benjamin’s views on culture and politics in their close connection.

Консультант по английскому языку: Криштоф Елена Михайловна

7. Yasnyuk Anna, Sergeeva Anastasiya/ Яснюк Анна, Сергеева Анастасия

Belarusian State University, Faculty of Economics/ Белорусский государственный университет, экономический факультет

The impact of show business on the US economy/ Влияние шоу-бизнеса на экономику США

In the context of globalization and digitalization, the show business industry has a significant impact on the US economy. Cultural events, such as large-scale music tours, not only shape trends in pop culture but also contribute to economic growth. This article analyses the economic impact of show business on local and national markets and examines the key mechanisms of this influence, providing convincing examples of successful cases and demonstrating the relationship between the entertainment industry and economic processes.

Консультант по английскому языку: Кудырко Ирина Владимировна

Секция 10

17 марта 2025, понедельник

16.45-18.00

Шуваловский корпус, ауд. Г-625

Ведущий: Козин Михаил

1. Alekseev Ivan/ Алексеев Иван

Faculty of Political Science/ Факультет политологии

Slavic diasporas in English-speaking countries: a search for national identity/ Славянские диаспоры в англоязычных странах: поиск национальной идентичности

The paper is devoted to the issue of self-identification and national identity of immigrants coming to English-speaking countries, primarily to Great Britain and the United States, from Slavic countries. The research considers the main migration flows, their reasons, the main places of concentration of

Slavic diasporas. The 19th and 20th centuries were the time of mass migrations of the poor people in search of a “better life”. The study pays special attention to the representatives of Slavic ethnic groups, such as Russians, Ukrainians, Belarusians, Serbs, Croats, Bulgarians, etc. The places of their new settlement are described as well as the cultural features they brought with them and those they have adopted in the new place. The study seeks to answer the question - do the newcomers identify themselves as Slavs, or do they merge with the locals and forget “their roots”.

Консультант по английскому языку: Криштоф Елена Михайловна

2. Kozin Mikhail/ Козин Михаил

Faculty of Political Science/ Факультет политологии

World War I in the British memorial policy/ Первая мировая война в мемориальной политике Великобритании

The research deals with images used in British memorial policy to perpetuate the memory of the Great War and certain aspects of historical policy in Great Britain. The issue is relevant due to the development of communication technologies that help to attract public attention to the significance of memorial complexes dedicated to past wars. By applying different research methods, such as that of analysis, comparison and classification, the study reveals patterns in the creation of individual and collective memorials dedicated to the participants of World War I. It also traces the formation of commemoration tools aimed to preserve this military conflict in the memory of contemporary British society and government structures.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Miagkova Zoia/ Мягкова Зоя

Faculty of Political Science/ Факультет политологии

Examining Canadian national-state identity: formation process and distinctive features/ Канадская национально-государственная идентичность: специфика формирования и отличительные черты

The formation of the Canadian national-state identity is a unique process determined by the historical, cultural and geographical features of the country. Unlike many other countries, Canada built its identity not on the basis of ethnic or religious homogeneity, but on the principles of multiculturalism, tolerance and respect for diversity. A distinctive feature of the Canadian identity is the emphasis on peaceful coexistence and compromise, which is reflected in the policy of bilingualism and multiculturalism. Historically, it has been influenced by the coexistence of English- and French-speaking communities, as well as the integration of indigenous people. As a result, nowadays Canadians are proud of their commitment to democratic values, social justice and environmental responsibility. The Nature of the country also plays an important role in the formation of identity – vast expanses, harsh climate and wealth of resources. Thus, the Canadian national-state identity is a synthesis of diversity and respect for the uniqueness of everyone, which makes it especially interesting for Russian researchers.

Консультант по английскому языку: Криштоф Елена Михайловна

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

Faculty of Political Science/ Факультет политологии

Analysing CITIZEN: benefits and drawbacks for American citizens/ CITIZEN: анализ преимуществ и недостатков для американцев

This research investigates the Citizen website and application, which serve various major American cities by monitoring crimes, traffic accidents, natural disasters, and other incidents. The platform also notifies citizens about potential dangers in their vicinity. The application enables to track citizen data. The study aims to explore both the positive and negative implications of utilising this programme for tracking individual behaviours. While it plays a significant role in enhancing public safety and supporting law enforcement efforts, it raises concerns regarding privacy by potentially tracking personal information and exerting pressure on citizens. The authors present arguments for both

perspectives. Based on the research findings, the study highlights the complexity of the subject and acknowledges the potential challenges associated with its application, despite the benefits for community safety.

Консультант по английскому языку: Дзгоева Ольга Муратовна

5. Sevastianova Olesia/ Севастьянова Олеся

Faculty of Political Science/ Факультет политологии

Rediscovering India: using digital technologies and AI to create a people-oriented future/ Переосмысление Индии: использование цифровых технологий и искусственного интеллекта для создания человекоориентированного будущего

The world of the Future, shaped by digitalization and AI, is often depicted as robotic, where humanity relies on flying machines, and social interactions are minimized due to automation. However, this is not the case in India. As the most populous country in the world, India clearly prioritises humans over machines. This idea appears controversial: how can a nation with one of the lowest income levels and high inequality enhance the well-being of people through digital technologies? What percentage of the population has a smartphone and access to the Internet? This paradox is the pillar of India's approach – rather than pursuing global leadership, India is developing unique local digital platforms and AI programmes, which, nonetheless, are adopted by other countries. The aim of this scientific research is to investigate the specifics of India's digital revolution, with its central concept being "People + AI".

Консультант по английскому языку: Криштоф Елена Михайловна

6. Sosenko Sofya/ Сосенко Софья

Faculty of Political Science/ Факультет политологии

Examining analytical articles by Western European political scientists on post-materialist movements (a case study of Russia)/ Изучение отношения к постматериалистическим движениям в аналитических работах западноевропейских политологов на примере России

The scientific work is devoted to the features of the Russian protests as they are perceived by Western European political researchers. There were few considerable large-scale protest movements in several Russian regions in the last decade. Many of them initially arose on the non-political basis and had regional specifics. The rise of protests can be generally explained in terms of the theory of relative deprivation by T. R. Garr or the theory of G. Robertson. These researchers focus on the economic growth and the way it affects the protest behavior. The main idea of this scientific work is to demonstrate that people tend to become more concerned about civil rights, ecology or urban development instead of material needs as soon as their wealth starts to grow. These so-called «post-materialistic» values were described by R. Inglehart in his concept of post-materialism and are claimed to have a serious impact on the protest behaviour in modern Russia.

Консультант по английскому языку: Криштоф Елена Михайловна

ФИЛОСОФСКИЙ ФАКУЛЬТЕТ

МГУ имени М.В. Ломоносова

Секция 1

11 марта 2025, вторник

Шуваловский корпус, ауд. А-307

15:00-16:30

Ведущий: Шнырёва София

1. Ivanova Polina, Garipova Nuria/ Иванова Полина, Гарипова Нурия

Faculty of Philosophy/ Философский факультет

The phenomenon of maple syrup in Canada: using new methods of brand promotion/ Успех кленового сиропа в Канаде как результат использования новых методов продвижения бренда

Maple syrup is not only a traditional product of Canada, but also a symbol of its culture and gastronomic heritage. However, in recent years manufacturers have faced a number of challenges, including competition from artificial substitutes and reduced consumption. The study analyses steps that have been taken to improve the situation which involved raising public awareness, maintaining close cooperation with restaurants and shops, participating in exhibitions and festivals, using new promotion methods, creating a stable customer base.

Консультант по английскому языку: Сергиенко Полина Игоревна

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

Faculty of Philosophy/ Философский факультет

Promotion strategy of “Kinder Surprise” as an example of successful marketing targeting children/ Стратегия продвижения “Kinder Surprise” как пример успешного маркетинга, направленного на детскую аудиторию

Kinder has been produced since the twentieth century, and today it is a well-known treat in many different countries. The focus of the confectionery on children, new marketing methods, and effective approaches to the young audience have allowed this treat to win hearts worldwide and become one of the best-selling and most recognizable products of the company. The aim of this research is to identify the most successful methods for working with the younger audience and promoting the treat in various countries that have enabled it to conquer the global market. Particular attention is paid to new methods of promotion including online stores and digital marketing.

Консультант по английскому языку: Сергиенко Полина Игоревна

3. Chizhik Anastasia, Ilyina Anastasia/ Чижик Анастасия, Ильина Анастасия

Faculty of Philosophy/ Философский факультет

Promoting an active lifestyle in the USA: a case study of the advertising campaign “Just Do It”/ Роль американской рекламной кампании “Just Do It” в продвижении активного образа жизни в США

This slogan, first introduced in 1988, has since become synonymous with the spirit of determination, persistence and success. The campaign aimed to capture the essence of athletic achievement while motivating ordinary people to take action. What sets the *Just do it* campaign apart is its universal appeal. The research reviews the impact of commercial brands on society and their responsibility for it. The study looks at different promotional methods that have been used by Nike’s company to attract the people giving particular attention to a storytelling technique. What is most important is that the campaign achieved what advertising strives for: behavioral change.

Консультант по английскому языку: Перцев Евгений Михайлович

4. Shamaeva Sofia, Komzolova Alina/ Шамаева София, Комзолова Алина

Faculty of Philosophy/ Философский факультет

Transformation of TV marketing in the USA: a historical analysis/ Трансформация телевизионного маркетинга в США: исторический анализ

The study deals with the emergence of the first television advertising around the world, specifically in the United States in 1941, which became a key moment in the history of marketing and media communications, as television opened new horizons for advertisers, providing an opportunity to influence the audience in a completely new format. All stages in the evolution of American advertising are examined, revealing the "ups and downs" of television advertising. In addition, the study includes data on TV viewers' attitudes toward advertising. Both positive and negative reactions to commercials are identified, which allows us to understand what factors influence the perception of advertising.

Консультант по английскому языку: Сергиенко Полина Игоревна

5. Zadoya Aleksandra/ Задоя Александра

Faculty of Philosophy/ Философский факультет

The harmful effects of animal testing for cosmetics in the U.S., fueled by the pursuit of trends/ Пагубное влияние тестирования косметики на животных в США, вызванные стремлением за новыми трендами

This presentation examines the ethical and scientific issues surrounding animal testing for cosmetics within the United States. Driven by the consumer-led pursuit of the latest beauty trends, the practice continues despite the availability of validated alternatives and growing public opposition. This paper details the types of animal testing used, the resulting harm to animal welfare, and the lack of predictive relevance for human safety, arguing for the wider adoption of cruelty-free methods.

Консультант по английскому языку: Сергиенко Полина Игоревна

Секция 2

13 марта 2025, четверг

Шуваловский корпус, ауд. А-307

9:00-10:30

Ведущий: Константинов Глеб

1. Arbuzova Olga/ Арбузова Ольга

Faculty of Philosophy/ Философский факультет

Shakespeare's question and its place in literary criticism: a review of current research/ Шекспировский вопрос в литературоведении: обзор актуальных исследований

The study is dedicated to the problem of Shakespeare's question. William Shakespeare from Stratford is an outstanding English poet and playwright who made an incomparable contribution to the development of world literature. However, there has been an opinion among Shakespearean scholars since the second half of the 19th century that several authors worked on Shakespeare's plays, and some even express the opinion that William Shakespeare never existed, and this is just a pseudonym of another author, perhaps even a woman. This study will examine Shakespeare's biography, the alleged authors and theories of researchers, and provide a general assessment of William Shakespeare's work by critics.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Lishchenko Ksenia/ Лищенко Ксения

Faculty of Philosophy/ Философский факультет

Cultural archetypes in contemporary cinema: projection of identity in the multicultural context of the United States/ Культурные архетипы в современном кино: проекция идентичности в контексте американской культуры

The project aims to analyze key archetypal images that are used in contemporary American cinema to reflect and form cultural and national identity. Using popular films of recent years as an example, the study tries to demonstrate how archetypes have become a tool for projecting collective values, fears and hopes of society. Particular attention is paid to the role of cinema in the creation and promotion of new forms of identity that are relevant to the multicultural context of the United States.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Skripkin Artem/ Скрипкин Артём

Faculty of Philosophy/ Философский факультет

Korean philosophy as the basis of the national martial art of Taekwondo/ Кореяская философия как основа национального боевого искусства Тхэквондо

Although Korean philosophy has absorbed the foundations of Confucianism and Buddhism, it still has its own distinctive features that make it unique. This philosophy has come to be the basis for the national martial art of Taekwondo, which has existed and evolved for over 2,000 years. This paper presents some key principles of Korean philosophy and their relation to the concept of Taekwondo. It is examined through examples of moral principles, the spirit of Taekwondo, as well as their practical application in the combat aspect of Taekwondo – kyorugi and in the combinations of formal fighting techniques – poomsae. The research is based on Russian and foreign sources, including original Korean literature on Taekwondo. The author analyzes and presents personal long-term experience in practicing and teaching Taekwondo, obtained both in Russia and in the homeland of this martial art.

Консультант по английскому языку: Перцев Евгений Михайлович

4. Straibulov Pavel/ Страйбулов Павел

Faculty of Philosophy/ Философский факультет

The Future of Humanity Institute: a post-analysis of an educational and scientific institution attached to the Oxford University/ Институт Будущего Человечества: пост-анализ образовательного и научного учреждения при Оксфордском университете

The study focuses on the analysis of the history and activities of the Future of Humanity Institute. During the existence of this institution from 2005 to 2024, its staff published a number of works on various scientific fields, ranging from bioethics to the analysis of conspiracy theories about existence in the matrix. The studies of the Future of Humanity Institute also received a wide range of assessments, from praise and grants to accusations of the utter uselessness of the institution and demands for its closure. In 2024, the institute was closed. The study aims to examine the research results and evaluate the activities of the Future of Humanity Institute.

Консультант по английскому языку: Шмараева Анастасия Александровна

5. Liang Xiaoyue/ Лян Сяюэ

Faculty of Philosophy/ Философский факультет

Semantic features of translating Russian proverbs and popular sayings relating to work and rest from Russian into Chinese/ Семантические особенности перевода русских пословиц и поговорок, относящихся к труду и отдыху, с русского языка на китайский

The study deals with the problems of translating Russian proverbs and popular sayings into Chinese focusing on difficulties the translator faces trying to convey their unique and culture-specific features. The study discusses the usual ways of translating proverbs and popular sayings by finding their close approximations in Russian, by paraphrasing or by using descriptive translation. Proverbs are often used in creative ways to enhance their impact on the receiving end of communication: their form is sometimes changed or they are just alluded to. Creative use of proverbs are a big challenge for the translator, with the imagery or connotations of these colorful expressions often lost in translation.

Консультант по английскому языку: Перцев Евгений Михайлович

6. Shumova Alexandra/ Шумова Александра

Faculty of Philosophy/ Философский факультет

**Modern approaches to preserving linguistic and cultural heritage of native peoples of Canada/
Современные подходы к сохранению языкового и культурного наследия коренных народов Канады**

The talk examines contemporary practices aimed at preserving linguistic and cultural heritage in Canada, focusing on the unique features of various indigenous and immigrant communities. It highlights the importance of language revitalization initiatives, community-driven cultural programs, and educational frameworks that promote multilingualism and cultural awareness. By analyzing case studies from different regions, the research illustrates how these practices not only safeguard languages at risk of extinction but also foster a sense of identity and belonging among community members. Furthermore, it discusses the role of technology in enhancing accessibility to cultural resources and the collaboration between governmental and non-governmental organizations in these efforts. Ultimately, the study underscores the significance of preserving linguistic diversity as a vital component of Canada's multicultural landscape.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция 3

13 марта 2025, четверг

Шуваловский корпус, ауд. А-307

10:45-12:15

Ведущий: Кащеева Олеся

1. Abdulmanova Alia/ Абдульманова Алия

Faculty of Philosophy/ Философский факультет

**Unequal access to education in the United States: a case study of preschool education/
Неравный доступ к образованию в США: исследование на примере дошкольного образования**

This study is dedicated to the analysis of unequal access to preschool education in the United States, one of the social challenges of contemporary society. The work aims to identify the core issues and risks associated with unequal access to quality preschool education. The research entails a detailed examination of the factors that determine disparities in opportunities for quality education across diverse population groups. Particular emphasis is placed on addressing social and cultural inequalities. Furthermore, the study explores the historical cases that have shaped the current system of educational inequality in the U.S., as well as analyses its impact on modern society.

Консультант по английскому языку: Яковлева Ирина Олеговна

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

Faculty of Philosophy/ Философский факультет

New trends in the development of art residencies in the USA and Great Britain: a comparative analysis / Сравнительный анализ новых тенденций развития арт-резиденций в США и Англии

There has been a growing consensus that art residencies in America and England exercise a great influence on contemporary cultural landscapes, fostering innovation and cross-disciplinary collaboration. These residencies, which have attempted each after their fashion to redefine artistic practice in all walks of life, now confront issues that are of great importance to both creators and institutions. To fully understand their evolving role, it is important to appreciate their historical roots; to do this, a brief historical sketch is provided, tracing their development from informal artist collectives to structured programs. This issue is vitally important because it reflects broader societal shifts in valuing creativity, community engagement, and sustainability. This study seeks to illuminate how these spaces not only nurture art but also redefine their role in an increasingly fragmented world.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Voloshko Mikhail/ Волошко Михаил

Faculty of Philosophy/ Философский факультет

Aesthetic categories of the image while working with space: tendencies in modern sound engineering/ Эстетические категории образа в работе с пространством: тенденции современной звукорежиссуры

The postproduction stage has long been an integral part of the music industry. Many listeners are aware of the advantages of high-quality sound engineering, but often for them it remains just a word denoting some difficult and incomprehensible stage in the work on a song. In fact, at this moment, the main work takes place with the form in which the final result will be perceived by the listener. The study discusses one of the most important aspects of postproduction which deals with working with space.

Консультант по английскому языку: Перцев Евгений Михайлович

4. Nevenchenko Elisa/ Невенченко Элиза

Faculty of Philosophy/ Философский факультет

Interpretations of William Shakespeare's plots by British choreographers of the 20th century/ Проблема интерпретации сюжетов У. Шекспира в творчестве британских хореографов XX века

The analysis of W. Shakespeare's plots in the ballets of British choreographers of the 20th century is an important area of research, as it allows us to understand how classical literary works may be transformed into modern ballet art. This work uses methods of comparative analysis and interpretation based on the study of choreographic works by such masters as Frederick Ashton, Kenneth Macmillan and Christopher Wheldon in the context of Shakespearean texts. The study reveals the key elements of Shakespeare's plots adapted into ballet form, as well as their influence on choreographic language and style. The results show that British choreographers not only preserve the spirit of the original works, but also create new interpretations, emphasising the importance of the interaction of drama and dance. This research contributes to a deeper understanding of the cultural interrelationships between ballet and literature and the evolution of ballet art in the 20th century.

Консультант по английскому языку: Яковлева Ирина Олеговна

5. Evloeva Fatima/ Евлоева Фатима

Faculty of Philosophy/ Философский факультет

Structural analysis of Aristotle's Nicomachean ethics/ Структурный анализ "Никомаховой этики" Аристотеля

The present study seeks to provide a comprehensive analysis of Nicomachean Ethics, an essential work for the interpretation of Aristotelian ethics. The central purpose of this study is to emphasize the practical nature of ethical principles, a concept that Aristotle himself claimed to be 'practical rather than theoretical'. This study attempts to define and highlight the structural analysis of this well-known work by focusing on each book separately. By employing the fundamental principles of textology, this study aims not only to identify the structure and main parts of the text, but also to study the Nicomachean Ethics in its multifaceted forms, including historical, cultural, linguistic and logical aspects.

Консультант по английскому языку: Перцев Евгений Михайлович

6. Gazerova Polina/ Газерова Полина

Faculty of Philosophy/ Философский факультет

Artificial intelligence technologies applied to improve English language proficiency/ Использование технологий искусственного интеллекта для повышения уровня владения английским языком

The research explores the transformative role of Artificial Intelligence (AI) in English language learning. It examines how AI-powered tools, such as language models (GPT), chatbots, automated essay scoring systems, and adaptive learning platforms, are reshaping the way English is taught and learned. The presentation highlights the benefits of AI in personalizing learning experiences, enhancing speaking, writing, and listening skills, and providing instant feedback. However, it also addresses the disadvantages and challenges of relying on AI, such as the lack of human interaction, over-reliance on technology, and the risk of diminishing critical thinking and creativity in learners.

Консультант по английскому языку: Мурза Александра Борисовна

7. Strebkova Elizabeth/ Стребкова Елизавета

Faculty of Philosophy/ Философский факультет

The artistic worlds and moral ideals of Faulkner and Dostoevsky/ Художественные миры и нравственные идеалы У. Фолкнера и Ф.М. Достоевского

The traditions of F.M. Dostoevsky's artistic work, which influenced the artistic work of W. Faulkner, is a topic that has been elaborated in detail by both Russian and American scholars. Faulkner admitted that he regularly reread Dostoevsky's novels and found in them a source of inspiration and reflection. My research is devoted to the similarities between the artistic worlds of Russian and American authors: the desire to understand the frames of man's moral nature, to portray him or her in borderline states, to develop the theme of self-worship and rejection of the existing Divine order. Based on the works of such researchers as N.A. Anastasiev, I.V. Lvova, O.A. Meerson, Yu.A. Romanov and L.A. Toropova, I strive to draw a conclusion about some kind of similarity of moral ideals belonging to two different cultures.

Консультант по английскому языку: Мурза Александра Борисовна

Секция 4

13 марта 2025, четверг

Шуваловский корпус, ауд. А-307

12:30-14:00

Ведущий: Соловьёва Мария

1. Ivanov George/ Иванов Георгий

Faculty of Philosophy/ Философский факультет

The influence of the social media platform TikTok on the marketing of popular brands in the USA/ Влияние медийной платформы TikTok на маркетинг популярных брендов в США

The study looks at the significant influence of TikTok on the marketing strategies of popular brands in the United States, highlighting successful case studies and innovative approaches. The rise of TikTok as a social media platform has transformed the landscape of digital marketing, particularly for the fashion industry, which thrives on visual content and trends. Through the lens of specific brands that have effectively leveraged TikTok, the study analyzes how they engage with their audience using creative storytelling, user-generated content, and viral challenges.

Консультант по английскому языку: Криштоф Елена Михайловна

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

Faculty of Philosophy/ Философский факультет

Separatist sentiments in Scotland: an analysis of the latest trends/ Сепаратистские настроения в Шотландии: анализ тенденций

The conflict between England and Scotland is one of the longest in history, with the latter trying to gain its independence for many years. This question has been the subject of growing controversy with issues being raised about social and economic implications. The situation exacerbated by the fact that the United Kingdom withdrew from the European Union in 2016. To understand the problem better the study provides a background of the main political events relating to this issue and considers the latest trends.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Zheltova Anna, Konoplyanskaya Maria/ Желтова Анна, Коноплянская Мария

Faculty of Philosophy/ Философский факультет

Content marketing versus influence marketing in American advertising today: a comparative analysis of effectiveness/ Контент-маркетинг и маркетинг влияния: сравнительный анализ эффективности современной американской рекламы

In the rapidly evolving landscape of digital marketing, brands are increasingly faced with the challenge of choosing the most effective strategies to engage their target audiences. Two prominent approaches are content marketing and influencer marketing. Content marketing focuses on creating valuable, relevant content to attract and retain customers, using methods of internet advertising. This can include blogs, videos, podcasts, infographics, and more. Influencer marketing leverages social media personalities to promote products and services. By partnering with influencers, brands can tap into their audience's trust and engagement. The aim of this project is to compare the effectiveness of these two strategies in terms of reach, engagement, brand awareness, and conversion rates within the context of American advertising. Moreover, the study traces the impact of advertising on consumers in the USA from 2022 to 2025 year, highlighting the main advantages and disadvantages of the abovementioned methods.

Консультант по английскому языку: Яковлева Ирина Олеговна

4. Lazareva Anna, Diana Osipyan/ Лазарева Анна, Диана Осипян

Faculty of Philosophy / Философский факультет

Manipulation techniques in modern American media/ Исследование приёмов манипулирования в современных американских СМИ

The media play an important role in shaping opinions worldwide. People receive information about events, form opinions not only about individuals, but also about countries and nations through them. This research aims to identify the various manipulation techniques used by the modern media in the United States. The results of the study allow to assess the impact of such manipulations on the formation of public opinion. The purpose is to raise students' awareness of media manipulation and emphasise the significance of consuming information critically.

Консультант по английскому языку: Шмараева Анастасия Александровна

5. Akhmetshina Aleksandra, Mozgaleva Polina/ Ахметшина Александра, Мозгалева Полина

Faculty of Philosophy/ Философский факультет

Techniques of satirical graphics in print media: a study of the Punch magazine in 1950s–1990s/ Исследование приемов сатирической графики в печатных СМИ на примере журнала “Punch” в период 1950-х – 1990-х

This study explores the techniques of satirical graphics used in the Punch magazine from the 1950s to 1990s. It delves into the ways visual satire was used to comment on social, political, and cultural issues of the time under the influence of different historical events, cultural trends and influential people. The analysis focuses on various graphic elements such as caricatures, cartoons, and illustrations, examining their effectiveness in conveying complex messages through humour and irony. Additionally, this study investigates the evolution of these techniques across four decades, highlighting changes in style, themes, and public response. The research provides insights into the power of satire as an instrument for criticism and its role in influencing public opinion.

Консультант по английскому языку: Яковлева Ирина Олеговна

Секция 5

13 марта 2025, четверг

Шуваловский корпус, ауд. А-518

15:00-16:30

Ведущий: Захаров Григорий

1. Amelina Maria/ Амелина Мария

Faculty of Philosophy/ Философский факультет

Migration and its impact on sociocultural development of the United States in the 21st century/ Влияние миграции на социокультурное развитие США в 21 веке

This study explores the historical and contemporary relationship between migration and American culture, focusing on intercultural dynamics and integration. Examining historical immigration waves, it analyses the way the U.S. cultural landscape has been shaped. It particularly considers the recent shifts, as well as the challenges and opportunities facing immigrant communities, and the ongoing debates surrounding American identity in a globalized context. The research investigates how the evolving political climate impacts intercultural dialogue and integration within the U.S.

Консультант по английскому языку: Яковлева Ирина Олеговна

2. Alkhanova Guzel/ Алханова Гюзель

Faculty of Philosophy/ Философский факультет

Marketing strategy of Tiffany & Co: a comprehensive analysis/ Маркетинговые стратегии Tiffany & Co: всесторонний анализ

The main objective of the study is to analyse crucial factors that have shaped the marketing success of the Tiffany & Co., and contributed to its impressive achievements. The company, famous for valuing luxury and exquisite craftsmanship, has been attracting consumers for over 180 years. Admittedly, the incredible transition from a modest 'fashion store' to a prominent luxury figure is the direct result of its effective marketing strategies. The study examines the key elements that have facilitated the brand's development and the establishment of its unique position in the luxury goods market, as well as the ways in which the company has used digital marketing to reach the broader audience and maintain its reputation.

Консультант по английскому языку: Шмараева Анастасия Александровна

3. Vladimirova Maria/ Владимирова Мария

Faculty of Philosophy/ Философский факультет

Video game advertising in the US market/ Особенности рекламы видеоигр на рынке США

With the rapid development of the video game industry, games are taking up an increasing place in our lives and it is becoming important to understand the various aspects of their promotion. This research explores the unique characteristics of video game advertising within the United States market and examines key strategies employed by game developers and publishers to reach diverse gamer demographics, considering the influence of evolving trends like esports, streaming platforms and mobile gaming. The analysis delves into the effectiveness of various advertising formats, including in-game advertising, social media campaigns, influencer marketing, and traditional media channels, while also addressing the challenges of navigating audience fragmentation and the importance of authenticity in resonating with a digitally-savvy consumer base.

Консультант по английскому языку: Перцев Евгений Михайлович

4. Ischenko Serafima/ Ищенко Серафима

Faculty of Philosophy/ Философский факультет

PR strategies for developing a celebrity's stage image: case studies of American and British contemporary singers/ PR-стратегии создания сценического образа знаменитости (на материале образов современных американских и британских исполнителей)

Creating a competent stage image for a celebrity is one of the key factors for achieving long-term success. Its construction involves a variety of PR strategies that help a singer to stand out in the rapidly growing music market, attract new audiences, and, consequently, increase sales of singles, albums, and vinyl records. This study focuses on the evolution of the stage images of two contemporary singers, Sabrina Carpenter and Charli XCX, as well as the PR techniques used to shape

their public personas, including media positioning, social media engagement, and cultivation of a unique image. By analysing the collected data, the study highlights the role of music genre consistency, visual identity, and digital presence in crafting a compelling and sustainable celebrity image. Furthermore, by examining PR approaches in the U.S. and U.K. music industries, the research identifies both universal trends and specific tactics in promotion.

Консультант по английскому языку: Яковлева Ирина Олеговна

5. Galushkina Lada /Галушкина Лада

Faculty of Philosophy /Философский факультет

Science fiction films as a tool for raising social issues /Роль научно-фантастических фильмов в решении социальных проблем

The purpose of the study is to explore the role of science fiction as a powerful tool for raising social problems. The study shows how science fiction can effectively reflect and raise public awareness to contemporary social issues, prompting important discussions. The study analyzes such movies as "Interstellar," which addresses environmental crises, it examines the reason of resistance in "The Hunger Games" and considers ethical dilemmas in "Black Mirror." Overall, science fiction serves not only as an entertainment but also as a catalyst for change, encouraging audiences to consider their responsibilities toward society and the planet. This presentation highlights the potential of science fiction to inspire awareness and drive action on critical issues.

Консультант по английскому языку: Перцев Евгений Михайлович

6. Kornenkova Daria /Корненкова Дарья

Faculty of Philosophy/Философский факультет

PR techniques used by Edward Bernays to promote new brands of cigarettes in the USA/Как Эдвард Бернейс использовал методы пиар для продвижения новых брендов сигарет в США

Torches of Freedom is a famous PR campaign of the late 1920s during which cigarettes were symbolically associated with women's freedom and emancipation in the United States. The research is focused on the marketing strategies of Edward Bernays, who turned the struggle for women's rights into a tool for commercial gain. Special attention is paid to the question of whether this campaign was a step towards the true liberation of women or just an illusion of emancipation imposed by consumer culture. This study analyzes the methods Bernays used to promote tobacco products among women including manipulating public opinion, invoking symbols of independence and collaborating with feminist movements of the time.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция 6

13 марта 2025, четверг

Шуваловский корпус, ауд. Г-345

15:00-16:30

Ведущий: Яковченко Дарья

1.Ivanova Kseniya/ Иванова Ксения

Faculty of Philosophy/ Философский факультет

International advertising as a phenomenon of cross-cultural communication: the emergence and development of the notion/ Интернациональная реклама как феномен межкультурной коммуникации: анализ возникновения и развития понятия

Being a relevant topic in the modern society, international advertising is inextricably linked to the issues of intercultural communication. This project endeavors to explore the origins and development of international advertising in relation to a variety of external factors and social trends. The analysis of a few case studies reveals that the history of the country, together with its customs and traditions, is likely to be reflected in this country's advertising. The study concludes that it is extremely

important for professional advertisers, while developing advertising campaigns, to take into account the cultural identity of a certain nation or ethnic group and the generally accepted norms of behavior, as well as to consider their activities as a form of “cultural engineering”.

Консультант по английскому языку: Яковлева Ирина Олеговна

2. Bazel Naomi, Bakaeva Anastasia/ Базель Наоми, Бакаева Анастасия

Faculty of Philosophy/ Философский факультет

Gender stereotypes in advertising: theoretical and practical aspects/ Анализ понятия гендерных стереотипов в рекламе: теория и практика

In contemporary society, advertising plays a crucial role in shaping perceptions of gender roles and identities. This study aims to explore the concept of gender stereotypes in advertising and their impact on societal norms. The research shows that advertisements often reinforce traditional gender roles, portraying men and women in ways that align with societal expectations. These representations can influence consumer behavior and contribute to the perpetuation of stereotypes. By analyzing various advertising campaigns, this study seeks to highlight the implications of these portrayals.

Консультант по английскому языку: Шмараева Анастасия Александровна

3. Zarudnaya Anastasia/ Зарудная Анастасия

Faculty of Philosophy/ Философский факультет

Assessing myth and reality in the context of British cultural stereotypes/ Миф и реальность: исследование стереотипов в восприятии британской культуры

The primary objective of this research is to examine the formation, reinforcement, and reproduction of stereotypes characteristic of the British culture. It analyses prevalent myths and misconceptions regarding the British, their traditions and lifestyle, identifying their origins in various forms of media, writing, and popular culture. The study further investigates the ways these stereotypes are affected and the consequences of their widespread acceptance. This includes exploring the impact of these stereotypes on intercultural communication, international relations, and the self-perception of British individuals. By improving the understanding of the relationships between stereotypes and reality, along with their influence on the perception of British culture around the world, this research aims to contribute to more detailed and precise analysis of British identity and culture.

Консультант по английскому языку: Шмараева Анастасия Александровна

4. Ignatova Ekaterina/ Игнатова Екатерина

Faculty of Philosophy/ Философский факультет

The Renaissance images in modern advertising: a study of Italian high fashion brands' campaigns/ Использование образов искусства эпохи Ренессанса в современной рекламе: анализ рекламных кампаний итальянских модных домов

In today's world, overwhelmed by the abundance of advertisements from various companies and brands promoting their products, producers always seek ways to stand out among other market players. One such approach is the integration of the rich heritage of art from different eras. This study focuses on the European art of the 15th and 16th centuries, the Renaissance period, and its role in modern advertising. The impact on human feelings is a common goal of both advertising and art, making their interaction effective and sometimes necessary. The analysis of this topic includes an examination of advertising campaigns by the Italian brands Moncler and Valentino.

Консультант по английскому языку: Яковлева Ирина Олеговна

5. Bulachkova Ekaterina/ Булачкова Екатерина

Faculty of Philosophy/ Философский факультет

The royal family and PR: a century of image management/ Королевская семья и PR: век управления имиджем

Examining a century of image management, this study provides a detailed analysis of the public relations strategies employed by the British Royal Family. The research indicates how the British

monarchy has adapted its PR strategies over the years. The paper examines communication methods, tools for a positive image, including the formation of media interviews and social networks. Key events and crises are considered, demonstrating successes and failures in the management of the royal family. Special attention is given to changes in public perception of the royal family and the adaptation of PR strategies in response to sociocultural and technological transformations. The research offers valuable insights into the future of the Royal Family's relationship with the public.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция 7

13 марта 2025, четверг

Шуваловский корпус, ауд. А-307

16:45-18:15

Ведущий: Липатова Александра

1. Eremina Mariya/ Еремина Мария

Faculty of Philosophy/ Философский факультет

Searching for alternative terminology to study new religious movements in the USA/ Поиск альтернативной терминологии для изучения новых религиозных движений в США

The USA is one of leading countries in terms of the numbers of NRMs. Studying of NRMs is one of the topic disciplines in religious science. In fact, the usage and differentiation of terms in NRMs is one of the most current issues. In American society the prejudice against followers of NRMs is still strong. Even though term «new religious movement» sounds modern, NRMs originate in ancient cults, rather than appearing recently. According to etymology, the original meaning of the word “sect” is distorted. Today, the word “sect” is most often understood as a destructive cult, rather than a separate religious movement. Despite the growing tolerance, people or whole society doesn't have a clear understanding between new religious movement and destructive cult. In 21st century destructive cults are a problem for American society.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Varvara Nuryaeva, Polina Shtrik/ Варвара Нурьева, Полина Штрик

Faculty of Philosophy/ Философский факультет

English national folklore and its application in the process of bringing up children/ Особенности национального фольклора Великобритании и их применение в процессе воспитания детей

National folklore significantly influences the worldview, imagination, and moral values of British children. However, in the era of globalization and the popularization of digital technologies, traditional fairy tales, legends, and folk music are becoming less attractive and popular among children than elements of popular culture. This trend risks the partial or complete loss of the unique national cultural heritage and a decrease in recognition of its individual elements. Due to the importance of minimizing the risk of loss of culturally significant objects, it is necessary to study the influence of British folklore on the development of children and its role in preserving national identity, as well as identify tools for its wider dissemination in the modern world. This article presents an analysis of British folklore from the point of view of the formation of morality and moral values in children compared to the product of modern culture – animated films.

Консультант по английскому языку: Бережных Елена Юрьевна

3. Lipatova Aleksandra, Donchenko Ksenia/ Липатова Александра, Донченко Ксения

Faculty of Philosophy/ Философский факультет

Modern trends in PR support for the activities of foreign musical educational organizations/ Современные тенденции PR-сопровождения деятельности цифровых зарубежных музыкальных образовательных организаций

This study examines current trends in public relations (PR) strategies used to support the activities of overseas digital music education organizations. These include integrating digital platforms, partnering with industry influencers, and using a philanthropic and inclusive agenda to engage the community. Analyzing current practices and innovations in the field of PR in the context of the music education sector, the authors formulate general requirements for Russian organizations of the selected profile to optimize communication efforts and develop relationships with various audiences around the world of organizations of the selected profile.

Консультант по английскому языку: Бережных Елена Юрьевна

4. Plyakina Elizaweta, Dzhioeva Eva/ Плякина Елизавета, Джioева Ева

Faculty of Philosophy / Философский факультет

The impact of video games on children's mental health: a study of positive and negative factors/ Влияние видеоигр на психическое здоровье детей: исследование положительных и отрицательных факторов

The research presents a comprehensive analysis of the influence that video games exert on children. Within the framework of the study various aspects ranging from cognitive skills performance, social integration and emotional expression to the risk of addiction, behavior, academic performance are analysed. The study is based on scientific data, the surveys conducted among parents and children and an analysis of features of particular video games. The aim of the research is to provide a balanced understanding of the impact of video games and to offer recommendations for parents and educators how to avoid negative implications both in family and educational settings.

5. Pchelnikova Sofia, Sitko Polina/ Пчельникова София, Ситко Полина

Faculty of Philosophy/ Философский факультет

Three forms of corporate communications and their roles in forming the image of an organization / Три формы корпоративной коммуникации и их роль в создании имиджа организации

The image of an organization depends on communication connections both with external publics and with its staff. The ability to influence public opinion and behavior is crucial to the survival of an organization. The study attempts to define three forms of corporate communications: management communication which aims at providing cooperation and support; marketing communication which deals with promotion of products and services to the market and organizational communication which involves developing connections with mass media, investors, community groups and internal communication. The study particularly focuses on the role of PR in maintaining and promoting these forms of corporate communications.

Консультант по английскому языку: Бережных Елена Юрьевна

6. Avramenko Kira/ Авраменко Кира

Faculty of Philosophy/ Философский факультет

The influence of Marshall McLuhan' ideas on cultural studies: a case study of Raymond Williams /Влияние идей Маршал Маклюэна на культурологию на примере работ Р. Вильямса

Media scholar Marshall McLuhan was one of the most famous Canadians of the twentieth century. Despite the fact that he was responsible for media becoming the subject of study that it is today, scholars working in the field of Cultural Studies have yet to acknowledge McLuhan's ideas as being useful to their research. The study discusses the influence of McLuhan's ideas on Raymond Williams who laid foundations for the field of cultural studies in his book *Culture and Society*. With the arrival of the Internet in the 1990s, McLuhan's theories on the nature of media were no longer ignored by academics, and they experienced a strong resurgence within the field of Media and Communication Studies and pop culture alike. His famous aphorisms, including "the medium is the message" and "the global village" have been retrieved by many and circulate widely.

Консультант по английскому языку: Перцев Евгений Михайлович

7. Buchatskya Alina, Kalinina Svetlana/ Бучацкая Алина, Калинина Светлана

Faculty of Philosophy /Философский факультет

The phenomenon of «trade wives» in American popular culture: a cultural analysis/ Феномен «традиционных жён» в массовой культуре Америки: культурологический анализ

The concept of *tradwife* originated from the phrase *traditional wife*. Such women make their husbands the head of the family and the center of their lives, and they see their place in the kitchen and at home with children. However, their position does not mean they should completely forget about themselves – a modern tradwife prepares breakfasts with styling, makeup, jewelry and a beautiful image. The study considers the programs of TikTok and Instagram which have tried to show the change of the traditional gender roles paying special attention to increasing the social activities of modern women. The study also points out that it is a controversial issue involving psychological, social and cultural factors.

Консультант по английскому языку: Бережных Елена Юрьевна

Секция 8

17 марта 2025, понедельник

Шуваловский корпус, ауд. А-307

09:00-10:30

Ведущий: Константиновская Дарья

1. Gavrilova Victoria/ Гаврилова Виктория

Faculty of Philosophy/ Философский факультет

The issue of housing affordability in megacities: a case study of Singapore/ Проблема доступности жилья в мегаполисах (на примере Сингапура)

The issue of housing affordability in megacities has become a global challenge, affecting millions of people worldwide. Rapid urbanization, population growth, and rising property prices have made it increasingly difficult for low- and middle-income families to secure adequate housing. This presentation explores the root causes of the housing crisis, including speculative real estate markets, insufficient urban planning, and the lack of affordable housing policies. It also examines successful case studies from cities that have implemented innovative solutions, such as social housing programs, public-private partnerships, and zoning reforms. The discussion highlights the role of governments, urban planners, and communities in addressing this issue. By analyzing both challenges and potential solutions, this talk aims to provide actionable insights for creating more inclusive and sustainable urban environment.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Zakharova Arina/ Захарова Арина

Faculty of Philosophy/ Философский факультет

The Japanese designer Kawakubo Rei and his impact on world culture: a cultural analysis/ Влияние японского дизайнера Рэй Кавакубо на мировую культуру: культурологический анализ

This presentation explores the profound impact of Japanese designer Rei Kawakubo on global culture, particularly within the realms of fashion, art, and design. Renowned for her avant-garde approach and innovative solutions, Kawakubo has challenged traditional aesthetic norms and redefined the boundaries of fashion. The analysis delves into her unique design philosophy, characterized by deconstruction and an emphasis on individuality, while also examining her role in shaping contemporary fashion narratives. Additionally, the presentation investigates the influence of her work on international designers, cultural movements, and broader societal perceptions of beauty and identity. Through a comprehensive review of Kawakubo's contributions, this study aims to highlight her significance as a pivotal figure in the evolution of modern culture and the ongoing dialogue between East and West in creative industries.

3. Lavrenyuk Polina / Лавренюк Полина

Faculty of Philosophy / Философский факультет

Humour as a unique communication tool in British advertising/ Юмор как уникальный прием в английской рекламе

Humor plays a significant role in British advertising, making it one of the most distinctive features of the industry. This presentation explores the cultural and psychological reasons behind the frequent use of humor in British commercials. It examines key types of humor, such as sarcasm, wordplay, puns, and absurdity, and highlights successful advertising campaigns that effectively use these techniques. The talk also discusses how humor enhances brand image, increases audience engagement, and contributes to the memorability of advertisements. Through real-life examples, the presentation demonstrates why humor remains a powerful communication tool in British advertising.

Консультант по английскому языку: Сергиенко Полина Игоревна

4. Shoubova Sabina/ Шоубова Сабина

Faculty of Philosophy/ Философский факультет

The formation of Coco Chanel's image and its subsequent impact on the world of French fashion/ Формирование имиджа Коко Шанель и его последующее влияние на мир французской моды

Coco Chanel is one of the most influential figures in the history of fashion. Her image and style not only defined the era, but also had a significant impact on the formation of French fashion but the global fashion industry as a whole. The study focuses on the main stages of her career which involved popularizing more masculine elements in women's fashion, which became a symbol of feminism and independence. As she emphasized convenience and functionality her approach to design has inspired many other fashion designers such as Yves Saint Laurent and Jean- Paul Gaultier.

Консультант по английскому языку: Сергиенко Полина Игоревна

5. Barents Nicol/ Баренц Николь

Faculty of Philosophy/ Философский факультет

The theme of "Lost generation" and its influence on literature and culture =/ Тема «Потерянное поколение» и её влияние на литературу и культуру

The 20th century witnessed a complex and multifaceted evolution of American literature, shaped by profound social and economic transformations. Among the most influential literary movements of this era was the Lost Generation—a group of American writers who emerged in the wake of World War I, profoundly disillusioned by traditional values and the American Dream. This study explores the historical and cultural context that defined the Lost Generation, highlighting the war's devastating impact on the psyche of these writers and their subsequent sense of alienation. Key figures such as Ernest Hemingway, F. Scott Fitzgerald and others crafted narratives that reflected themes of disillusionment, existential angst, and the search for meaning in an era of fractured morality. Their modernist approach, characterized by stylistic innovations and a break from literary conventions, not only reshaped American literature but also influenced broader cultural movements in visual arts and music. Furthermore, the economic upheavals of the 1920s and 1930s, including the postwar boom and the Great Depression, played a crucial role in shaping the themes of their work. By examining the legacy of the Lost Generation, this study underscores how their insights into human suffering, identity, and the failure of societal ideals continue to resonate in contemporary literature and culture.

Консультант по английскому языку: Мурза Александра Борисовна

6. Gasheva Anastasiya/ Гашева Анастасия

Faculty of Philosophy/ Философский факультет

The reflection of Renaissance humanism in the works of Leonardo da Vinci/ Отражение ренессансного гуманизма в работах Леонардо да Винчи

The Renaissance period in Italy was the time when the individual human personality was considered to be the center of the world. A person could realize his or her great creative potential. In his activity a personality was striving to embrace the whole world. Undoubtedly, one of the most brilliant creators of this time, who embodied the humanistic ideal of a versatile personality, was Leonardo da Vinci. Leonardo's masterpieces such as «The Mona Lisa», «The Last Supper», and the «Virgin of the Rocks» will forever remain in cultural history as a vivid example of the results of Renaissance thinking. His art works reflected the most important Renaissance tendencies, which both created new opportunities and besides introduced certain restrictions.

Консультант по английскому языку: Мурза Александра Борисовна

7. Litvina Mariya /Литвина Мария

Faculty of Philosophy/ Философский факультет

The influence of Yves Saint Laurent on fashion, culture and identity in France/ Влияние Ив Сен-Лорана на моду, культуру и идентичность во Франции

This presentation explores the profound impact of Yves Saint Laurent on French fashion, culture, and identity. It delves into the historical significance of his work, examining how his innovative designs shaped and reflected French cultural values. The presentation also discusses the broader societal influence of his creations, particularly in redefining gender roles and personal expression. Additionally, it highlights Saint Laurent's role in promoting French fashion globally, making it a cornerstone of international style. Through an interdisciplinary approach, connections are drawn between his contributions and various fields within the humanities, including sociology, art history, and cultural studies.

Консультант по английскому языку: Егорова Елена Геннадьевна

Секция 9

17 марта 2025, понедельник

Шуваловский корпус, ауд. А-307

10:45-12:15

Ведущий: Кащеева Олеся

1. Koryakina Anfisa/ Корякина Анфиса

Faculty of Philosophy/ Философский факультет

The color pink in the pop culture of English-speaking countries /Роль розового цвета в поп-культуре англоговорящих стран

The Colour Pink in English-Speaking Pop Culture explores the multifaceted meanings and uses of the colour pink in various aspects of pop culture, including film, music, fashion and social media. Originally associated with tenderness and romance, pink has come to symbolise diversity, individuality and even rebellion. The study looks at key examples from films and music videos where pink plays a central role, as well as its impact on public perceptions of gender stereotypes and social norms.

Консультант по английскому языку: Мурза Александра Борисовна

2. Pantueva Ekaterina/ Пантуева Екатерина

Faculty of Philosophy/ Философский факультет

The perception of Great Britain in the works of A. Khomyakov/ Восприятие Англии в работах А. Хомякова

In 1847, a father-founder of Russian slavophiles visited England. In his «Letter about England» written after the travel, as well as in other his works, the author distinguishes this country among other European states. While studying economic, social and cultural features of life in England Khomyakov makes interesting and original conclusions leading to a deeper understanding of slavophile social ideals and key factors of the successful development of society. The study also tries to assess the extent to which Western philosophy affected Khomyakov's religious ideas.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Petrenko Daria/ Петренко Дарья

Faculty of Philosophy/ Философский факультет

Cultural and historical significance of Heydar Aliyev Center as a blend of traditional and new trends in architecture/ Культурное и историческое значение Центра Гейдара Алиева как соединение традиционных и новых методов в архитектуре

Zaha Hadid is an architect and designer of Arab origin, one of the most outstanding representatives of deconstructivism. Zaha Hadid is also known as the first and only woman to be awarded the Pritzker Prize. Today, her authorship extends to many objects around the world, including the "dancing towers" in Dubai, the railway station in Naples, and the "recumbent" skyscraper in Montpellier. Hadid's original, bold works have always been interesting to the public. The research is devoted to the Heydar Aliyev Centre, one of the most discussed buildings of the 21st century. The study discusses the shape of the building, the combination of innovation and local culture features stressing the cultural significance of the centre?

Консультант по английскому языку: Егорова Елена Геннадьевна

4. Safarova Maria/ Сафарова Мария

Faculty of Philosophy/ Философский факультет

The phenomenon of the Dance Macabre in the late Middle Ages in Europe: a historical analysis/ Феномен пляски смерти в позднем средневековье в Европе: исторический анализ

The late Middle Ages is characterized by a morbid fixation on the theme of death, fuelled by wars, famine, and devastating epidemics, especially the plague. This period marked not just an awareness of mortality, but a persistent focus on its inevitability and horror. The "Dance of Death" (Danse Macabre) is the quintessence of this phenomenon. It is an allegorical depiction where Death, personified as a skeleton or a decaying corpse, leads representatives of all social strata into a dance, demonstrating universal equality in the face of demise. The "Dance of Death" served as a moral instruction, reminding of the transience of earthly existence and the necessity of preparing for the afterlife. The theatrical, grotesque images reflected societal pessimism and served as both a warning and a spectacle, fuelling fear and, paradoxically, making death a part of everyday culture. The phenomenon of the "Dance of Death" became a powerful visual and literary expression of late medieval obsession with death, resonating with a deep cultural and spiritual crisis of the era.

Консультант по английскому языку: Егорова Елена Геннадьевна

5. Fedorov Makar/ Федоров Макар

Faculty of Philosophy / Философский факультет

Japanese economy: possible future trends and the impact of America: an analytical study/ Развитие японской экономики и влияние Америки: изучение будущих тенденций

The main purpose of this research is to examine the current state and distinctive traits of the Japanese economy in order to predict potential future trends taking into consideration enduring American impact. The study analyses various aspects, including the labor market, national economic policies, trade relations, and the impact of current global transformations. Furthermore, it focuses on specific measures taken by the Japanese government to address future challenges and mitigate negative economic impacts. Ultimately, the study aims to reveal the future of Japanese-American relations in the context of Japan's economic development.

Консультант по английскому языку: Шмараева Анастасия Александровна

6. Davlyanidze Sonya/ Давлянидзе Софья

Faculty of Philosophy/ Философский факультет

The influence of private art museums on Russian art in 2007-2008: a historical analysis/ Влияние частных художественных музеев на искусство в России в 2007-2008: исторический анализ

This study considers the emergence of two important private art institutions (Winzavod and Garage, 2007-2008), which was a breakthrough in the field of art space in those years, and assesses their impact on the Russian art community 18 years later. This research examines the role of private art museums in transforming Russia's cultural landscape in the period from 2007 to 2008. Special attention is paid to how these institutions have not only created new venues for the demonstration of contemporary art, but also contributed to changing the perception of art by society. The talk analyzes their work strategies, including educational programs, curatorial initiatives, and support for experimental projects that have become catalysts for the development of the art market and increased interest in contemporary art among wider audiences. Furthermore, the study considers the question of how these museums have influenced the formation of new standards in the museum business and how their legacy continues to influence the cultural policy and artistic practices in Russia almost two decades after their launch.

Консультант по английскому языку: Яковлева Ирина Олеговна

7. Davydova Varvara/ Давыдова Варвара

Faculty of Philosophy/ Философский факультет

The church and its impact on the French theatre in the Middle Ages/ Влияние церкви на развитие французского театра в Средние века

Medieval French theatre developed under the considerable influence of the church, which first promoted its emergence in a liturgical context and then limited its development. The study analyses the role of the church in the formation of theatrical genres such as mysteries, miracles and moralities. To consider the topic, a historical and cultural analysis was used and theatrical texts were studied to identify some specifics of the interaction between the church and the theatre. The church promoted the development of the theatre as a means of religious education, but later limited it because of its secular and satirical elements. As a result, the theatre evolved into an independent art. The study shows that despite the control of the church, the theatre found independence, which influenced its further development. Nowadays, French theatre continues to develop and absorb various modern trends.

Консультант по английскому языку: Яковлева Ирина Олеговна

Секция 10

17 марта 2025, понедельник

Шуваловский корпус, ауд. А-307

12:30-14:00

Ведущий: Шнырёва София

1. Solovyeva Maria/ Соловьева Мария

Faculty of Philosophy/ Философский факультет

PR and election campaigns in the UK: case studies of the Labour Party's and Conservative Party's campaigns of 2024/ PR и избирательные кампании в Великобритании: анализ избирательных кампаний Лейбористской и Консервативной партии в 2024 году

This research compares and analyzes PR strategies and tactics used by the Labour and Conservative parties during the election campaign in the UK in 2024. The aim of the study is to identify the key messages, communication channels and the degree of effectiveness of PR activities of both parties. The methodology draws on the content analysis of the media, social media and speeches, as well as electoral statistics data and expert assessments. The study considers the theoretical foundations of political PR, in particular, models of political communication and criteria for assessing the effectiveness of campaigns. The PR strategies of the Labour and Conservatives are examined, including their target audience, channels used, the role of opinion leaders and crisis PR strategies.

The comparative analysis identifies the main differences in the approaches to campaign development, the most effective tactics and key factors that influenced the success or failure of the parties' communication strategies. The conclusion presents findings on the effectiveness of both parties' PR activities and forecasts of future trends in political PR in the UK.

Консультант по английскому языку: Яковлева Ирина Олеговна

2. Striganova Maria/ Стриганова Мария

Faculty of Philosophy/ Философский факультет

The image of the Seychelles in the UK: media and PR campaigns stimulating tourism development/ Имидж Сейшельских островов в Великобритании: влияние СМИ на развитие туризма посредством PR-кампаний

The paper studies the influence of the English language as a PR and marketing tool for promoting the unique culture and tourism opportunities of the Seychelles. The study analyzes the essential elements that contribute to the appealing image of the Seychelles, highlighting its influence on tourist preferences through social networks and media publications. Furthermore, it posits that English serves as an important link between the cultural identity of the Seychelles and the United Kingdom, facilitating effective communication and engagement with potential visitors. Positive reviews regarding local culture, traditions and cuisine play a significant role in attracting tourists, which stimulates the islands' economy. The study presents successful examples of PR campaigns, analyzing some innovative strategies aimed at preserving and popularizing the cultural heritage of the Seychelles while enhancing its visibility as a travel destination.

Консультант по английскому языку: Яковлева Ирина Олеговна

3. Zolotoreva Polina, Kharalova Maria/ Золоторева Полина, Хапалова Мария

Faculty of Philosophy/ Философский факультет

Product promotion in New Zealand: a case study of a national brand "100% Pure"/ Особенности продвижения продуктов в Новой Зеландии на примере национального бренда «Стопроцентно Чистая Новая Зеландия»

The talk deals with the New Zealand's global "100% Pure" campaign which was launched in 1999 to promote the tourism industry as well as food products, including dairy, meat and wine products. The success of the campaign is due to the use of the marketing technique "storytelling", which allows engaging the audience through stories about real people, such as farmers, and emphasizes the uniqueness of New Zealand's nature. Advertising messages concentrate on the "natural" origin of goods, supported by visual branding depicting picturesque landscapes. The online platform "New Zealand Story" was also created, where manufacturers share stories about their product, emphasizing its quality and uniqueness. In recent years, new marketing campaigns for various industries have been organized under the brand "100% Pure".

Консультант по английскому языку: Перцев Евгений Михайлович

4. Milman Maria, Pyasova Margarita/ Мильман Мария, Ильясова Маргарита

Faculty of Philosophy/ Философский факультет

Influencers in brand promotion in English-speaking countries (USA, UK, Australia)/ Инфлюэнсеры и их роль в продвижении брендов в англоговорящих странах (США, Великобритания, Австралия)

This study explores the role of influencers in brand promotion within English-speaking countries, focusing on their impact on consumer behavior and marketing strategies. Influencers, categorized by their follower count (mega-, macro-, micro-, and nano-influencers), have become essential tools for brands to engage with target audiences. The research analyzes successful campaigns, such as Fenty Beauty's collaboration with Rihanna, Gymshark's partnerships with fitness influencers, and Tourism Australia's use of celebrity endorsements. Key findings highlight the importance of audience trust, targeted reach, and the risks associated with influencer selection. The study concludes that influencers are highly effective in building brand awareness and loyalty, but their success depends on

strategic alignment with brand values and high-quality content. Future research directions include the impact of emerging platforms like TikTok and the long-term effects of influencer marketing. This work contributes to understanding the evolving dynamics of digital marketing in English-speaking markets.

Консультант по английскому языку: Перцев Евгений Михайлович

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

Faculty of Philosophy / Философский факультет

Marketing strategies to promote popular cookies in the USA in 2024-2025/ Маркетинговые стратегии по продвижению популярных видов печенья в 2024-2025 гг. в США

The study analyses the ways and strategies that have been used to promote popular cookies in the USA paying special attention to such key factors as demographics (age, income, location, ethnicity), psychographics (lifestyle, values, interests), consumer behavior (buying habits, brand loyalty), and competitive analysis (identifying major players and their strategies). The study also analyses tools for market analysis which include market research reports, consumer surveys and social media analytics. Special attention is paid to advertising, with platforms like Google Ads, Facebook Ads, and Instagram Ads being highly popular. Other channels of promotion include video advertising (YouTube), connected TV (CTV), and programmatic advertising. Crumbl Cookies' popularity has been fueled by a combination of factors including Rotating Menu and social media especially Tik Tok and Instagram, to promote its products. Visually appealing photos and videos, as well as user engagement through contests and challenges, have significantly increased brand awareness and created an active online community. Crumbl Cookies successfully combine a quality product with smart marketing strategies that target a modern audience, which has led to their explosive growth in popularity.

Консультант по английскому языку: Криштоф Елена Михайловна

6. Chelokidi Agniia/ Челокиди Агния

Faculty of Philosophy/ Философский факультет

George Berkeley's philosophy of perception and its application in the PR industry: case studies of Irish advertising campaigns/ Философия восприятия Джорджа Беркли и её применение в PR: исследование кейсов рекламных кампаний Ирландии

This project analyzes the interdependence between the subjective perception of reality and advertising in accordance with the Irish-English philosopher George Berkeley's ideas. The study considers the notion of subjective perception in the philosophical context, providing both the understanding of “ideas” and “representations” according to D. Berkeley and the definition of advertising as a tool for shaping perceptions. Further, it explains how, within this framework, advertising ‘creates’ reality, and highlights the mutual influence of advertising and society. By presenting several illustrative cases from the Irish advertising industry, the research identifies the ways in which this connection affects modern society and how it can result in the effective positioning of goods and services in the market.

Консультант по английскому языку: Яковлева Ирина Олеговна

Секция 11

17 марта 2025, понедельник

Шуваловский корпус, ауд. А-518

15:00-16:30

Ведущий: Захаров Григорий

1. Lipeiko Ekaterina/ Липейко Екатерина

Faculty of Philosophy/Философский факультет

The role of PR in shaping corporate reputation in the digital age/ Роль связей с общественностью в формировании корпоративной репутации в цифровую эпоху

In the digital age, corporate reputation is shaped by real-time interactions and social media discourse. This paper examines the evolving role of public relations (PR) in managing corporate reputation in a dynamic digital environment. It highlights key PR strategies, including proactive communication, crisis management, influencer engagement, and corporate social responsibility, while addressing challenges such as misinformation and cancel culture. Successful reputation management requires transparency, adaptability, and strategic digital engagement. Companies that prioritize ethical branding and open dialogue build stronger consumer trust and loyalty. As PR continues to evolve, organizations must leverage digital tools effectively to mitigate risks and enhance their market position. This study provides insights into best practices for digital PR and its vital role in corporate strategy.

Консультант по английскому языку: Сергиенко Полина Игоревна

2. Logish Lada/ Логин Лад

Faculty of Philosophy /Философский факультет

The phenomenon of Spangles sweets as an example of a good marketing strategy in the 1950s-1980s/ Феномен кондитерских изделий «Спанглз» как пример правильной маркетинговой стратегии в 1950-1980 гг.

In January 1940, the British government introduced food rationing and every man, woman and child was given a ration book with coupons. These coupons were required to buy groceries. This scheme was designed to ensure fair shares for all at a time of national shortage. Basic foodstuffs such as sugar, meat, fats, bacon and cheese were directly rationed by an allowance of coupons. By 1950 sweets and chocolate were still on ratio, and to purchase a candy one needed two coupons. That is when Spangles sweets were introduced to the market. Spangles required only one coupon instead of the two coupons, which made Spangles more affordable and therefore more popular compared to other sweets. Moreover, the company used eye-catching posters and memorable slogans such as "The sweet way to go gay!" and "Strike me pink!" in their advertisements and the great marketing strategy used by the company made Spangles even more popular. Spangles were in great demand after the Second World war and the people remember this candy with a great nostalgia. This study aims to look at and analyze promotional strategies the company used giving special attention to advertisement posters of Spangles sweets.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Khe Angelina/ Хе Ангелина

Faculty of Philosophy/ Философский факультет

Evaluating real estate marketing: a comparative analysis of promotion methods in Russia, the UAE, and the USA/ Особенности маркетинга недвижимости в разных странах: сравнительный анализ способов продвижения объектов недвижимости в России, ОАЭ, США

Currently, the real estate market in Russia seems to be undergoing a period of crisis. The factors such as the increase in the Central Bank's key interest rate, the cancellation of state supported mortgage lending, and inflation have contributed to the decrease in demand for real estate. This study examines the main forms and methods of promoting real estate in different countries. Besides, the paper presents a comparative analysis of promotional methods employed in the Russian real estate market compared with those in other countries, identifies the particular features of each region, and looks for the new ways of promotion, which may be relevant to the Russian estate market nowadays.

Консультант по английскому языку: Шмараева Анастасия Александровна

4. Arina Chaika/ Арина Чайка

Faculty of Philosophy / Философский факультет

Crisis PR: assessing leading American companies' experience/ Кризисный PR: изучение опыта крупнейших американских компаний

The main aim of the research is to explore the strategies and practices of crisis public relations (PR) employed by leading American companies to manage reputational risks. Drawing on particular case studies, the discussion highlights key principles such as rapid response, transparency, and empathy in crisis communication. The study provides the examples of successful crisis management by PepsiCo and Starbucks, as well as the errors by United Airlines and BP. Furthermore, the role of social media in amplifying or mitigating crises is also examined, alongside ethical considerations in crisis management. Consequently, practical recommendations for developing effective crisis PR plans are proposed, emphasising the importance of preparedness, stakeholder engagement, and adaptability. This topic is particularly relevant for PR professionals seeking to navigate the complexities of modern communication challenges in a globalized and digitally connected world.

Консультант по английскому языку: Шмараева Анастасия Александровна

5. Shpakova Kseniya/ Шпакова Ксения

Faculty of Philosophy/ Философский факультет

Lexical component of advertising texts in English and Russian languages based on the article "Specific nature of the language in the advertising discourse" by E.V. Kulikova/ Лексическая составляющая рекламных текстов в английском и русском языках на основе статьи «Языковая специфика рекламного дискурса» Е.В. Куликовой

The language of advertising deeply influences us and remains a crucial part of our everyday life and routine, having an impact on our decisions, aspirations, and even behavior. The effective use of vocabulary in advertising in texts becomes a recipe for success for both brands and consumers. This makes sense because today loads of international companies strive to implement and enhance penetration on different markets. Skillful use of multilingual advertising texts is becoming vital global marketing strategy aspect. The study is devoted to a comparative analysis of the lexical component of advertising texts in English and Russian. Special attention is paid to identifying key differences and similarities in using linguistic techniques in advertising texts in these languages. The study will be conducted using theoretical analysis with examples. This research tries to deal with the analysis of advertising texts in English and Russian and its lexical features used in different advertisement based on the study of Russian linguist and philologist Kulikova E.V.

Консультант по английскому языку: Перцев Евгений Михайлович

6. Kocharyan Anait/ Кочарян Анаит

Faculty of Philosophy/ Философский факультет

Cultural channels for the global impact of American music: a case study of the jazz industry in the 1920s-1950s/ Культурные каналы глобального влияния американской музыки на примере джазовой индустрии в 1920-1950-х гг.

This presentation explores the profound influence of American musical genres on the development of popular music worldwide. Focusing on the genre of jazz, the study analyses how this genre disseminated globally in the 1920s-1950s, adapting to and shaping local musical landscapes. It examines the interplay between cultural exchange and appropriation, highlighting how American jazz became a vehicle for both cultural homogenization and diversification. The findings of the study provide insights into the dynamic nature of musical exchange.

Консультант по английскому языку: Яковлева Ирина Олеговна

7. Stolbova Polina/ Столбова Полина

Faculty of Philosophy/ Философский факультет

New forms of PR strategies to attract tourists for festivals and events in Great Britain/ Новые формы использования пиар-стратегий для привлечения туристов на фестивали и мероприятия в Англии

England is renowned for its many and varied festivals and events, from large-scale music festivals to small but unique cultural events. This study explores the key role of PR in the success of these events, looking at strategies to increase their appeal to both local and international audiences. We will

review case studies of successful PR campaigns, analyze effective promotional tools (from social media to traditional media), and discuss how to create a memorable festival brand that will attract sponsors and attendees. Participants will learn about best practices in planning PR strategies, selecting target audiences, measuring campaign effectiveness, and adapting to changing trends in the media landscape.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция 12
17 марта 2025, понедельник
Шуваловский корпус, ауд. Г-345
15:00-16:30
Ведущий: Лукьянчук Ульяна

1. Skryabina Varvara/ Скрыбина Варвара

Faculty of Philosophy/ Философский факультет

Public Relations in the music industry/ Исследование роли связей с общественностью в музыкальной индустрии

Public relations play a crucial role in shaping an artist's image and the success of music labels in the highly competitive music industry. Effective PR strategies enable musicians to engage with their target audience, build a dedicated fan base, and maintain a positive public image. Through media relations, PR specialists can secure coverage in influential music magazines, blogs, and social media platforms, thereby amplifying an artist's reach. Additionally, PR campaigns can create excitement around album releases, tours, and special events, boosting ticket sales and streaming numbers. Crisis management is another essential aspect of PR, as it helps artists navigate controversies and maintain their reputation. Furthermore, PR fosters relationships with industry stakeholders, including promoters, record labels, and influencers, facilitating collaboration and growth opportunities. The rise of digital media has transformed PR practices, enabling real-time engagement and direct communication with fans. As the music landscape continues to transform, the importance of innovative and adaptive PR strategies remains paramount for artists seeking long-term success. Ultimately, effective PR not only enhances an artist's visibility but also contributes to the overall brand identity within the music industry.

Консультант по английскому языку: Шмараева Анастасия Александровна

2. Trenogina Ulyana/ Треногина Ульяна

Faculty of Philosophy/ Философский факультет

The phenomenon of Reddit and its influence on the financial market/ Феномен социальной сети Реддит и её влияние на фондовый рынок

The 21st century has seen an acceleration in the business world, with global communication platforms and digital technologies reshaping economic interactions. Social networks, once considered informal communication tools, have now become powerful economic instruments influencing financial markets. This study explores the phenomenon of Reddit and other social networks as emerging forces that impact stock markets, focusing on key cases where collective online actions led to significant financial shifts. The study analyzes the situation, in which retail investors, coordinated through the Reddit forum challenged institutional investors, leading to unprecedented market fluctuations. This paper examines the mechanisms through which social media can influence stock prices, the role of online communities in financial decision-making, and the broader implications for the global economy. The research aims to determine whether mass online participation can exert substantial market influence, analyze the motivations behind retail investors' actions, and assess the response of financial institutions to such disruptions. By reviewing market trends, media coverage, and economic factors, this study provides insights into the growing role of social networks in shaping financial markets and forecasts potential future developments in digital finance.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Samoylenko Alina/ Самойленко Алина

Faculty of Philosophy/ Философский факультет

Promotion of music streaming services: a study of successful marketing strategies used by the international platforms in 2020-2024/ Продвижение музыкальных стриминговых сервисов: анализ успешных маркетинговых стратегий международных платформ в период 2020-2024 гг.

The music industry has undergone considerable changes in recent decades, and streaming services have become an important engine of this progress. Facing intense competition between multiple platforms, marketing campaigns play a key role in attracting new users and retaining current ones. Streaming services aim to strengthen their reputation, expand their audience, and create unique opportunities for users and artists. Focusing on the period from 2020 to 2024, this research explores the effective product marketing strategies conducted by the leading platforms such as Apple Music, Spotify, and others. Through an analysis of data and statistics, the study identifies the key strategies that help the companies maintain customer growth in a dynamic industry.

Консультант по английскому языку: Яковлева Ирина Олеговна

4. Smetanina Viktoria/ Сметанина Виктория

Faculty of Philosophy/ Философский факультет

Phraseological units in English-language advertising discourse/ Исследование фразеологизмов в англоязычном рекламном дискурсе

The conscious use of phraseological units in various parts of the text stems from pragmatic reasons, as these linguistic constructs significantly enhance the effectiveness of communication. Advertising texts are specifically designed to facilitate perception and improve memorization, making them more impactful for the audience. This research focuses on the examination of phraseological units applied in English-language advertising, aiming to explore their origins, classifications, and applications within these texts. By analyzing how these units function within different contexts, the study seeks to uncover their crucial role in shaping consumer perceptions and behaviors, ultimately contributing to a deeper understanding of how language influences marketing strategies and persuasive communication.

Консультант по английскому языку: Шмараева Анастасия Александровна

5. Shuraeva Polina/ Шураева Полина

Faculty of Philosophy/ Философский факультет

Consumer responsibility: the evolution of conscious consumption in America through the last 50 years: a historical overview/ Ответственное потребление в исторической перспективе: эволюция осознанного потребления в Америке за последние 50 лет

The concept of conscious consumption has become one of the important themes in such disciplines as economics and ecology through the last decades, especially in American society. This talk examines the growth in awareness of conscious consumption in the United States, analysing the changes in consumer behavior, values, and attitudes. It looks at how environmental awareness, social responsibility, and the pursuit of sustainable development influence the choice of goods and services in the historical perspective. The main purpose of this research is to analyse the ways conscious consumption alters various spheres of human life, and to consider possible consequences and global changes that this concept is likely to bring about.

Консультант по английскому языку: Яковлева Ирина Олеговна

6. Belolapenko Polina, Konopleva Arina/ Белолопенко Полина, Коноплева Арина

Faculty of Philosophy/ Философский факультет

Cultural transformations and identity: how literature and art reflect social changes in Russia, 1917-1940/ Культурные трансформации и идентичность: как литература и искусство отражают общественные изменения в России (1917-1940)

This study explores the complex relationship between cultural transformations and identity shifts in Russia from 1917 to 1940. It focuses on the impact of significant historical events, such as the October Revolution and the formation of the Soviet system, on literature and art. It examines the way individual cultural personalities expressed their responses to social changes through their works, reflecting broader societal conflicts and the search for identity. By analysing pivotal literary works and artistic trends, the study aims to demonstrate how literature and art served as both a mirror and catalyst for change, shaping public consciousness and national identity during turbulent times.

Консультант по английскому языку: Шмараева Анастасия Александровна

7. Rodina Kseniya/ Родина Ксения

Faculty of Philosophy /Философский факультет

The system of education in Ireland: principles and features of using the English language in education /Система образования в Ирландии: принципы и особенности использования английского языка в обучении

The education system in Ireland is a multifaceted framework that emphasizes inclusivity and equal opportunity for all learners. It encompasses various stages, including early childhood, primary, secondary, and higher education, each crucial for developing English language proficiency. English serves as the primary medium of instruction, while Irish is taught as a core subject, promoting bilingualism and cultural appreciation. Early childhood education focuses on language acquisition and social development through play-based learning. In primary and secondary schools, English literacy is prioritized through interactive lessons and comprehensive literature studies. Higher education reinforces English's significance, preparing students for global competitiveness. Ultimately, the system fosters a rich cultural understanding while equipping students for future challenges in an interconnected world.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция 13

17 марта, понедельник

Шуваловский корпус, ауд. А-307

16.45-18.15

Ведущий: Абдулаева Татьяна

1. Yujia Sun/ Юйцзя Сунь

Lomonosov Moscow State University, Political Science Faculty, Global Order Program (Joint training with MGIMO University), School of Governance and Politics

From tributary system to modern diplomacy: Confucian culture and China's foreign policy strategy in a comparative perspective/ Роль конфуцианской культурной традиции и внешней политики Китая в процессе перехода от системы зависимости к современной дипломатии

This presentation explores the historical and contemporary role of Confucian culture in shaping China's foreign strategy and global image. The ancient tributary system, rooted in Confucian values such as harmony, hierarchy, and moral authority, established a Sinocentric order in East Asia, which emphasizes cultural influence and symbolic dominance. In contrast, modern China's foreign policy, while still influenced by Confucian principles, adopts a more egalitarian approach, emphasizing mutual respect, win-win cooperation, and soft power tools such as cultural exchange, economic partnerships, and multilateral diplomacy. By comparing the tributary system with modern initiatives, this presentation highlights both the continuity and evolution of Confucian influence in China's international behavior. This analysis contributes to broader debates on the role of cultural heritage and soft power in shaping state behavior in international relations, offering insights into China's diplomatic strategies and their implications for global governance in a multipolar world.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Mulyalkina Maria/ Мулялкина Мария

Faculty of Philosophy/ Философский факультет

Linguistic relativism and universal grammar in solving the problem of relationship between language and thinking/ Лингвистический релятивизм и универсальная грамматика в решении проблемы взаимоотношения языка и мышления

The study is devoted to the problem of relationship between language and mind, which is supposed to be one of the fundamental philosophical issues. The solution strategies of the latter can be found in various fields of knowledge: philosophy, psychology, linguistics, cognitive science, neuroscience. Despite the interdisciplinary interest of scientists in this topic, no consensus has been reached about the place of language ability among the cognitive tools of human cognition. The aim of the study is to give an analysis of two approaches to solving this problem. The former is called linguistic relativism. This approach claims, that language shape our thinking. The latter is called universal grammar. This approach does not recognize the influence of language on thinking, but reserves the role of language as a mental tool that should show what general principles underlie human thinking. Despite the opposite conclusions of the concepts, these approaches have coexisted for a long time in linguistics, philosophy, and cognitive science.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Vitkovsky Maksim/ Витковский Максим

National Research Nuclear University МЕРН, Institute of International Relations/ НИЯУ МИФИ, Институт международных отношений

Prospects for scientific and technological co-operation between Russia and Latin America/Перспективы научно-технологического сотрудничества между Россией и Латинской Америкой

Scientific and technological co-operation between Russia and Latin America represents an integral part of international interaction that contributes to resolving global challenges and strengthening bilateral relations. The study examines key areas of co-operation, including space technology, nuclear energy, information technology, and military co-operation and lays an emphasis on successful projects, such as Rosatom's initiatives in Argentina and Bolivia, as well as space research co-operation with Brazil. The advantages of cooperation, including complementary economies, scientific potential and strategic partnership, are analyzed, as well as challenges, such as geographical remoteness, differences in legislation and the influence of international politics. It concludes with recommendations for strengthening cooperation, including the establishment of collaborative research centers, increasing educational exchanges and the development of innovation clusters. The talk emphasizes that the intensification of science and technological partnership between Russia and Latin America paves the way for enhancing sustainable development and addressing global challenges.

Консультант по английскому языку: Шилова Юлия Владиславовна

4. Kuchkina Sofia/ Кучкина София

National Research Nuclear University МЕРН, Institute of International Relations/ НИЯУ МИФИ, Институт международных отношений

Prospects for cooperation between Russia and China in the nuclear industry/ Перспективы сотрудничества между Россией и Китаем в атомной промышленности

This study explores the evolution of scientific and technological collaboration in the field of nuclear production between China and Russia, examining the present state of affairs and scrutinizing the challenges encountered. Through a detailed analysis of existing literature, case studies, and statistical data, the research highlights mutually beneficial political and economic interests between Russia and China, namely a lucrative contract with China to supply Russian radionuclide units, joint construction of new units at the «Tianwan» NPP site, the China Experimental Fast Reactor construction. The study also elaborates on the China-Russia comprehensive strategic partnership of coordination implemented in the recent years. Ultimately, this study emphasizes that the key to enhancing Sino-

Russian scientific and technological collaboration lies in fostering a deep sense of strategic trust and leveraging the unique strengths of two countries.

Консультант по английскому языку: Шилова Юлия Владиславовна

5. Minina Nelli/ Минина Нелли

National Research Nuclear University МЕРНУ, Institute of International Relations/ НИЯУ МИФИ, Институт международных отношений

Mechanisms for preserving national identity in China and their adaptation potential for Russia/ Механизмы сохранения национальной идентичности в Китае и возможность их адаптации для России

This research explores the various mechanisms employed by China to preserve its national identity amidst globalization and rapid modernization. It examines different strategies that reinforce a sense of national pride and unity among Chinese citizens. The analysis highlights the role of historical narratives, language promotion, and cultural heritage conservation in maintaining China's unique identity. Furthermore, the study investigates the potential for adapting these mechanisms within the Russian context, considering Russia's own challenges in preserving national identity in a rapidly changing world. By drawing parallels and identifying key lessons, this study aims to provide insights into how Russia might enhance its national identity preservation efforts while respecting its diverse cultural landscape.

Консультант по английскому языку: Шилова Юлия Владиславовна

6. Pavlova Daria/ Павлова Дарья

National Research Nuclear University МЕРНУ, Institute of International Relations/ НИЯУ МИФИ, Институт международных отношений

Powerful strategy for unifying the country: China/ Мощная стратегия объединения страны: Китай

China has reemerged as a major power, with the world's second-largest economy and a world-class military, however, this has required specialized internal policies to be implemented. The present study aims to explore strategies for China's unification regarded as an indispensable factor for enhancing stability, pursuing the nation's core interests, and exerting global influence. Through a detailed analysis of existing literature, case studies, and best practices, the research highlights key methods of effective consolidation and their contributions to a sustainable society. Additionally, the research also addresses the far-reaching repercussions of this policy in different realms of human endeavour. Ultimately, studies of existing practices in political science, such as unification in China, have both practical and theoretical significance for forecasting geopolitical developments and addressing contemporary governance challenges.

Консультант по английскому языку: Шилова Юлия Владиславовна

7. Klokoval Olesya/ Клокова Олеся

National Research Nuclear University МЕРНУ, Institute of International Relations/ НИЯУ МИФИ, Институт международных отношений

The echoes and reverberations of the Empire: lessons from the Habsburgs' history for modern Spain to learn/ Отголоски империи: уроки, извлеченные из истории Габсбургов современной Испании

It is common knowledge that Spain became a world power during the reign of the Habsburg dynasty in the 16th and 17th centuries. This report explores the factors that contributed to Spain's rise to supremacy, namely strategic marriages, colonial expansion, military strength, and cultural influence as well as the lessons that modern Spain can learn from its glorious past. The research examines the ameliorative effect of the union of Ferdinand and Isabella, the discovery of the Americas, military innovations and cultural patronage that brought immense wealth and solidified Spain's dominance. Further the study concludes that for modern Spain, this period offers valuable lessons and highlights economic diversification as a crucial factor to avoid over-reliance on single sectors, investing in

education and innovation as viable drivers of long-term growth as well as fostering international alliances and maintaining political stability as essential preconditions for navigating contemporary challenges. By learning from its past, Spain can strengthen its position in today's turbulent global landscape.

Консультант по английскому языку: Шилова Юлия Владиславовна

СОЦИОЛОГИЧЕСКИЙ ФАКУЛЬТЕТ

МГУ имени М.В. Ломоносова

Секция 1

11 марта, вторник

12:30 – 16:30

ауд. 320

Ведущие: Баранов Николай, Зырянова Алиса, Алексеева Елизавета

1. Molodova Alisa/ Молодова Алиса

Faculty of Sociology/ Социологический факультет

Forming the image of a video blogger in Russia: sociocultural aspects/ Формирование имиджа видеоблогера в России: социокультурные аспекты

The study analyzes the key characteristics of Russian video bloggers and the changing attitudes towards them in society. The relevance of this research is supported by the social, cultural and political changes taking place in modern Russia. The historical development of the country and its multiculturalism have made the blogosphere diverse. In addition, this study compares Russian and foreign video bloggers and draws analogies between them. The study is supported by the results of an online survey conducted in 2024 by students of Moscow universities who actively use social media.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

2. Pavlova Svetlana/ Павлова Светлана

Faculty of Sociology/ Социологический факультет

Feedback formats in corporate educational programmes: range of effectiveness/ Форматы обратной связи в корпоративных образовательных программах: степени эффективности.

Gathering and implementing feedback represents a multifaceted challenge in contemporary organizational settings. Various methods are being used to obtain it-- oral, written, and digital. David Carless, a professor at the University of Hong Kong, and Carol Evans, a British researcher, emphasize the importance of timely and clear feedback. The oral feedback has demonstrated easier immediate engagement among participants, but it often lacks structure. At the same time, according to a study by Briton David Nicol, written feedback provides more detailed recommendations, but the quality may suffer due to delays in delivery and difficulties in interpretation. Digital feedback tools provide opportunities for scaling and personalization, but raise concerns about depersonalization of interaction and data privacy. Thus, it is possible to trace the relationship with Anthony Giddens' theory of structuring, highlighting the interaction between feedback mechanisms and organizational culture. The study shows that hybrid models combining oral and digital feedback formats ensure the greatest employee satisfaction and presents an important contribution to the discourse on optimizing feedback in the digital age, offering practical recommendations for the development of effective corporate educational programs.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

3. Amelin Vadim/ Амелин Вадим

Faculty of Sociology/ Социологический факультет

Modern digital technologies as a tool for shaping public opinion in politics/ Современные цифровые технологии как инструмент формирования общественного мнения в политике

The study analyses the impact of digital technologies on political processes and public opinion. It examines how social media, blogs, and online platforms have changed the ways in which politicians and voters communicate. Digital technologies allow politicians to directly address the audience,

bypassing traditional media, which makes their influence on public opinion even greater. The research also analyzes how algorithms and targeted advertising affect the perception of information and boost the polarization of opinions. The issue of fake news and disinformation as tools used to manipulate public opinion is also raised.

Консультант по английскому языку: Захарова Дарья Сергеевна

4. Kolyagina Maria/ Колягина Мария

Faculty of Social Science/ Факультет социологии

Methods and tools for shaping the image of an organization/ Методы и инструменты в формировании имиджа организации

The study explores contemporary methods and tools used to shape an organization's image in today's dynamic business environment. It examines the strategic integration of public relations, digital marketing, and corporate social responsibility initiatives to build and maintain a positive image of an organization. The study also analyzes the impact of social media platforms and influencer partnerships in the matter of brand promotion. Through case studies and empirical data the research highlights best practices and offers recommendations for organizations on ways to enhance their public image.

Консультант по английскому языку: Захарова Дарья Сергеевна

5. Zherebtsova Sofya/ Жеребцова Софья

Work-place behaviour in the era of digitalization: sociological analysis/ Трудовое поведение в эпоху цифровизации: социологический анализ

Digitalization has significantly changed labour relations and employee behaviour, which has been reflected in new forms of employment such as remote work and freelancing. Technology provides freedom and autonomy, which can increase motivation, but also leads to stress due to constant availability. Digital tools improve information exchange, but they can reduce personal communication and worsen team dynamics. A new culture is being formed that values flexibility and speed, but also changes productivity standards. Rapid changes require constant updating of skills, including digital literacy and creative abilities. These changes require effective management of work behaviour in the context of digitalization. To do this, it is also necessary to take into account the fact that different generations of workers perceive the changes associated with digital technologies in different ways.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

6. Voronkova Polina/ Воронкова Полина

Faculty of Sociology/ Социологический факультет

The image of a city dweller in visual culture/ Образ горожанина в визуальной культуре

Modern world has been introduced to a new “communicative status of personality” in the “man-city” system. Urbanized social reality multiplies the forms of self-representation. The citizen becomes a real “social actor”. The project of a “digital city” entails the construction of “virtual personalities”. Individuals become comparable to characters from the cinema or theater, who broadcast a “lifestyle” by “presenting oneself to Others” in urban space. They form a communicative image that reflects the “zeitgeist” in visual culture. The image of a city dweller carries a cultural code that “signifies” either the “social alienation”, or deviant behaviors, or the needs of an individual in a “crowd”, etc. The study analyzes forms in which the image of an urban person is represented in visual culture, and comes to the conclusion that the “atypical” image of a city dweller is represented mainly in the author's cinema (since the second half of the 20th century).

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

7. Mironova Daria/ Миронова Дарья

Faculty of Sociology/ Социологический факультет

Digital visual content used as a tool to form the moral and social values of youth: a sociological analysis/ Визуальный цифровой контент как инструмент формирования ценностей молодежи: социологический анализ

The influence of visual digital content on youth values has become a significant social concern. Platforms like TikTok and YouTube, along with visual content formats such as videos, video games, photos, and memes, shape specific perceptions of success, creativity, and social norms, especially among young people whose values are still developing. In addition, algorithms controlling content distribution prioritize engagement, often at the expense of meaningful content, which raises concerns about transparency and accountability. According to a VCIOM survey, 90% of people over the age of 14 are used to watch short videos on social networks and video platforms. This continuous exposure accelerates value formation but also presents risks of reinforcing stereotypes and reducing critical thinking. Consequently, to understand these mechanisms is crucial to developing strategies for fostering positive values among young people.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

8. Nikitina Diana/ Никитина Диана

Faculty of Sociology/ Социологический факультет

Video content acting as a tool to form Russian identity in social networks/ Видеоконтент как инструмент формирования российской идентичности в социальных сетях.

It is well known that social identity, as a set of ideas about oneself and one's place in society, has always been influenced by external factors, including media and communication technologies. The relevance of the present research is largely explained by the rapid development of the Internet and social networks. As a result, identity formation has changed significantly, opening up new ways of self-expression and identification in the digital space. In the context of the development of digital technologies, social networks have become an integral part of everyday life, exerting a significant influence on social processes and interpersonal interactions. One of the most dynamically developing and popular types of content in the online environment is video content, which is becoming increasingly popular. Video formats are easily accessible, visually attractive and have interactive capabilities. To conclude, video content has become a powerful tool for shaping various aspects of social reality, including user identity.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

9. Lapshina Kseniia/ Лапшина Ксения

Faculty of Sociology/ Социологический факультет

Family adaptation to the birth of a child/ Адаптация к рождению ребенка в семье

Demographic issue is among the most important ones in modern Russia. The decline in the birth rate affects many spheres of society life. This study attempts to understand why families do not want to have more children. The possible reason is the difficulty of the adaptation process: the birth of the first child turns the family into a triad. That means parents get new social roles that they may not be ready for. The study also examines the various challenges faced by parents. Thus, understanding the main difficulties can be useful in developing a family policy aimed at increasing the birth rate in the country.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

10. Kurzanov Nikita/ Курзанов Никита

Faculty of Sociology/ Социологический факультет

Institutional features of the social state in modern Russia/ Институциональные особенности социального государства в современной России

The implementation of social principles in the modern Russian state is rooted in political principles, based on the necessity to achieve sustainable development and self-preservation. The research has an ambition task to trace the origins of a social state and principles of its existence, and analyze the

significant advantages and disadvantages of certain institutional properties that define the type of activity in modern social states. Looking for the right path out of the current systemic crisis, while considering the imperatives of modern development, is a priority for our country. Among the strategies for addressing this challenge, the following are highlighted: a) developing a consistent and science-based policy for the activities of the Russian state; b) improving the existing and creating new mechanisms of social support. All these measures can significantly improve the current Russian society

Консультант по английскому языку: Поцыбина Елена Павловна

11. Litvinenko Alyona/ Литвиненко Алёна

Faculty of Sociology/ Социологический факультет

Securing personnel for modern industrial enterprises/ Обеспечение современных промышленных предприятий персоналом

The analysis of the current state of the Russian labour market shows that one of the most in-demand sectors is industry. Representatives from this sector emphasize that the major problem here is the shortage of employees, which is corroborated by data from the largest internet recruitment companies. The internet recruitment companies report an increase in the number of vacancies over recent years. Besides, the industrial sector faces the challenge of personnel aging, as confirmed by data from statistical data centers. For instance, Rosstat reported that as of 2022, the average age of skilled workers in industry, construction, and transportation was 42.3 years. These issues may soon impact labour productivity in the industrial sector and its ability to adapt to new conditions, which, in turn, may affect the entire economy.

Консультант по английскому языку: Поцыбина Елена Павловна

12. Safronova Varvara/ Сафронова Варвара

Faculty of Sociology/ Социологический факультет

Modern visual symbols of Moscow and Muscovites / Современные визуальные символы Москвы и москвичей

Modern visual symbols of Moscow reflect the fusion of historical heritage and the city's new contemporary images. Traditional landmarks – such as the Kremlin, Red Square, St. Basil's Cathedral, and the Moscow Metro – remain in the spotlight, but now they are joined by new architectural and infrastructural projects, including Moscow City, Zaryadye Park, the renovated Gorky Park, and many others. Street art complements the official “portrait” of the capital by offering an alternative view of urban culture. Social networks actively disseminate Moscow's visual imagery, shaping its global image and engaging thousands of residents and visitors in the process. This creates a multi-layered identity for the metropolis, where old and new symbols coexist side by side, reflecting the city's continuous forward momentum.

Консультант по английскому языку: Поцыбина Елена Павловна

13. Sdobnikova Polina/ Сдобникова Полина

Faculty of Sociology/ Социологический факультет

Theoretical aspects of research on the concept of social distance when analyzing the Deaf community/ Теоретические аспекты исследования концепции социальной дистанции при анализе сообщества глухих

The research deals with the concept of social distance in society, its origin and further transformation, analysing the case of the Deaf community. Today, Bogardus Social Distance Scale can be applied to the analysis of different groups of people, and it seems to bring good results in case of addressing the Deaf community, as this concept allows researchers to consider this community on the basis of the whole set of characteristics, from spatial to linguistic ones.

Консультант по английскому языку: Казимова Галина Александровна

14. Lyukshina Anastasiya/ Люкшина Анастасия

Faculty of Sociology/ Социологический факультет

Youth social entrepreneurship in Russia as a method of involving young people in resolving social problems/ Молодежное социальное предпринимательство в России как метод вовлечения молодых людей в решение социальных проблем

Nowadays social entrepreneurship has got a legal status in the Russian Federation since it is aimed at achieving socially important goals contributing to the solution of social problems. Social enterprises provide employment to different categories of citizens, such as disabled persons, single parents, members of families with small children, pensioners, low-income persons, etc. Their activities cover different areas ranging from the provision of social, medical and pedagogical services up to the preservation and protection of culture and languages of the peoples of Russia. According to the 2022 WCIOM survey, the overwhelming majority of the young people in Russia are committed to creative self-realization and participation in public life. Participation in social entrepreneurship provides young people with an opportunity to realize their dreams and to become socially responsible citizens.

Консультант по английскому языку: Казимова Галина Александровна

15. Belozeroва Irina, Kozlovtsseva Ekaterina/ Белозерова Ирина, Козловцева Екатерина

Faculty of Sociology/ Социологический факультет

M.V. Lomonosov as the founder of demography in Russia/ М.В. Ломоносов как основоположник отечественной демографии

M.V. Lomonosov's concern about demographic issues requires special attention as he is mostly known for his achievements in other scientific areas. His interest in demography was reflected in such works as "A Brief Russian Chronicle Including Genealogy" (1760), a letter to count I.I. Shuvalov "On the Preservation and Growth of the Russian Population" (1761), "Ancient Russian History from the Beginning of the Russian People to the Death of Grand Prince Yaroslav I" (1754-1758, printed in 1766) and others. M.V. Lomonosov was considering the socio-demographic situation in Russia in close connection with health care and moral problems and believed that state should take care of them as population size correlates, to a significant extent, with state power. Though bearing some imprint of his time, Lomonosov's ideas are still relevant and provide a foundation for the development of demographic thought in Russia.

Консультант по английскому языку: Казимова Галина Александровна

16. Baranov Nikolai/ Баранов Николай

Faculty of Sociology/ Социологический факультет

Methodological aspects of studying the social strata of the 21st century (using the example of freelancers)/ Методологические аспекты изучения социальных страт XXI столетия (на примере фрилансеров)

The research examines methodological aspects of the study of social strata of the 21st century, which were used in the framework of a sociological study of the freelance community. Today, In modern society, there is a process of formation of new social strata. And the research of PhD student focuses on methods that helps scientists critically analyze new social associations. The author comes to the conclusion that social strata can be studied from the point of view of three planes: public opinion and assessment, objective criteria of employment and subjective perception of one's position in the labor market.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

17. Klevenky Mikhail/ Клевенский Михаил

Faculty of Sociology/ Социологический факультет

The use of AI technologies in working with and visualizing big data/ Применение технологий искусственного интеллекта в работе с большими данными и для их визуализации.

The use of artificial intelligence (AI) technologies for data visualization has changed our approach to interpreting and presenting a large amount of data. Using advanced algorithms and machine learning technologies, AI enhances the ability to extract meaningful information from complex data. Below are some key artificial intelligence technologies and their specific applications in data visualization.:

1. Machine learning algorithms
2. Natural Language Processing (NLP)
3. Neural networks
4. Predictive analytics
5. Interactive visualization tools
6. Data preprocessing and cleaning

The integration of AI technologies into data visualization not only improves the clarity and efficiency of large data sets, but also provides deeper insights. Using machine learning, natural language processing, neural networks, and interactive tools, researchers and analysts can visualize complex data in an intuitive and informative way, ultimately leading to more effective decision-making and strategic planning.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

18. Abilov Rauf, Arsenteva Mariia/ Абилов Рауф, Арсентьева Мария

Faculty of Sociology/ Социологический факультет

Indian national festivals as socially significant activities/ Индийские национальные праздники как социально значимая деятельность

Indian national holidays play a crucial role in fostering social unity, cultural identity and national awareness. These holidays, such as Republic Day, Independence Day, and Gandhi Jayanti, serve as moments of national reflection, celebrating the country's achievements, honoring historical figures, and reinforcing democratic values. Public ceremonies, parades, and cultural performances create a sense of collective participation, strengthening the social fabric.

Along with state-organized events, communities are actively engaged in charitable activities, educational initiatives, and social movements assigned to these occasions, highlighting the holidays' significance beyond mere commemoration. Festivals like Diwali, Holi, and Eid, while being religious in origin, also carry national importance by promoting interfaith harmony and social cohesion.

This study explores how Indian national holidays function as a tool for social integration and civic responsibility. By examining their historical roots and modern impact, the research highlights the importance of public celebrations for shaping collective identity and fostering national solidarity in a diverse multi-ethnic society.

Консультант по английскому языку: Павлова Елена Касимовна

19. Korolev Alexander/ Королев Александр

Faculty of Sociology/ Социологический факультет

Nowruz in Iran: a historical and cultural analysis of the holiday and its modern transformation/ Навруз в Иране: историко-культурный анализ праздника и его современная трансформация

This research examines the historical and cultural significance of Nowruz, the Persian New Year, as celebrated in Iran. It provides an analysis of the holiday origins, its symbolic meanings and the traditional practices associated with it. The research also focuses on the evolution of Nowruz in the context of modern Iranian society, highlighting the transformations it has undergone under the influence of globalization, urbanization, and social change. The study employs a historical-cultural approach, combining the examination of historical sources with sociological analysis of contemporary Iranian society. Special attention is paid to the role of Nowruz in fostering social cohesion and national identity, as well as its adaptation to contemporary lifestyles and consumer culture. The paper emphasizes the dual nature of Nowruz as both a deeply rooted tradition and a dynamic and evolving social phenomenon.

Консультант по английскому языку: Павлова Елена Касимовна