

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



АНГЛИЙСКИЙ ЯЗЫК ДЛЯ ГУМАНИТАРНЫХ ФАКУЛЬТЕТОВ

Выпуск 8

**Материалы XIII Межфакультетской научно-практической
студенческой конференции на английском языке
«Гуманитарные проблемы современного общества»,
посвященной Году педагога и наставника
(13 - 18 ноября 2023 года)**

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

Москва 2023

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

Английский язык для гуманитарных факультетов: Сборник материалов XIII Межфакультетской научно-практической студенческой конференции на английском языке «Гуманитарные проблемы современного общества», посвященной Году педагога и наставника. Вып.8/ Под ред. к.ф.н., доц. Кочетовой М.Г., к.ф.н. П.И. Сергиенко, к.ф.н., доц. Е.М. Перцева, Ж.В. Рассошенко, А.А. Шмараевой - М.: ЦОП ФИЯР МГУ имени М.В. Ломоносова, 2023. – 69 с.

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Настоящее издание представляет собой сборник аннотаций докладов, представленных студентами, магистрантами и аспирантами Московского государственного университета имени М. В. Ломоносова на английском языке в рамках XIII Межфакультетской научно-практической студенческой конференции на английском языке «Гуманитарные проблемы современного общества, посвященной Году педагога и наставника (13-18 ноября 2023). Конференция прошла в смешанном формате на факультете иностранных языков и регионоведения, философском факультете, факультете политологии и социологическом факультете МГУ имени М.В. Ломоносова. Организатор конференции: кафедра английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова.

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ПРЕДИСЛОВИЕ

С 13 по 18 ноября 2023 года в Московском государственном университете имени М. В. Ломоносова успешно прошла XIII Межфакультетская научно-практическая студенческая конференция на английском языке «Гуманитарные проблемы современного общества», посвященная Году педагога и наставника в России. Всего в конференции приняли участие более пятисот человек - студентов, магистрантов, аспирантов и сотрудников гуманитарных факультетов.

Конференция была организована и проведена кафедрой английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения (ФИЯР).

Данный сборник содержит тезисы докладов, охватывающих широкий спектр актуальных на сегодняшний день тем. Все поданные на конференцию заявки сопровождались отзывом научных руководителей или специалистов в соответствующей области. Было сделано около двухсот научных докладов, которые охватывали широкий круг проблем, касающихся научно-исследовательской деятельности студентов и аспирантов.

Конференция прошла в смешанном формате: часть секций прошли очно, часть – дистанционно на онлайн-платформах. Это позволило принять в ней участие всем желающим – студентам и сотрудникам как МГУ, так и других российских и зарубежных ВУЗов.

Межфакультетские научно-практические студенческие конференции на английском языке стали традиционной междисциплинарной площадкой для молодежных научных дискуссий на английском языке – языке международного общения и сотрудничества. Их целью является развитие у обучающихся умений и навыков, необходимых для публичного выступления на английском языке с результатами своего научного исследования, а также укрепление межфакультетских связей в МГУ имени М. В. Ломоносова.

Председатель Оргкомитета конференции
заведующая кафедрой английского языка для гуманитарных факультетов
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к.ф.н., доцент М.Г. Кочетова

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ПЛЕНАРНОЕ ЗАСЕДАНИЕ

15 ноября 2023, среда

11.00-14.00

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

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

1. Wang Hongrui/ Ван Хунжуй

Shenzhen MSU-BIT University, Faculty of Philology/ Университет МГУ-ППИ в Шэньчжэне, филологический факультет

The doctor's image in Mikhail Bulgakov's short story cycle *A Country Doctor's Notebook* as a form of authorial presence/ Образ врача в цикле рассказов «Записки юного врача» Михаила Булгакова как форма авторского присутствия

The purpose of this study is to analyze the image of the young doctor in the short story cycle *A country doctor's notebook* by Mikhail Bulgakov. The image of the young doctor is multifaceted and develops dynamically. The hospital in the countryside plays a vital role in his growth: here he not only becomes more professional, but also gains psychological growth. All the aesthetic elements and attitude towards the profession of a doctor that appear in the text are manifestations of the authorial presence, which can be connected to Bulgakov's biography.

Консультант по английскому языку: Флеонова Ольга Леонидовна

2. Ignatenko Kirill/ Игнатенко Кирилл

Faculty of Political Science/ Факультет политологии

A comprehensive analysis of historical memories: a case study of Belarus and the Grand Duchy of Lithuania (1236-1795)/ Исследование исторической памяти на примере Беларуси и Великого княжества Литовского (1236-1795)

This research investigates the politics of memory in Belarus, with a particular focus on its historical ties with the Grand Duchy of Lithuania. It delves into how this historical legacy has been instrumental and contested in contemporary Belarusian politics. The research explores various actors involved in the politics of memory, including governmental institutions, civil society organizations, and individual citizens. The theoretical foundations are built upon the evaluation of studies by A. Miller, G. Krasko, D. Anikin, etc. Using Belarusian student books, government officials' statements and official documents of different Belarusian political actors, it analyzes their narratives, discourses, and strategies in preserving or reshaping collective memory related to the Grand Duchy of Lithuania. The study also investigates how these memory dynamics interact with broader political and societal developments, such as nationalism, democratization, and geopolitics. Furthermore, the present study critically assesses the impact of the politics of memory on Belarusian society, focusing on its implications for national identity, cultural heritage, and intergroup relations. It examines the contested nature of memory narratives and the tensions that arise from different interpretations of historical events. In conclusion, this research sheds light on the intricate dynamics of the politics of memory in Belarus, examining the historical ties with the Grand Duchy of Lithuania and their significance in contemporary Belarusian society. It offers valuable insights into the complex interplay between memory, identity, and politics in the region.

Консультант по английскому языку: Шмараева Анастасия Александровна

3. Guzenko Eva/ Гузенко Ева

Faculty of International Journalism MGIMO University MFA Russia/ Факультет международной журналистики МГИМО МИД России

Broadcasting cultural values in modern social advertising/ Трансляция культурных ценностей в современной социальной рекламе

The purpose of the research is to reveal the process of broadcasting cultural values in modern social advertising. In the course of the conducted research, the main functions of the advertising slogan were identified. It is noted that a popular linguistic manipulation technique is the use of symbols in the context of social advertising. The structure of the symbol was analyzed using numerous examples. A detailed description of the polycode text was given as one of the most common tools for broadcasting national characteristics and cultural values in social advertising. Using examples from Russian social advertising, various elements of cultural information contained in polycode texts were analyzed. Possible effects of the influence of social advertising on behavior patterns, attitudes, value orientations and physical condition of the individual were also considered.

Консультант по английскому языку: Рассошенко Жанетта Викторовна

4. Prishkolnik Semen/ Пришкольник Семен

Faculty of Political Science/ Факультет политологии

The art of brinkmanship from a historical perspective: a case study of the USA/ Политика балансирования на грани войны на примере США: исторический анализ

The modern system of international relations periodically sees arising crises, where the parties involved, despite a very real threat of armed confrontation, take deliberate steps towards open conflict, engaging in a risky strategy usually labeled as “brinkmanship”. This research, based on theoretical contributions of scholars such as Henry Kissinger, Jeffrey M. Elliot and Ned Lebow, proposes that the historical and modern usage of this practice is enabled by the global geopolitical environment, and lays out a chronological timeline of its development in history and modernity, from its proper emergence during the peak of the Cold War and up to the present “age of madmen”.

Консультант по английскому языку: Алхастова Залина Рамзановна

5. Shchipkov Kirill/ Щипков Кирилл

Faculty of Political Science/ Факультет политологии

Analyzing contemporary approaches to macropolitical identity in Russia/ Анализ современных подходов к макрополитической идентичности в России

The research is devoted to the problem of modern Russian macropolitical identity. Despite the fact that more than 30 years have passed since the collapse of the Soviet Union, the issue of forming all-Russian identity is still on a scientific and political agenda. The research examines the correlation between three key narratives that compose the modern macropolitical identity in Russia: the ideas of nation, civilization and patriotism. Methodological foundations of the research include interactionist, cognitive and constructionist approaches to the concept of identity. Furthermore, official documents and the results of sociological research were examined using the method of discourse analysis. It has been revealed that all-Russian collective identity has a hybrid civilizational-national nature, which is due to the history and the features of forming macropolitical identity in the Russian Empire and the Soviet Union along with the crisis context of its origin and development under the conditions of actualizing regional and local levels of political and territorial identification.

Консультант по английскому языку: Шмараева Анастасия Александровна

6. Khavronenko Maksim/ Хавроненко Максим

Faculty of Political Science/ Факультет политологии

Applying AI and Big Data technologies to election campaigns: a case study of the 2015 Nigerian elections and the 2016 US presidential elections/ Применение технологий ИИ

и Big Data на примере выборов в Нигерии (2015) и президентских выборов в США (2016)

The research provides crucial insights into a Cambridge Analytica's data-driven approach to political campaigns which involves data collection, analysis, and the use of Big Data and artificial intelligence. The organization has collected personal data from over 87 million users through the "This is your digital life" app, and gathered a "digital footprint" from users on social media platforms. Cambridge Analytica used the "OCEAN" methodology to categorize users based on psychological profiles and analyzed their political preferences. By using personal and demographic data this approach allows users to influence individuals' opinions and behavior patterns. The organization's involvement in various global political campaigns, including the 2016 US presidential elections and the 2015 Nigerian elections, suggests potential effectiveness of its methods. However, criticism arises from concerns that the data used may not significantly differ from publicly available voter databases, and the user's positions can change over time. The study provides the author's view on potential effectiveness of this data-driven approach.

Консультант по английскому языку: Перцев Евгений Михайлович

ФАКУЛЬТЕТ ПОЛИТОЛОГИИ МГУ имени М.В. Ломоносова

Секция 1

13 ноября 2023, понедельник,
12.15-13.45

Шуваловский корпус, ауд. Е-359

Ведущие: Коновалова Анастасия, Бондаренко Никита

1. Prisekin Aleksandr/ Присекин Александр

Faculty of Political Science/ Факультет политологии

The interaction between government and business as a driver of Russia's innovative development/ Взаимодействие государства и бизнеса как драйвер инновационного развития России

The development of an innovation sphere should meet not only modern socio-economic challenges but also the actors' requirements of innovation activities that influence economic growth and domestic interests. The purpose of the study is to understand how the interaction of business structures and authorities affects the innovative development of Russia. In this regard, there is a request to create a dialogue between representatives of the public and private sectors. Together they can overcome many difficulties and problems that we face on a daily basis. Business is able to solve many problems faster due to a better understanding of the situation in the region, the ability to amass funds and accumulated experience. Government institutions, in turn, have an access to the main resource – power. Therefore, their cooperation is important for developing the innovation sphere. The results of the study have demonstrated the main mechanisms of interaction among actors.

Консультант по английскому языку: Сергиенко Полина Игоревна

2. Slizskaya Valeria, Grishin Vladislav/ Слизская Валерия, Гришин Владислав

Faculty of Political Science/ Факультет политологии

Artificial Intelligence and the transhumanism movement/ Искусственный интеллект и движение трансгуманизма

The authors of the research raise the issue of transhumanism in the modern world. The emphasis is placed on the fact that until recently all disputes were theoretical in nature, but with the development of nanotechnology the issues have moved into the field of practical life. With transhumanists appearing all over the world, the movement gained both many supporters and opponents. The authors consider transhumanism as the future improvement of man through the achievements of scientific and technological development. The research deals with the main points of the issue, identifying the disadvantages and threats associated with artificial intelligence and the concept of transhumanism. Technological progress in the designated areas is necessary, but some a framework beyond which humanity should not move is also needed.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Bibik Sofia, Stepan Beckarev/ Бибик София, Бекарев Степан

Faculty of Political Science/ Факультет политологии

Understanding the responsibility to Protect (R2P): theory and practice/ Концепция «ответственность по защите»: теория и практика

The modern world is undergoing a large-scale and dramatic change concerning the reshaping of the existing world order. Violence and crimes against civilians were observed during the last decade of the 20th century and criticized by the international community. The study investigates the 2005 high-level UN World Summit meeting, a document drafted and

committed to oversee the principles of the Responsibility to Protect, according to which UN members are supposed to prevent the most serious violations of international human rights and humanitarian law. The document thereby establishes the institute of humanitarian intervention. This research is an attempt to fill the gap in critical understanding of R2P concept in its theoretical and practical application. The research has been drawn on previous studies and historical cases in the field of regulatory amendments to identify the current state of the concept in question.

Консультант по английскому языку: Сергиенко Полина Игоревна

4. Kaschenko Andrey/ Кащенко Андрей

Faculty of Political Science/ Факультет политологии

Social policy and economic perspectives of British Conservative and Labour parties: a comparative analysis/ Сравнительный анализ социальной политики и экономических воззрений Консервативной и Лейбористской партий Великобритании

This study analyzes the differences in the programmes of social policy put forward by the Conservatives and the Labour Party of Great Britain. It is well known that a successful social policy is the guarantee of electoral support of a party in power during an election campaign. Two major political parties have incompatible main aims due to competitive economic views of the members and leaders of these parties. Moreover, the differences of social-economic plans of the both parties become the reason for disintegration of electorates during parliamentary election campaigns.

Консультант по английскому языку: Криштоф Елена Михайловна

5. Grigoriev Alexandr/ Григорьев Александр

Faculty of Political Science/ Факультет политологии

Modern state of social identity of Kazakhstan population/ Современное состояние социальной идентичности населения Казахстана

The research is concerned with modern trends and reveals the socio-demographic features of social identity of Kazakhstan population. The relevance of this study is due to dynamism and fluidity of certain components of social identity, primarily foreign policy orientations. The Caspian territory is an object of geopolitical interests of many international actors, with not all of them currently pursuing a friendly policy towards the Russian Federation. In this regard, self-perception of the local population is an important point in predicting the further development of social processes near the borders of Russia, as well as a necessary basis for developing Russian foreign policy in this region. The research examines all abovementioned aspects based on recent data and sociological research.

Консультант по английскому языку: Криштоф Елена Михайловна

6. Bondarenko Nikita/ Бондаренко Никита

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Personalistic ideas in philosophical and political concepts of P.I. Novgorodtsev and N.A. Berdyayev/ Персоналистические идеи в философско-политических концепциях П.И. Новгородцева и Н.А. Бердяева

The relevance of the present research is largely explained by contemporary debates in the field of social and political philosophy, as well as the global challenges that democracies are facing today. The study confirms the thesis according to which Nikolai Berdyayev and Pavel Novgorodtsev, relying on Christian personalism, consider ensuring individual rights and freedoms as a decisive basis for political activity. Meanwhile, the research highlights some

differences in the views of the philosophers. Unlike P. Novgorodtsev, N. Berdyaev believes that human morality and ethics become possible only through human interaction with the Personality of God. In addition, according to Berdyaev, the rule of law is only a temporary phenomenon, since true freedom stands above formal freedom, and the main path to the liberation of the individual should be sought in internal spiritual work. For accomplishing the goal of the research, the author uses the methods of conceptual and comparative analyses.

Консультант по английскому языку: Сергиенко Полина Игоревна

7. Konovalova Anastasiia/ Коновалова Анастасия

Faculty of Philosophy/ Философский факультет

The Four Idols of Francis Bacon: the tool for the formation of social myth/ Четыре идола Фрэнсиса Бэкона: инструмент формирования социального мифа

The relevance of the research is determined by the phenomenon of social myth that is formed through a number of tools, including Bacon's idols. The study of the idols of Francis Bacon leads to the hypothesis that they can be considered as a tool for forming a social myth. The author considers theoretical aspects of social mythology. The study of the philosophical concept allows us to expand the worldview and overcome existing cognitive distortions. Bacon's ideas about the prejudices of people remain acute nowadays.

Консультант по английскому языку: Сергиенко Полина Игоревна

Секция 2

13 ноября 2023, понедельник,

13.00-14.30

Шуваловский корпус, ауд. Е-629

Ведущая: Гончарова Ольга

1. Batina Milena/ Батина Милена

Faculty of Political Science/ Факультет политологии

Analyzing international security in the 21st century: a case study of cyber warfare/ Международная безопасность в XXI веке: анализ угроз на примере информационной войны

The 21st century has witnessed the rise of the Information Age, characterized by the unprecedented access to unlimited information for citizens. However, this abundance of information does not inherently guarantee reliability, as individuals often tend to trust unverified sources and unreliable information. Exploiting this vulnerability, publishers of fake news and propaganda have seized the opportunity to disseminate their agendas. Consequently, a new battleground has emerged: cyberspace. It implements digital technology to conduct attacks against individuals, organizations or countries for disruption or sabotage. The main difference between cyber warfare and traditional kinetic conflict is the problem of identifying the perpetrator. This problem poses a pivotal challenge to national sovereignty and security transcending national boundaries and exploiting civilian resources such as the internet, cell-phones, news-publics, etc. To conclude, cyber warfare is a damaging threat in the 21st century. It focuses on digital attacks and breaches. Understanding the characteristics and peculiarities of this threat allows intelligence agencies and the international community to develop appropriate strategies to fight effectively.

Консультант по английскому языку: Шмараева Анастасия Александровна

2. Butnev Ivan/ Бутнев Иван

Faculty of Political Science/ Факультет политологии

A comparative analysis of managing conflicts in different regions of the world: the experience of the UN (a case study of Congo and Syria)/ Сравнительный анализ методов противодействия конфликтам в разных регионах мира: опыт ООН на примере Конго и Сирии

The goal of this comparative analysis is to examine various methods and approaches that the UN uses to resolve conflicts in different regions of the world. Syria and the Democratic Republic of the Congo exemplify the solutions to deep-rooted and complex conflicts, however, the UN approaches to their settlement were significantly different. In Syria, the UN actively used diplomatic negotiations and Security Council resolutions. This approach is based on the principles of peaceful settlement of disputes and non-interference in the internal affairs of States. In the Democratic Republic of the Congo, the UN's approach was different. Here the UN launched a peacekeeping operation and provided humanitarian assistance to the population of the country. This approach is based on the principles of protecting human rights and preventing humanitarian disasters. Comparing these two cases allows us to see various tools and methods that the UN can use for resolving conflicts. This, in turn, opens up new prospects for studying the effectiveness of the UN's actions and the possibilities for improving its work in this direction. This study is necessary for a deeper understanding of the complexities of international relations and mechanisms for managing international conflicts. In addition, it can help to develop new strategies and approaches aimed at preventing and resolving international disputes and conflicts.

Консультант по английскому языку: Шмараева Анастасия Александровна

3. Gori Valeria/ Гори Валерия

Faculty of Political Science/ Факультет политологии

Masdar City: a shifting energy paradigm/ Масдар Сити: смена энергетической парадигмы

The shift towards renewable energy all over the world, including clean energy sources enhancement and the green urban development projects, has been classified as a promising paradigm for the sustainable future. Traditional energy sources derived from crude oil and natural gas have been proven to be effective economic facilitators for energy exporting countries, especially oil-rich countries of the Gulf, but at the same time highly polluting and damaging for the environment. Hence, green energy initiatives have gained unquestionable support in the Middle East, bringing a great variety of sustainable development projects of modern emission-free cities. Masdar City in the United Arab Emirates is believed to be one of the most ambitious clean urban projects in the country, incorporating a number of advanced green energy technologies. The research focuses on examining the city's energy projects and infrastructure effectiveness through qualitative and in-depth analyses of the available data, as well as provides future implications for country's renewable energy route.

Консультант по английскому языку: Шмараева Анастасия Александровна

4. Goncharova Olga/ Гончарова Ольга

Faculty of Political Science/ Факультет политологии

Current environmental policies: a case study of Russia/ Экологическая политика в России: современное положение дел

The research presents an overview of Russia's environmental approach to addressing climate change and mitigating its negative effects. Russia recognizes the pressing demands of tackling climate change as one of the greatest contributors to the world's emissions of greenhouse gases and has undertaken substantial initiatives to foster sustainable development and reduce its ecological footprint. This study examines significant Russian government actions, such as the

signing of international treaties, executing initiatives related to renewable energy, and attempts to improve energy efficiency. Additionally, it evaluates Russia's main obstacles to achieving its climate targets and considers possible future solutions to intensify the country's environmental enforcement efforts. Through these measures, Russia intends to actively participate in the fight against climate change while contributing to a more sustainable and resilient future.

Консультант по английскому языку: Шмараева Анастасия Александровна

5. Eroshenkov Ilya/ Ерошенков Илья

Faculty of Political Science/ Факультет политологии

The impact of climate change on Africa's food crisis/ Изменение климата как одна из причин продовольственного кризиса в Африке

The research into the food crisis in Africa provides an in-depth analysis of the impact of climate change on the agricultural industry and food security in the area. The main focus is on analyzing changes in weather patterns, increasing frequency of climate anomalies and shifts in rainfall that directly affect agricultural efficiency and exacerbate food security in the region. The study also examines the social and economic impacts such as increased poverty, vulnerability and migration rate due to the worsening situation of the food crisis. The importance of developing adaptation strategies, such as sustainable agricultural practices, improved water management and better early warning systems to mitigate climate change and ensure food sustainability in Africa is highlighted.

Консультант по английскому языку: Шмараева Анастасия Александровна

6. Pallon Maria/ Паллон Мария

Faculty of Political Science/ Факультет политологии

Analyzing strategies for combatting online polarization of political views as a means of constraints/ Исследование стратегий борьбы с поляризацией политических взглядов в Интернете как средства сдерживания ее распространения

The Internet and social media have taken a significant part in the life of the contemporary society and have become increasingly influential in shaping public opinion and political behavior. Although the possibility of more engagement into political discourse that social media provides can create a more politically conscious and active population, there is a growing concern that it may also facilitate the spread of opposing ideas and the influence on individuals or groups that could lead to political instability. The study looks at the cases of harmful behaviour and its link to social media. Using content analysis and literature review it also examines and determines how different types of online media contribute to polarization of political views, as well as provides an attempt to reveal what psychological and systemic factors can make groups vulnerable to it. The study focuses on the instruments different governments use to oversee and constrain polarization and the spread of information leading to it.

Консультант по английскому языку: Шмараева Анастасия Александровна

7. Provotorov Petr/ Провоторов Пётр

Faculty of Political Science/ Факультет политологии

Parliamentary elections in Poland in 2023: results and coalition prospects/ Парламентские выборы в Польше в 2023 году: результаты и перспективы формирования коалиции

On 15 October 2023, parliamentary elections to the Sejm and Senate were held in the Republic of Poland with a record turnout of 74.38%. The ruling Law and Justice party won the elections. However, it lost the absolute majority of seats in parliament. The government may now be

formed by a political coalition consisting of the three major opposition forces, provided they can negotiate successfully, hence three main oppositional blocs (Civic Coalition, Third Way and New Left) have very diverse political views. The result of the coalition formation would significantly influence the internal policy and, to a lesser extent, the foreign policy of the Republic of Poland. It may also paralyze the work of the government altogether, in this case re-elections could be called. The study presents several scenarios for coalition formation. However, the elections and active participation of citizens are certain to show the split in Polish society.

Консультант по английскому языку: Шмараева Анастасия Александровна

Секция 3

13 ноября 2023, понедельник,

14.00-15.30

Шуваловский корпус, ауд. Г-232

в смешанном формате

Ведущие: Бекарев Степан, Ананьевская Елизавета

1. Listova Elizaveta/ Листова Елизавета

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

Polyglottism effect in the literary narrative (E. Vodolazkin's novel *Laurus* and its translation into English)/ Эффект полиглоссии в нарративе художественного текста (на примере романа Е. Водолазкина «Лавр» и его перевода на английский язык)

The study examines the polyglottism effect in a literary text, namely in the novel *Laurus* (2014) by Evgeniy Vodolazkin, and translation difficulties which this linguistic device might create. In the paper the mixture of two languages in the narrative is regarded as the “polyglottism effect”. In particular, Vodolazkin's text is based on constant diachronic shifts, and Modern Russian and Old Russian, the same language at different stages of its historical development, create the interplay of different epochs. Lexical ahistoricity is used by the author to convey the main message of the novel, ahistoricity of human existence. The translation strategies employed by Lisa Hayden in her English version of *Laurus* are analyzed. Register shifts and diachronic transitions were accurately preserved in Hayden's translation with the help of the Bible language. Culture-specific elements of Medieval Russia and lexical anachronisms were translated using transliteration or descriptive translation.

Консультант по английскому языку: Флеонова Ольга Леонидовна

2. Androsova Yana/ Андросова Яна

Voronezh State University, Faculty of International Relations/ Воронежский государственный университет, Факультет международных отношений

An analysis of political discourse in the Swedish media after the Turkish factor/ Анализ политического дискурса в медиа Швеции после турецкого фактора

The study presents an analysis of the Swedish Government's approaches to combating Islamophobia and overcoming xenophobia within a society with a migrant and non-migrant past. The primary experience of combating this phenomenon through the adoption of the law on discrimination was analyzed. The essential role of the media in the formation of public attitudes among Swedes is noted. The author emphasizes the turning point that occurred after Sweden applied for NATO membership, the subsequent actions of burning the Quran at embassies and mosques, and the refusal of ratification by Turkey. In conclusion, the possible ways of crisis development were outlined by the scenario method.

3. Vladimirov Dmitry/ Владимирова Дмитрий

Udmurt State University, Institute of Language and Literature/ Удмуртский государственный университет, институт языка и литературы

The topology of discourses: globality and locality/ Топология дискурсов: глобальность и локальность

The modern world is characterized by a huge amount of information. A wide range of information is presented in certain structures. These structures comprise a discourse. As any discourse is limited, we speak of it as a place: a *topos* (Aristotle) or *locus*. As there are many discourses, the problem rises up: how to get one's bearings in the polydiscursive space? Drawing upon R. Barthes, F. Schelling and K. Jaspers, the author comes to the following answer. As one cannot divide the subjective and the objective, we cannot get our bearings in the polydiscursive space without putting our conscious effort in this process. This effort is constant, that is why we can say that one who is truly getting their bearings in the polydiscursive space is a philosopher.

4. Nikolaeva Anastasia/ Николаева Анастасия

Faculty of Political Science/ Факультет политологии

The North-South problem: an analysis of developing countries/ Проблема Север-Юг: анализ стран третьего мира

The research aims to analyze the North-South problem and the situation in Third World countries from an economic perspective. It considers the relations between developed and developing countries. There has been a huge gap among these countries. In order to bridge or at least to narrow this gap, it is necessary for developed countries to render economic assistance to less developed countries ranging from debt cancellation to rising the import of goods. The research is devoted to the analysis of the roots of the North-South problem, its relevance and, most importantly, possible solutions.

Консультант по английскому языку: Криштоф Елена Михайловна

5. Drovkov Michael/ Дроков Михаил

Faculty of Political Science/ Факультет политологии

Regional and globalist tendencies in the contemporary world: a comprehensive analysis/ Анализ процессов регионализации и глобализации в современном мире

The study is devoted to the analysis of the two main trends in the development of the modern world and their impact on the international cooperation of regions. These two global trends are the decisive factors for the regions' choice of action in the international arena. States strive to strike the right balance between the two processes and set up new international alliances and organizations. The study of the international activities of the regions indicates an increase in their role in international relations.

Консультант по английскому языку: Криштоф Елена Михайловна

6. Wang Chenhaozhi/ Ван Чэньхаочжи

Institute of Area Studies, Peking University/ Институт региональных исследований Пекинского университета

Analyzing the process of internationalization in contemporary Russian higher education/ Анализ процесса интернационализации высшего образования в современной России

Recently Russian higher education has been undergoing through different changes including the process of internationalization. Sanctions from Western countries have hindered normal academic flow and cooperation in scientific research projects, and indirectly affected the views of the Ministry of Science and Higher Education, academic elites and the public on the direction

of higher education. The Ministry of Science and Higher Education is working hard to promote its “Export of Education” project, with its higher education cooperation with Central Asian countries and Middle Eastern countries developing rapidly. In the future, affected by the continued sanctions of Western countries, the process of internationalization in Russian higher education may increasingly show the characteristics of “regionalization”, that is, focusing on supporting and strengthening higher education cooperation with countries and regions such as China, Central Asia and the Middle East, so that higher education can serve national development goals and foreign policy needs.

Секция 4

16 ноября 2023, четверг

9.00-10.30

1 Гуманитарный корпус, ауд. 651

Ведущие: Сурганова Ангелина, Вавилов Александр

1. Guk Sofya/ Гук Софья

Faculty of Political Science/ Факультет политологии

The origins of Catholicism in European politics in the 20th century/ Начала католицизма в Европейской политике в XX веке

The history of Catholic political movements has long been a missing point in the history of Europe during the 20th century. These Catholic movements developed various forms of Christian democratic ideology, generally promoting socially and morally conservative ideas such as traditional family values and the culture of life while supporting alternatives such as distributism to both unrestrained capitalism and state socialism. Being both an institution and a living tradition, Catholicism adjusted and transformed in late modernity. The study evaluates the original and persistent influence of Catholicism on the European Union. The research aims to assess the impact of Catholicism on the political realm of European countries throughout the 20th century.

Консультант по английскому языку: Сергиенко Полина Игоревна

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

Faculty of Political Science/ Факультет политологии

Contemporary strategies for enhancing national equality in Russia/ Стратегии для укрепления национального равенства в России

Prejudice and discrimination against ethnic minorities can occur in any country, including Russia. Ethnic diversity is a significant aspect of Russia, with over 180 different ethnic groups living on its territory. These groups occasionally may face cases of discrimination in various aspects of life, such as employment, housing, education, and social interaction. Immigrants, particularly from Central Asia, Caucasus, and Africa may face different challenges. Efforts are being made by the Russian government, civil society organisations and individuals to promote tolerance, inclusivity, and equal rights, but problems still remain. The authors have analysed this issue on the basis of data available and suggested possible solutions.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Savinova Selena/ Савинова Селена

Faculty of Political Science/ Факультет политологии

Preserving language diversity in contemporary Russia: a socio-cultural approach/ Сохранение языкового разнообразия в современной России: социо-культурный подход

It is a well-known fact that the population of modern Russia includes a significant number of local ethnic groups practicing their native languages and residing within Russian borders. Over the last few centuries, however, a considerable decrease in the number of native speakers of local languages has been recorded; some of the languages have disappeared completely. The above-mentioned trend can be ascribed to the process of globalization and native speakers' reluctance to use their first language. This study provides a thorough analysis of data on the number of local languages and their endangered status. The study explains why the degradation of linguistic diversity proves to be detrimental for the general linguistic state of the country and may also have far-reaching consequences. The research outlines the most likely future scenario regarding the aforementioned local languages.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Lalosh Uliana/ Лалош Ульяна

Faculty of Political Science/ Факультет политологии

Women's participation in US politics: mechanisms of gender equality/ Женщины в политике США: механизм гендерного равенства

The 20th century saw a dramatic change in the role of women in all spheres of society. It has firmly taken a significant place in economy, politics, and culture. As the 21st century continues there is a growing recognition that achieving full equality of women and men is still an important issue, as females might sometimes face unequal pay, career difficulties and "hidden" prejudices against themselves. However, US politics includes the representation of both women and men. This study examines the influence of feminist waves on US politics. The research analyzes the impact of the women's movement on the representation of women in politics and their influence on socio-political ideas.

Консультант по английскому языку: Сергиенко Полина Игоревна

5. Surganova Angelina/ Сурганова Ангелина

Faculty of Political Science/ Факультет политологии, студентка

The role of the United Nations in the face of emerging challenges/ Роль Организации Объединенных Наций в условиях появляющихся вызовов

The United Nations (UN) was established in the last century to stabilize the international situation and prevent the outbreak of international conflicts. The study aims to analyse the events and processes in the modern world, which make it difficult to objectively assess the role of this organization in the modern political community. Created as a tool for conflict resolution and as a mediator between conflicting parties, the UN is intended to maintain peace and overcome anarchism in international relations. Individual states or regional organizations do not have the ability to solve global issues on a par with the UN. The organization is endowed with legitimacy and universality, capable of addressing the problems of the global community. However, due to the tense international situation, the objectivity and effectiveness of the UN's activities are being challenged. The conducted analysis questions the necessity of the existence of the UN, its influence, and role in the modern world.

Консультант по английскому языку: Сергиенко Полина Игоревна

Секция 5

16 ноября 2023, четверг

10.45-12.15

1 Гуманитарный корпус, ауд. 651

Ведущие: Мхитарян Сергей, Васенина Елизавета

1. Mkhitaryan Sergey, Vasenina Elizaveta/ Мхитарян Сергей, Васенина Елизавета

Faculty of Political Science/ Факультет политологии

The AI influence on modern politics/ Влияние искусственного интеллекта на политику

Artificial intelligence (AI) has been created only recently and is still being developed. Nevertheless, it has already affected our lives. Many jobs have changed significantly: for instance, copywriting, design, translating, art, and other areas of human activities will never be the same again, at least because AI is more productive and faster than humans. Nowadays, AI is just an assistant, but in the future it can become the worker or even the boss. This trend is more worrying if we think about it in the sphere of politics. What if AI will be able to elect leaders, promote political ideas and pursue both foreign and internal policy? Researchers from all over the world are studying potential risks and benefits of AI involvement in politics. Although scientists can hardly speak of any specific results now, they agree that essential changes in modern politics caused by AI are inevitable.

Консультант по английскому языку: Елена Михайловна Криштоф

2. Sazonnikova Maria/ Сазонникова Мария

Faculty of Political Science/ Факультет политологии

The role of the Second Summit in the formation of a multipolar world/ Роль Второго Саммита в построении многополярного мира

The study aims to analyse the Second Summit as well as the Russia–Africa Economic and Humanitarian Forum, held in St. Petersburg on 27–28 July 2023. The research presents an analysis of the great impact and notable results achieved during this economic and humanitarian event. The innovative industry development and energy sectors attracted representatives from 49 African countries, with 17 African governments being present at the highest level. The guests were introduced to unique gastronomic and cultural programmes, including spectacular concerts featuring original compositions performed by African music groups. The author comes to the conclusion that the events held among countries at the high level foster relations, boost friendship and unleash the potential of Russian-African cooperation, as the forum resulted in signing 161 agreements in the spheres of humanitarian cooperation, education, science and economy, which testifies to a successful contribution to a multipolar world made by the governments.

Консультант по английскому языку: Сергиенко Полина Игоревна

3. Nikiforov Ruslan/ Никифоров Руслан

Faculty of Political Science/ Факультет политологии

The crisis of the migration policy of the European Union: a preliminary analysis/ Кризис миграционной политики Европейского Союза: предварительный анализ

With globalization spreading across the globe, migration policy has affected almost every state. Migration processes are an integral part of the political life of a country, which are also closely connected with the social life of a state. The study investigates the migration policy of the European Union, which has supported the decision to accept a large number of migrants from the Middle East and North Africa into its territories. The interest in this issue grew after the negative consequences of the European countries migration policy became prominent at the international level. It was the moment when the European authorities faced the need to coordinate the efforts of countries in meeting various challenges. The study concentrates on the crisis of the migration policy of the European Union as well as the prospects of further development. The analysis aims to show the peak, the dynamics and the solution to the issue.

Консультант по английскому языку: Сергиенко Полина Игоревна

4. Fyodorova Kseniya/ Фёдорова Ксения

Faculty of Political Science/ Факультет политологии

Digitalization in schools and universities in different countries: an analysis of its correspondence with local economic and political situations/ Цифровизация школьного и университетского образования в разных странах: анализ ее соотношения с местными экономическими и политическими ситуациями

The theme of the research is closely related to this conference dedicated to the Year of Teacher and Mentor. The study aims to identify and analyse the correspondence between the level and amount of using information technologies in the educational process in different countries and economic and political conditions in these countries. The hypothesis is that the level of digitalization and the level of the economic and political development have a great impact on each other: the higher digitalization level is, the better the situation in the country is, and vice versa. The research is based on recent scientific articles and international statistics.

Консультант по английскому языку: Криштоф Елена Михайловна

5. Marzhenakova Anna, Merkulov Daniil/ Марженакова Анна, Меркулов Даниил

Faculty of Political Science/ Факультет политологии

Transnational corporations in Mexico: an analysis of the contribution to the national economy and the role in the international market/ ТНК в Мексике: анализ вклада в национальную экономику и роль на международном рынке

Mexico stands out from other Latin American countries due to its cheap labor, great investment opportunities and proximity to the North American market. It is not surprising that this developing country is becoming the object of close attention from transnational corporations. The purpose of this study is to examine the role of transnational corporations in the Mexican economy, their interaction with the country's government, and their place in the global economy. As a result, it is necessary to conclude whether the activities of these corporations lead to the development of the national economy of Mexico or whether they strive to minimize costs and pump resources out of the country.

Консультант по английскому языку: Сергиенко Полина Игоревна

Секция 6

16 ноября 2023, четверг

13.00-14.30

1 Гуманитарный корпус, ауд. 651

Ведущие: Шустова Мария, Картунов Влад

1. Vobina Daria/ Бобина Дарья

Faculty of Political Science/ Факультет политологии

Current cultural identity issues from the political perspective: a case study of Russia/ Актуальные вопросы культурной идентичности в российском обществе: политический взгляд

The study focuses on an analysis of contemporary issues related to current cultural identity in modern Russia. Taking into account rapid changes in the social and political environment it is necessary to state that the notion of Russian identity has undergone drastic changes and has come to mean a mixture of different cultural, social and civilizational features. The study is based on the examination of literary and scientific works that provide a theoretical background within the frame of which it has become possible to resolve various cultural conflicts and misunderstandings connected with identity and political standpoint. This approach turned out to be viable and effective in solving many economic and social problems and challenges the country has faced recently.

Консультант по английскому языку: Алхастова Залина Рамзановна

2. Fetisova Sofia/ Фетисова Софья

Faculty of Political Science/ Факультет политологии

Rising incomes of the super-rich and the crisis of middle class in Europe: a retrospective analysis/ Рост дохода супербогатых людей и кризис среднего класса в Европе: ретроспективный анализ

This study traces and analyses the recent developments in the sphere of living standards all over the world. There is an incredible increase in the incomes of the super-rich all over the world (+68% over the last 10 years for 0.01% of the population). At the same time, there is an obvious crisis of the middle class. If in the 1960s-70s middle-class people could expect their grandchildren to live as well as their executives now, nowadays this cannot be expected either for grandchildren or great-grandchildren. Such a «catch up» could take approximately 300 years, according to economists and sociologists. All this, strange as it may seem, correlates with socially recognized criteria that proclaim an increase in the general standard of living. The analysis is based on the relevant recent materials published.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Kartunov Vladislav, Shustova Maria/ Картунов Владислав, Шустова Мария

Faculty of Political Science/ Факультет политологии

Politicizing high-level sports achievements/ Проблема политизации спорта высших достижений

This study deals with the popular present-day issue of sports politicization. According to the authors, this topic deserves a special discussion, which can be characterized as an aspect of using political categories in the sports environment. The analysis is based on opposing opinions. The former is expressed in the position of extending the influence of political relations of states in international relations to the sphere of the highest achievements in sports, while the latter is designated by the formula “Sports is outside of politics.” The research refers to structurally sound arguments, which leads to the conclusion that in the current state of society, separating the political aspects of life from the sphere of sports is virtually impossible due to certain factors described by the authors.

Консультант по английскому языку: Криштоф Елена Михайловна

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

Faculty of Political Science/ Факультет политологии

Examining the issue of migration in conditions of mass overcrowding/ Изучение проблемы миграции в условиях массового перенаселения

This study delves into the challenges that refugees and migrants face in environments characterized by mass overcrowding. The discussion commences by exploring the underlying causes and factors driving this phenomenon, emphasizing armed conflicts and social and economic pressures. Subsequently, it analyzes the profound impacts of overcrowding on the lives of displaced individuals, encompassing aspects such as housing, resource accessibility, healthcare, and education. This study elucidates the responses and strategies implemented by both society and governments to address critical issues, including support measures and relevant policies. Drawing on best global practices, the research highlights successful models and case studies in managing mass overcrowding. In conclusion, it offers insights into the future of balanced overcrowding management, advocating for collaborative efforts and proactive policies to mitigate the plight of refugees and migrants worldwide.

Консультант по английскому языку: Сергиенко Полина Игоревна

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

Faculty of Political Science/ Факультет политологии

**«Greening» of political activity and humanitarian issues in modern society/
Экологизация политической деятельности и гуманитарные проблемы в
современном обществе**

With mankind entering a new phase of the “Era of Risk”, environmental problems are becoming more and more urgent in the modern world. Pollution of water resources, climate change, the threat of a nuclear catastrophe, depletion of resources, food shortages, the spread of dangerous diseases and pandemics – all these problems require direct attention from public leaders, government agencies and social organizations. Thus, there is a need for the greening of political activity, which implies the adoption of a “green” agenda and the integration of environmental problems awareness into all spheres of political life.

Консультант по английскому языку: Криштоф Елена Михайловна

6. Markova Vladislava/ Маркова Владислава

Faculty of Political Science/ Факультет политологии

Unveiling the path to happiness: exploring psycho-sociological factors shaping wellbeing in Denmark/ Раскрывая путь к счастью: исследование психо-социологических факторов, формирующих благополучие в Дании

The research examines the concept of happiness and its relationship to material possessions by analyzing Danish society as a case study. Denmark is often referred to as one of the happiest countries in the world, despite not being known for its wealth or unique resources. The aim of this study is to explore the factors that contribute to the happiness levels of the Danish population and to understand how individuals can experience feelings of security and satisfaction without relying on material belongings. Drawing on a range of qualitative and quantitative data, including surveys, interviews, and psychological studies, the research uncovers the underlying elements that shape Denmark’s happiness formula. It explores the social and cultural factors, such as strong social support, trust, and the sense of community that create an environment conducive to overall well-being and contentment. Moreover, it investigates the role of personal values, work-life balance, and access to essential services and opportunities in fostering happiness. The findings of this study shed light on alternative narratives of happiness, challenging the widespread assumption that material possessions are the primary drivers of fulfillment.

Консультант по английскому языку: Сергиенко Полина Игоревна

7. Tatarinova Ekaterina/ Татаринова Екатерина

Faculty of Political Science/ Факультет политологии

Racial disparities in access to housing market: a case study of the USA/ Расовые неравенства в доступе к жилью на примере США

The research examines the systemic discrimination and inequalities that people of color face when trying to access housing. It focuses on the issues such as discrimination in rental and home buying, where potential tenants or buyers are turned away because of their race. The study also discusses the issue of ghettoization and segregation, where certain areas become a monopoly of certain racial groups, limiting access to resources and opportunities for a better life in the USA. The research highlights the need to take action to combat these inequalities and ensure equal opportunities for all in housing.

Консультант по английскому языку: Алхастова Залина Рамзановна

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

Faculty of Political Science/ Факультет политологии

Enhancing family values in contemporary Russia: a socio-political analysis/ Укрепление семейных ценностей в современной России: социально-политический анализ

The research discusses the concept of family values that has been the subject of growing controversy in modern society. Due to westernization and dehumanization traditional values are being challenged with individual interests prevailing over the larger society. Within the topic are considered specific measures to return to traditional family values both at the federal level and at the levels of individual subjects. Parenting deficit leads to dramatic implications for the plight of the most vulnerable strata of the society. The research results are application-oriented, as they contain a conclusion on the effectiveness of various measures, their advantages and disadvantages.

Консультант по английскому языку: Сергиенко Полина Игоревна.

Секция 7

16 ноября 2023, четверг

14.45-16.15

1 Гуманитарный корпус, ауд. 651

Ведущие: Захаров Никита, Маричева Ника

1. Polyakova Daria/ Полякова Дарья

Faculty of Political Science/ Факультет политологии

Misinformation and fake news in the American mass and social media and their impact on political behavior/ Дезинформация и фейковые новости в американских СМИ и социальных сетях и их влияние на политическое поведение американцев

In the age of information technology, the study of misinformation and fake news is becoming particularly relevant. The study examines how the Americans choose, distribute and react to information about politics from the mass and social media and how patterns of consumption and dissemination of disinformation are shaped. It also analyzes how political behavior is interconnected with misinformation and what problems it might cause.

Консультант по английскому языку: Панькина Юлия Анатольевна

2. Kalinina Ekaterina/ Калинина Екатерина

Faculty of Political Science/ Факультет политологии

Refugee migration flows from the Middle East to the EU as the main humanitarian challenge of the European region/ Проблема миграции беженцев с Ближнего Востока в ЕС как главная гуманитарная проблема европейского региона

The wave and magnitude of the displaced people out of the Middle East, particularly from Syria do not merely underpin the depth of the humanitarian crisis, but the ferocity shown by the victims trying to reach the supposed shore of hope and prosperity in Europe. The study analyses the growing propensity of far-rightism concerning the migration situation, which lays bare the challenged concepts of moral value and humane attitude of Europeans. The author underpins the fact that, as European leaders struggle to respond to the growing number of refugees crossing their countries' borders, different opinions persist among EU member states on how to manage the continent's worst humanitarian crisis since World War II. The solution, according to statistics and analytical data, depends on two critical uncertainties: the evolution of political and social instability in North Africa and the Middle East, and the future of the EU itself. The study leads to the results enlightening the aspects of migration mostly centered on the nation-state and national security rather than on people and human security.

Консультант по английскому языку: Сергиенко Полина Игоревна

3. Komissarov Artem/ Комиссаров Артём

Faculty of Political Science/ Факультет политологии

**Interactions of the Abrahamic religions in the context of modern political realities/
Взаимодействие авраамических религий в контексте современных политических реалий**

This research examines the interaction of Abrahamic religions, namely Judaism, Christianity and Islam, in the context of modern political realities. It explores the historical background and key beliefs of each religion, emphasizing their similarities and differences. The study analyzes how the political landscape has shaped the relations between these religions, paying special attention to the conflicts and cooperation that have arisen. In addition, it examines the impact of modern political ideologies and events on interreligious dialogue, tolerance, religious extremism and religious freedom. The results of this research contribute to a deeper understanding of the complexities and challenges Abrahamic religions face in modern global social processes and, in particular, conflicts.

Консультант по английскому языку: Сергиенко Полина Игоревна

4. Legalova Anna/ Легалова Анна

Faculty of Political Science/ Факультет политологии

Strengthening international cooperation in a post-pandemic world/ Укрепление международного сотрудничества в постпандемическом мире

The entry of humanity into the era of the COVID-19 pandemic has radically changed the world order and the dynamics of international relations. The pandemic, with its devastating impact on health, economy and socio-cultural structures, has become a challenge that has highlighted the need for a deeper and more effective international cooperation. The relevance of the study is explained by the current gradual recovery from the crisis, within which the question of how to strengthen international cooperation is becoming more urgent than ever. The author sets the goal to discuss various aspects of global politics, including public health, economics, diplomacy and international relations in the context of the challenges associated with the COVID-19 pandemic and the changing geopolitical landscape. This study examines the reasons why international cooperation is of paramount importance in the post-pandemic era and suggests practical steps to strengthen it.

Консультант по английскому языку: Сергиенко Полина Игоревна

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

Faculty of Political Science/ Факультет политологии

**The impact of technology on mental health in modern society: challenges and trends/
Влияние технологий на психическое здоровье в современном обществе: вызовы и тенденции**

This research aims to investigate the impact of technology on the mental health of people nowadays. It is no secret that technology has propelled humanity forward, helping to overcome past challenges and develop ways to address the new ones. Thanks to the internet, we can quickly find the information we need without going to the library, stay connected with the loved ones around the clock, and make purchases with just one click. It is however worth noting that with the emergence of the internet, there has been an increase in mental illnesses and deviations in society. The diagnosis of “panic attack” as well as milder issues like fatigue, apathy, and weakness have become commonplace. These symptoms are often a result of the immense amount of information that passes through our brains on a daily basis. The authors come to the conclusion that one of the serious consequences of technology is information overload: the internet and social media offer an endless stream of information, which can lead to feeling overwhelmed and overdosed with news. A large amount of negative news, contentious discussions, or information about violence can induce anxiety, stress, and

depression. The study explores how technology influences us and what preventive measures we can take to protect our mental health.

Консультант по английскому языку: Сергиенко Полина Игоревна

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

Faculty of Political Science/ Факультет политологии

Libertarian quasi-state projects in the modern world: a political analysis of trends and threats/ Либертарианские квазигосударственные проекты в современном мире: политический анализ тенденций и угроз

This research examines the phenomenon of libertarian quasi-state projects. The discussion begins with a brief explanation of the term “libertarianism” and the main ideas within this political theory. The concept of libertarian philosophy is introduced, which emphasizes the role of freedom, non-intervention of the state and individual rights. This ideology serves as the basis for many quasi-state projects. The study is focused on examining specific projects, such as Liberland in Croatia, Montelibero in Montenegro, Free State Project in the USA with special attention to their history, goals and current status. Moreover, the authors analyse the methods of the movements used to achieve certain ends, putting a stress on their activities, international recognition, legislation and relations with neighboring states. In conclusion, the authors explain the challenges these projects face, including political and economic aspects, as well as future possible prospects for such initiatives.

Консультант по английскому языку: Сергиенко Полина Игоревна

7. Zamerov Timofey, Polyakova Daria/ Замеров Тимофей, Полякова Дарья

Faculty of Political Science/ Факультет политологии

Gender gap in the images of American politicians: an analysis of public opinion/ Гендерный разрыв образов американских политиков: анализ общественного мнения

Nowadays the topic of gender perception of politicians is extremely relevant. Women are overcoming the discrimination they have faced for a long time and are becoming increasingly influential in politics, but the issue of different attitudes to genders still remains. The aim of the research is to study citizens' views on gender in politics and the factors influencing different gender perceptions.

Консультанты по английскому языку: Панькина Юлия Анатольевна; Алхастова Залина Рамзановна

Секция 8

17 ноября 2023, пятница

10.45-12.15

1 Гуманитарный корпус, ауд. 651

Ведущие: Данилина Дарья, Добрунов Даниил

1. Bazer Angelina/ Базер Ангелина

Faculty of Political Science/ Факультет политологии

Conflict management in organizations: a review of recent academic publications/ Управление конфликтами в организациях: анализ последних научных публикаций

The study considers conflicts as one of the main components in the work of organizations. By analyzing conflicts at different levels (interpersonal, between a person and a group, intergroup), the author pays particular attention to behavioral, social, material, communicative and other causes of conflicts within organizations. Constructive and destructive functions of conflicts are highlighted as well. Since such conflicts are inevitable and can have both positive and negative

effects, the author identifies three key approaches used in organizations and the results of their application. The study examines the types of strategies that can both end conflicts and use them for the development of an organization.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Berezhko Kseniya, Kuznetsov Andrey/ Бережко Ксения, Кузнецов Андрей

Faculty of Political Science/ Факультет политологии

The evolution of gender culture in British politics during the 20th century/ Эволюция гендерной культуры в британской политике на протяжении XX века

In order to understand the current issues of gender inequality, one has to observe their evolution, as our modern world is entirely based on the sequence of past events. This study is devoted to identifying key points in the changing of gender attitudes of two major parties (Labour and Conservative) during the 20th century. The study explains how the Conservative party, which was previously treated as ‘feminist’ lost its position to the ‘manly’ Labourists. Furthermore, it raises the question of the development of women’s quotations policy, feminist discourse in political life, and the number of female representatives in the highest institutions of British politics.

Консультанты по английскому языку: Сергиенко Полина Игоревна и Захарова Дарья Сергеевна

3. Grauzhinas Maria, Spirina Elizaveta/ Граужинас Мария, Спирина Елизавета

Faculty of Political Science/ Факультет политологии

Digitalization in social-labour relations: an analysis of possible problems/ Анализ проблем цифровизации в социально-рабочей сфере

This study addresses a pressing humanitarian issue in the area of the digitalization of working specialties. In the age of modern technology, many professions can be replaced by robots as neural networks are being developed, which may provoke an increase in unemployment in the world. Scientific articles, logos and even poems in the style of the classical era of literature are generated by the neural networks. In the 21st century, numerous people may lose their jobs (e.g. doctors, train drivers, designers, writers and even TV-show hosts). Special attention is paid to long-term professions that will endure and still be in great demand in the nearest future.

Консультант по английскому языку: Захарова Дарья Сергеевна

4. Egorov Alexandr/ Егоров Александр

Faculty of Political Science/ Факультет политологии

The idea of globalization compared to the world multipolarity: challenges and prospects of modern world politics/ Сравнение идей глобализации и многополярности мира: вызовы и перспективы современной мировой политики

Modern world politics is at the junction of two important and contradictory ideas: globalization and the multipolarity of the world. Globalization seeks to unite and make our nations and cultures interdependent by supporting freedom of movement and trade, as well as the flow of information and ideas. On the other hand, the multipolarity of the world offers an alternative concept based on the idea of the balance of power between different states and regions that do not recognize one dominant force. The confrontation between “globalizers” and “multipolarity” often poses a real threat to the world order. This exacerbates global challenges, such as terrorism and the threat of world war. The study presents a comparison and an analysis of the challenges and prospects associated with the confrontation of the ideas of globalization and the multipolarity of the world.

Консультант по английскому языку: Сергиенко Полина Игоревна

5. Nalbandyan Villy/ Налбандян Вилли

Faculty of Political Science/ Факультет политологии

Examining historical and philosophical origins of German irrationalism/ Исследование историко-философских корней немецкого иррационализма

The study aims to portray the origins of irrationalism alongside with defining dominant trends in bourgeois philosophy, as merely a form of reaction to the dialectical development of human thought. In this sense, the reaction confirms both approaches, that of the secondary and the retrograde meaning. The study is aimed at embracing the development process of the forerunners of irrationalism in Germany alone, leaving aside the international arena at large. The author is focused on studying historical, economic and political aspects of the subject in question, constituting the palpable reasons for the rise of German irrational philosophy, which admittedly paved the way for Nazism. The author comes to the conclusion that the philosophical context of irrationalism requires a further thorough analysis.

Консультант по английскому языку: Сергиенко Полина Игоревна

6. Nefedova Alexandra, Chernomaz Irina/ Нефедова Александра, Черномаз Ирина

Faculty of Political Science/ Факультет политологии

Analyzing strategies for enhancing population well-being/ Анализ стратегий по улучшению качества жизни населения

This study aims to analyze strategies for increasing population well-being. The main focus is on the efforts made by Russian citizens to combat poverty and improve their living standards. It involves examining the underlying causes and studying far-reaching consequences associated with poverty. Moreover, the study aims to explore effective approaches that can be utilized to improve the welfare of the population in the country. This includes a thorough examination of social programs and proposals that have been implemented to address poverty-related issues. The study delves into the role of economic development in poverty alleviation and the importance of ensuring a fair distribution of resources. By considering various aspects, the study aims to provide a comprehensive understanding of strategies for enhancing population well-being in Russia and measures for poverty mitigation.

Консультант по Английскому языку: Захарова Дарья Сергеевна

7. Zolotarev Alexey/ Золотарев Алексей

Faculty of Political Science/ Факультет политологии

The history and goals of pirate parties in Europe/ История возникновения и цели пиратских партий в Европе

The study describes and analyses the new phenomenon in the present-day European life – the emergence of the so-called “Pirate parties”. It can be said that the phenomenon originated in European capitalist society at the beginning of the 21st century and still has many supporters. These groups or associations, or parties, and their real goals are still little known to the general public. Besides, their policies rarely become the subject of general attention. This research is devoted to the history of the emergence of these associations, often called “parties”, their main goals, features, highlighting the general orientation and development of pirate parties in European countries.

Консультант по английскому языку: Криштоф Елена Михайловна

Секция 9

17 ноября 2023, пятница

13.00-14.30

1 Гуманитарный корпус, ауд. 651

Ведущие: Базанов Антон, Бабынина Анна

1. Babynina Anna, Churina Alyona/ Бабынина Анна, Чурина Алёна

Faculty of Political Science/ Факультет политологии

Russian governmental policy and economic measures to support the demographic situation/ Государственная политика и экономические меры России по поддержке демографической ситуации

This research examines the economic state of modern Russia, namely, the influence of the economy of the Russian Federation on demographic processes in the country, and vice versa. It considers the prerequisites of the current economic state and its distinctive features. In addition, the study analyzes the measures that the state is ready to take in order to improve the current state of affairs in the field of increasing the birth rate in the country at present and in the future.

Консультант по английскому языку: Сергиенко Полина Игоревна

2. Bazanov Anton, Starodubtsev Ivan/ Базанов Антон, Стародубцев Иван

Faculty of Political Science/ Факультет политологии

The fall of British fascism as one of the leading political movements of the Interbellum period/ Падение британского фашизма как одного из ведущих политических движений периода Интербеллума

Nowadays, the world combats the problem of fascization that affects most of the countries worldwide. Thus, the goal of the research is to provide a comprehensive study of the issue with a special focus on the history of British fascism. Despite the bigger influence on world politics of German and Italian fascism, the analysis of British fascist movement is also vital to understand how far-right radical ideas became popular with the masses. According to the research, the origins of British fascism can be traced back in various English philosophical and political ideas of the 17th, 18th and 19th centuries. Furthermore, the economic situation in the UK at the early 20th century was also favourable for far-right movements to appear. The research is based on various scientific works, historical books and primary sources for an in-depth analysis of the matter.

Консультант по английскому языку: Сергиенко Полина Игоревна

3. Elkhadzhieva Alina, Karnashin Matvey/ Эльхаджиева Алина, Карнашин Матвей

Faculty of Political Science/ Факультет политологии

The problem of political influence of France on its former African colonies/ Проблема политического влияния Франции на бывшие африканские колонии

The term “neo-colonialism” was quite widespread and popular in international politics during the period of the 1960s – 1980s, when a system of “Françafrique” was being created, which was, in fact, an informal French trusteeship over its former colonies. Nowadays, France is being reproached for the fact that it has not yet eliminated all elements of this system. As The New York Times noted, France has never released its former colonial possessions from its control. On the contrary, from the moment they gained independence, France has constantly attempted to maintain its dominance over its former colonies. This research aims to analyze whether France is capable of achieving real, equal partnerships with its former colonies or whether the countries will never be equal.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Eksuzyan Laura/ Эксюзян Лаура

Faculty of Political Science/ Факультет политологии

The Russian question in the history of 19th and 21st century politics: a review of the latest academic publications/ «Русский вопрос» в истории политики XIX-XXI века: анализ новейших научных публикаций

The study is based on the latest publications of well-known Russian historians and political scientists: Vereshchagin C.G., Sevastyano A.N., Filimonov, A.G. Forming, who have attempted to give a detailed analysis of the current social and political trends unfolding in our country. In their research the authors show how the “Russian question” has been considered for the last two centuries with a view of identifying the position and role of Russian people in a multinational country. The study analyzes the social, political and ethical dimensions of their thought. The concern that dominates their works is to find the most acceptable way for different nationalities to retain their identity so that to follow the motto: unity in diversity. The study gives a few examples which show how much has been done to strike the right balance in relations among different nationalities and points out possible perspectives.

Консультант по английскому языку: Перцев Евгений Михайлович

5. Sharova Polina, Khudaybergenov Georgiy/ Шарова Полина, Худайберенов Георгий

Faculty of Political Science/ Факультет политологии

The Concept of Tradition and related aspects in Japanese education system/ Концепт «Традиции» и связанные с ним проблемы в японской системе образования

The authors investigate the historical, cultural and social backdrop of the contemporary state of Japan’s educational system. The focus of the present research is the concept of Tradition and its application in traditionally-oriented curricula, as well as its significance in educating and socialising Japanese youth. Moreover, the authors examine the key issues of the system as a whole, with a particular emphasis on the role of the concept of Tradition. The authors conclude that aesthetic education practices could be part of revamping the present curricula in Russian schools. In particular, when adapted to the social and cultural context, these practices can prevent issues akin to the ones Japanese teenagers are faced with.

Консультант по английскому языку: Сергиенко Полина Игоревна

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

Faculty of Political Science/ Факультет политологии

Russia’s participation in the 19th Asian Games from political and historical perspectives/ Участие России в Азиатских играх в 2023 году: политический и исторический анализ

The year 2023 was declared as the first year of Russia’s participation in the 19th Asian Games, which is certainly a positive aspect for raising our country’s authority in the international arena. This study is devoted to analyzing the impact of Russia’s participation in the Asian Games on Russia itself as well as the advantages for the Russia’s future international relationships with other countries. In addition, the research focuses on how the Games were held, the number of Russian athletes, and the impact of the Games on subsequent opportunities for Russia to participate in international sports competitions, such as the Olympic Games in Paris in 2024.

Консультант по английскому языку: Захарова Дарья Сергеевна

7. Evdokimova Elena/ Евдокимова Елена

Faculty of Political Science/ Факультет политологии

Addressing humanitarian crises: relevant strategies and possible solutions/ Устранение последствий гуманитарных кризисов: актуальные стратегии и возможные решения

This research is concerned with the ongoing crises all over the world and aims to review the strategies that can be implemented to solve the problems effectively. In January 2023 the European Commission especially noted 7 key crises ranging from the African continent to Venezuela. Since then, another crisis has appeared which cannot be ignored, that is, a crisis in the Gaza Strip. Given the complexity of each humanitarian crisis, it is important to carefully consider the context and deliver a unique response aimed at rendering assistance to the population. Today governments worldwide try to find adequate measures for crisis resolution but in fact the millions affected by crises need more than just material aid, water, shelter or food. What is really necessary for these people is a safe refuge, a cessation of violence and a long-term approach to reduce the risk of disasters they may encounter in the future. Thus, this study is an effort to observe what is being done and what is to be done to put an end to humanitarian catastrophes.

Консультанты по английскому языку: Сергиенко Полина Игоревна, Шмараева Анастасия Александровна

Секция 10

17 ноября 2023, пятница

14.45-16.15

1 Гуманитарный корпус, ауд. 651

Ведущие: Масленников Сергей, Ширинкина Анна

1. Gnevashev Alexander/ Гневашев Александр

Faculty of Political Science/ Факультет политологии

The current state of relations between Russia and countries of Central Asia/ Современные отношения между Россией и странами Центральной Азии

The research deals with the analysis of changes that have recently occurred in Russia-Central Asia relations. With the rise of multipolarity the West can no longer dictate its will to developing countries, as it used to do. Geopolitical challenges have affected all spheres of international politics and economies, and have become an integral part of international relations. It forced Russia to change its foreign policy vector to the “East”. Russia began to cooperate more with the countries of Central Asia. The analysis is based on recent records of political events involving Russia and Central-Asian countries.

Консультант по английскому языку: Криштоф Елена Михайловна

2. Maslennikov Sergey/ Масленников Сергей

Faculty of Political Science/ Факультет политологии

“Half-stunning” elections: different aspects of electoral consolidation and separations in the 2019 Moscow City Duma elections/ «Полуопркидывающие» выборы: аспекты электоральной консолидации и размежеваний на выборах в Московскую городскую думу в 2019 году

This research is devoted to examining the electoral consolidation and separations of voters in the 2019 Moscow City Duma elections. The study is intended to analyze the results of these elections in the context of the political situation in Moscow on the eve of the election campaigns. The aim of this work is to determine the causes of the results of opposition candidates that almost gained a majority in the Moscow City Duma, which could have turned this electoral campaign into stunning elections for pro-government groups of deputies in the city parliament. The methodological basis includes the methods of correlation analysis and factor analysis. The author focuses on the significant issue concerning the impact of tactical voting and spoiler effects on the final results of pro-government and opposition candidates.

Консультант по английскому языку: Сергиенко Полина Игоревна

3. Musaeva Victoria/ Мусаева Виктория

Faculty of Political Science/ Факультет политологии

The political dimensions of addressing exploitation in Sub-Saharan Africa/ Политические аспекты проблемы эксплуатации в странах Африки южнее Сахары

Contemporary female exploitation represents a global challenge to the international community, which requires coordinated efforts at the national and international levels. According to the Liberation Organization's Global Estimates of Modern Slavery, no country in the world has escaped the problem of forced labor. There were 49.6 million slaves in the world in 2022, the highest number in history. Modern slavery affects people of all nationalities, ages and genders, but the problem is most prevalent among women and children. The African region has the highest incidence of slavery. Examining the political dimensions of overcoming sexual slavery in sub-Saharan Africa is important because of the need to identify the specific causal links between slavery and other problems of African states. The cases of Ethiopia and the DRC are studied to examine states with different levels of intensity of the problem. The author refers to the positive experience of Belgium, where the authorities are most interested in protecting the rights of forcibly exploited women. The study concludes by presenting solutions to overcome the problem of female and children exploitation in the region.

Консультант по английскому языку: Сергиенко Полина Игоревна

4. Danilko Aleksey/ Данилко Алексей

Faculty of Political Science/ Факультет политологии

The impact of the Vietnam War on American and British musical culture/ Влияние вьетнамской войны на американскую и британскую музыкальную культуру

The study attempts to determine the extent of influence that antiwar songs had on American and British musical culture. Most of the musicians in both countries supported a nationwide protest against the American intervention in the Vietnam War and started creating genuine pieces of art most of which later became all-time classics and are popular even now. The study introduces a few popular American and British songs such as "Creedence Clearwater Revival", "Fortunate Son", "War Pigs", "Hey Joe", "Strange Days", "Give Peace a Chance" which became very popular among American and British young people, because they told the truth about the war, disclosed corruption in the US Administration and called for an end to this unjust war. For more than fifty years after the war hardly any citizen in these countries remains untouched by these antiwar songs. The antiwar message these songs convey is just as relevant as ever.

Консультант по английскому языку: Перцев Евгений Михайлович

5. Shirinkina Anna/ Ширинкина Анна

Faculty of Political Science/ Факультет политологии

Analyzing the American dream and the Chinese dream: foreign policy aspects/ Американская и китайская мечта: анализ внешнеполитического аспекта проблемы

Dreams of every nation vary in degree of detalization and frequency of use, which depends on state's current goals, historical development and geopolitical situation. Dreams can be ascribed to metanarratives, and, thus, possess politically useful characteristics, which make them potentially effective political technologies. By creating a detailed model of dream researchers can distinguish foreign policy which could be beneficial for foreseeing the state's trajectory of politics. With Chinese and American dreams being known worldwide, scholars distinguish between various aspects of genesis, context and perception in official and unofficial discourses. The development and spreading of national dreams are closely interconnected with the state

development at large, especially in economic and military spheres. The author comes to a conclusion that despite major discrepancies in aims and semantic content, Chinese and American dreams apply similar mechanisms for their promotion.

Консультант по английскому языку: Сергиенко Полина Игоревна

Секция 11

17 ноября 2023, пятница

14.45-16.15

1 Гуманитарный корпус, ауд. 666

1. Autelli Jean-Michel/ Отелли Жан-Мишель

Faculty of Political Science/ Факультет политологии

The role of a journalist in dialogue between government and people/ Роль журналиста в диалоге между властью и народом

Freedom has been considered the main criterion of social progress since Erich Fromm, Georg Hegel and even the American Founding Fathers. Freedom of speech in this context is a crucial indicator of social progress and it depends, to some extent, upon the ability of journalists to work freely with no fear resulting from their professional activities. The study focuses on the role of investigative reporters who sometimes run a risk of losing their jobs by trying to disclose corruption, power abuse and economic crimes. Some ideas are offered in this regard including further enforcement of law, providing all-encouraging support and creating necessary conditions for journalists to work in a safety environment.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Grebenkin Oleg/ Гребенкин Олег

Faculty of Political Science/ Факультет политологии

Deepfake technology as a tool of information warfare/ Технология дипфейк как инструмент информационной войны

This research explores the potential of Deepfake technology in information warfare. This technology already has examples of political manipulation. The study examines the history of technology development and the examples of its possible applications for political and other purposes. It describes the main threats of this technology and its capabilities as well as considers the legislation of different countries of the world on regulation of the use and distribution of Deepfakes. Also, the author describes the recommendations how to protect population from the impact of Deepfakes. Thus, deepfake technology is rapidly evolving and making it difficult to detect it, which means it poses a threat to every citizen and every state. The legislative framework on this issue requires further elaboration with every citizen knowing the rules of digital hygiene.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Kozlova Darya/ Козлова Дарья

Faculty of Political Science/ Факультет политологии

Fairy tales as a response method to the social and political problems of modernity/ Сказка как способ реакции на социально-политические проблемы современности

The research deals with the analysis of the recent close attention to the fairy tales among people of arts and literature. The tendency obviously takes its roots in the theoretical legacy of V.Y. Propp. In one of his works he described various forms of interaction between a fairy tale plot and rites, including the “rite’s reversal”. Thus, we can conclude that the fairy tale was a form of reaction to the social and political problems long before the fairy tale stopped being an oral literary form and was transformed into a written one. The research examines several original fairy tale plots of the 20th century, which touched on the social and political problems of their

time, and suggested that, based on the impact of the plots on the political system, fairy tales can be presented as a theoretical or practical way of responding to political processes.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Kurginova Daria/ Кургинова Дарья

Faculty of Political Science/ Факультет политологии

Regional branding-2023: a case study of the exhibition-forum “Russia” at VDNH/ Региональный брендинг-2023 на примере выставки-форума «Россия» на ВДНХ

In recent years Russian regions have faced a challenging task of regional branding, which will debunk widespread myths about their insufficient development. Moreover, this process of identity search among regions was stimulated with a start of the presidential election campaign. As a result, president of the Russian Federation V.V. Putin decided to set up all-Russian exhibition forum «Russia», where all the regions were supposed to present their achievements of the past 20 years. The aim of this study is to analyze the presentations of Russian regions exhibited at the forum, their concepts and branding strategies. A primary result of this research was a comprehensive assessment of the role of each region in preserving its traditions.

Консультант по английскому языку: Сергиенко Полина Игоревна

ФИЛОСОФСКИЙ ФАКУЛЬТЕТ МГУ имени М.В. Ломоносова

Секция №1

13 ноября 2023 г., понедельник
Шуваловский корпус, ауд. Г-504
9.00-10.30

Ведущий: Власова Полина

1. Vaidrakova Nika/ Байдракова Ника

Faculty of Philosophy/ Философский факультет

Combining art and science: an 'origami method' in aerospace engineering/ Сочетание искусства и науки: использование «метода оригами» в аэрокосмической инженерии

Origami, the traditional Japanese art of paper folding, has significantly influenced aerospace engineering by inspiring innovative design solutions. The study attempts to assess the role of origami in aerospace engineering with a particular focus on utilizing origami principles to create compact, lightweight structures that can expand once deployed in a spacecraft. Practical application of origami can be considered as a good example of combining traditions with new technologies.

Консультант по английскому языку: Егорова Елена Геннадьевна

2. Bulachkova Ekaterina/ Булачкова Екатерина

Faculty of Philosophy/ Философский факультет

Language manipulation in the field of advertising: examining the book *Successful Copywriting* by Robert Ashton/ Языковое манипулирование в сфере рекламы на примере книги «Как писать статьи, рассчитанные на успех» Роберта Эштона

The study is based on the book *Successful Copywriting* by Robert Ashton. According to the author advertising plays a significant role in manipulating the minds of consumers. With the rise of mass media, such as newspapers, magazines, radio, television, and the internet, the impact of language manipulation has increased. There are many methods of language manipulation. The author provides a few convincing examples which demonstrate how puns, metaphors, allusions and other stylistic devices are used to make the consumer's choice.

Консультант по английскому языку: Егорова Елена Геннадьевна

3. Bruman Anna, Vladimirova Maria/ Бруман Анна, Владимировна Мария

Faculty of Philosophy/ Философский факультет

The role of artificial intelligence in marketing: a case study of Chat GPT/ Роль искусственного интеллекта в маркетинге на примере использования Chat GPT

The aim of the study is to provide a deeper understanding of how AI can be used in marketing. The world of marketing is going through a tremendous change right now. Artificial intelligence (AI) marketing is taking on a bigger role with the advent of intelligent marketing tools and generative AI like Chat GPT creating an abundance of opportunities for marketing teams to do more of what they already do well. AI marketing combines AI technologies with the customer and brand experience data to provide highly precise insights into the customer's journey and market trends. AI technologies such as natural language processing (NLP), machine learning (ML), sentiment analysis guide decision-making so that a company may stay ahead of competitors and is prepared for the challenges of a dynamic marketplace.

Консультант по английскому языку: Дзгоева Ольга Муратовна

4. Laufer Polina/Лауфер Полина

Faculty of Philosophy /Философский факультет

A consumer in a consumption society: a critical analysis of the article *Consumption society in the twenty-first century: challenges and prospects*/ Потребитель в обществе потребления: анализ статьи «Общество потребления в XXI веке: проблемы и перспективы»

In the given article the author shows that issues such as religious beliefs, moral principles and social conduct have been increasingly thought of individual matters rather than of the larger society. This has been reflected in the spread of 'permissive' values and social norms. The notion that westernization provided the only viable model for modernization gained its great impact during the final decades of the 20th century. The author claims that much of contemporary debate revolves around how to reconcile the quest for material prosperity with spiritual values. To illustrate this trend the author discusses challenges and prospects of further development of consumer society.

Консультант по английскому языку: Криштоф Елена Михайловна

5. Logish Lada/ Логин Лад

Faculty of Philosophy/ Философский факультет

The role of memory and visual associations in brand promotion/ Роль памяти и визуальных ассоциаций в продвижении бренда

Brand logos play an important role in building awareness of a brand. Logos cover one of the most significant parts of marketing – visual association and memory. Psychological studies have found that 70% of the information we perceive visually, which sums up to that visualization is a primary source of information. Public relations and marketing specialists know that to build consciousness of a brand, to catch the potential customers' attention and to stick in people's memory a good and memorable logo has always been important. Huge corporations such as Disney and McDonald's have simple and memorable logos which makes them so effective in marketing and brand promotion. The study points out that marketing specialists have developed a whole concept of logo development which shows that one's logo needs to have a number of variations, each to be used in a particular advert depending on its specification and purpose.

Консультант по английскому языку: Бережных Елена Юрьевна

6. Yefifanova Tatyana/ Епифанова Татьяна

Faculty of Philosophy/ Философский факультет

Difficulties women face in making a career: a critical analysis of the book *Women and workplace discrimination* by Raymond Gregory/ Трудности, с которыми сталкиваются женщины, делающие карьеру: критический анализ книги Раймонда Грегори «Женщины и дискриминация на работе»

It is believed that presently both men and women have equal opportunities in building a career. However, the real situation is far from that. Raymond Gregory in his book reveals that it is much harder for women worldwide to apply for a job or get promotion. Women are hired more reluctantly and even in companies where the percentage of female employees is considerable, female employees rarely occupy high positions. Most companies are run by men. Also, generally women have lower salary than their male colleagues holding the same positions. The reason for all these phenomena is reflected in the ideas of the women's role in the society and gender stereotypes. The aim of this research is to analyze this issue and identify some perspectives to solve it.

Консультант по английскому языку: Криштоф Елена Михайловна

7. Zakharov Gregory/ Захаров Григорий

Faculty of Philosophy/ Философский факультет

The role of social media in raising effectiveness in sports/ Роль средств массовой информации в повышении эффективности маркетинга в спорте

This research explores the importance of marketing effectiveness in the sports industry, focusing on how sports organizations can engage fans and generate revenue through strategic marketing initiatives. It discusses the unique characteristics of the sports industry and the emotional connection between fans and their favorite teams or athletes. The study is based on the article *Sports Marketing Trends and Best Practices: Reaching Fans in a Digital Age* which discusses various components of marketing effectiveness, including branding, sponsorship activities, social media engagement, and fan experience enhancement.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция №2

**13 ноября 2023 г., понедельник
Шуваловский корпус, ауд. Е-317
9.00-10.30**

Ведущая: Торопова Людмила

1. Rodina Ksenia/ Родина Ксения

Faculty of Philosophy/ Философский факультет

The influence of bilingualism on children's behavior: an analysis of the latest trends/ Влияние билингвизма на поведение детей: анализ последних тенденций

The aim of the study is to identify how bilingualism affects the behavior of people, especially children, as every year the relevance of bilingualism in our country is growing. With many different nationalities living on the territory of Russia, this problem has gained a particular importance. It is often claimed that that bilinguals are better than monolinguals at learning languages. The study conducted at Georgetown University Medical Center suggests that early bilingualism helps with learning languages later in life. The study deals with psychological problems children encounter trying to speak two languages simultaneously.

Консультант по английскому: Егорова Елена Геннадьевна

2. Selyaeva Alexandra/ Селяева Александра

Faculty of Philosophy/ Философский факультет

Exploring new issues in cybersocialization: a critical analysis of the book *Cybersocialization of a person: from Homo Sapiens to Homo Cyberus* by V.A. Pleshakov/ Вызовы киберсоциализации: критический анализ книги В.А. Плешаков «Киберсоциализация человека от HomoSapiens до HomeCyberus»

The last few years have seen many changes happening in the field of socialization due to the process of computerization. People mostly communicate by phone, email or social networks. Thus, making friends, studying and just talking require new forms of communication, so it becomes evident that cybersocialization gains momentum and challenges the traditional ways of socialisation. It is a highly controversial issue whether cybersocialization is a positive phenomenon or a negative one, since it is a complex and multifaceted process. This study considers what exactly cybersocialization is and what problems and challenges arise in this context. The research is based on the book *Cybersocialization of a person: from Homo Sapiens to Homo Cyberus* by V.A. Pleshakov which raises many problems related to this phenomenon.

Консультант по английскому языку: Егорова Елена Геннадьевна

3. Sokolova Yana/ Соколова Яна

Faculty of Philosophy/ Философский факультет

The main stages of developing marketing and public relations in the book *Corporate Communications. Theory and Practice* by Joep Cornelissen/ Основные этапы развития маркетинга и связей с общественностью в книге «Корпоративная коммуникация» Дж. Корнелиссена

The book gives a detailed analysis of developing public relations (PR) and marketing since the 1900s describing the nature of corporate communications profession, its historical emergence and its role in contemporary corporations. All important themes are discussed in detail helping to understand the process of cooperation between marketing and PR as an objective economic and cultural development. The book addresses this process at increasingly broader levels moving from initial steps and up to the level of mature coordination and coming to a conclusion that PR and marketing are two major management functions within an organization.

Консультант по английскому языку: Мурза Александра Борисовна

4. Trenogina Ulyana/ Треногина Ульяна

Faculty of Philosophy/ Философский факультет

Examining objectification of women in contemporary media/ Объективизация женщин в современной медиа-сфере

The present study is a comment on the book *Sexing the Media: How and Why We Do It?* by D. Merskin where the author critically examines the pervasive issues of female objectification in media. Merskin explores the roots and consequences of this phenomenon providing a nuanced analysis of how media representations contribute to societal perceptions of women. The book investigates the various mechanisms through which objectification occurs, shedding light on the cultural, historical, and economic forces that perpetuate these damaging portrayals. Merskin's work invites readers to consider the broader implications of such media depictions urging the rating of a complex relationship between media, gender, and societal norms.

Консультант по английскому языку: Криштоф Елена Михайловна

5. Yakovchenko Daria/ Яковченко Дарья

Faculty of Philosophy/ Философский факультет

Effective marketing strategies for increasing sales: the latest trends and developments/ Эффективные маркетинговые стратегии для повышения объёма продаж: последние тенденции

Nowadays many companies try to introduce new creative methods to attract customers and be recognizable. Much has been done to draw attention of the public by providing samples, gifts, discounts to achieve effective sailings. The study deals with a number of methods which some Moscow shops have recently introduced and analyses new trends aiming to increase sales and gain more profit. Moreover, this study examines successful marketing strategies that have influenced sales, trends and brand awareness.

Консультант по английскому языку: Дзгоева Ольга Муратовна

6. Ivanova Ksenia/ Иванова Ксения

Faculty of Philosophy/ Философский факультет

The music of mysticism in the works of Edgar Poe/ Музыка мистики в работах Эдгара По

The topic of the study sounds relevant nowadays because the horror genre is widespread both in literature and in cinema. The study traces the origins and pays attention to the works of the outstanding American romantic writer Edgar Allan Poe. His poems have aroused an undying interest of critics and researchers. While preparing for this research and having read quite a lot of works by Edgar Poe, the author comes to a conclusion that his entire creative activity is completely shrouded in mysticism and detective peculiarities the study aims to discover.

Консультант по английскому языку: Мурза Александра Борисовна

7. Lukuanchuk Ulyana/ Лукьянчук Ульяна

Faculty of Philosophy/ Философский факультет

The role of art and culture in solving humanitarian problems in the book *What cannot be expressed by words* by Lynn Wisson/ Роль искусства и культуры в решении гуманитарных проблем, представленные в книге Линн Виссон «Невыразимое словами»

What cannot be expressed by words is a book by Lynn Wisson in which the author explores the beneficial effects of art on society. By examining the work of famous artists, dancers, and musicians, she explains how art can help people express their thoughts and feelings, and how it can influence our perception of the world. After all, there is so much in life that cannot be put into words. Wisson also discusses the importance of art for personal development and its role in shaping our worldview, as art directly affects our spiritual development and our soul. The book could be of interest to anyone finds an inspiration in art and its influence on our lives.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция №3

13 ноября 2023 г., понедельник

Шуваловский корпус, ауд. Е-359

9.00-10.30

Ведущая: Лукьянчук Ульяна

1. Abramyan Marine/ Абрамян Марине

Faculty of Philosophy/ Философский факультет

Laser technology applications and their impact on the environment/ Влияние использования лазерных технологий на окружающую среду

The research focuses on the analysis of laser technology applications ranging from manufacturing to space. Laser technologies are not as damaging to the environment as some tend to believe. Rather, laser technologies could bring substantial benefits to the environment (e.g., water purification, the lack of chemicals). Additionally, these technologies allow scientists to transform materials and get an access to the smallest particles which contribute to further advances and discoveries. The study shows that laser technologies offer effective solutions to environmental protection since they are environmentally friendly and economic.

Консультант по английскому языку: Шмараева Анастасия Александровна

2. Alkhanova Guzel/ Алханова Гюзель

Faculty of Philosophy/ Философский факультет

The impact of Western culture on modern Russian youth: a comprehensive analysis/ Анализ влияния западной культуры на молодежь в России

The issue of the influence of Western culture on Russian society is one of the most pressing topics in modern social sciences. It is extremely important to identify all aspects of this phenomenon because Western culture has a direct impact on modern youth and their values. Admittedly, the younger generation's preferences have been shaped under the influence of Western culture: teenagers tend to follow ideas, habits and behaviour of their favourite foreign singers, bloggers and actors. The study demonstrates that in most cases these trends have a negative effect on youth and their views as well as the society at large. The research examines and exemplifies the way other countries influence Russian youth, distinguishes advantages and disadvantages of the process and offers several solutions to reduce negative effects.

Консультант по английскому языку: Шмараева Анастасия Александровна

3. Basel Naomi/ Базель Наоми

Faculty of Philosophy/ Философский факультет

Students' interpersonal communication: an analysis of the influence on academic performance and outcomes/ Межличностное общение в студенческой среде: анализ влияния на учебную успеваемость и результаты

Interpersonal communication at the university level is extremely important for students to build strong relations with their peers and lecturers as well as to benefit from their social interactions. Essentially, interpersonal communication implies not only the exchange of information among students but also the maintenance of personal and professional relationships. Scientists distinguish various categories of interpersonal communication (i.e., verbal and non-verbal) that influence the way students interact and communicate in educational settings. Moreover, effective interpersonal communication may contribute to positive student-student and lecturer-student relationships affecting academic performance and outcomes accordingly. The study has shown that the development of interpersonal communication skills helps students to become more self-confident, improve emotional intelligence, stay positive and cooperative, which ultimately affects their academic success.

Консультант по английскому языку: Шмараева Анастасия Александровна

4. Вакаева Anastasia/ Бакаева Анастасия

Faculty of Philosophy/ Философский факультет

The influence of beauty standards on women in modern society: an analysis of positive and negative effects/ Влияние стандартов красоты на женщин в современном обществе: анализ позитивных и негативных последствий

The research into beauty standards and their impact on women in contemporary society is of high relevance since the success and acceptance of a woman depends on the conformity to beauty standards accepted in society. Currently, the concept of a "beautiful woman" becomes a significant factor that determines a woman's social status. The study aims to examine the transformation of beauty standards, the impact of the beauty industry as a means of influencing modern women as well as social movements that are actively addressing this issue. Moreover, the research provides an analysis of positive and negative implications of beauty standards influence.

Консультант по английскому языку: Шмараева Анастасия Александровна

5. Belolapenko Polina/ Белолопенко Полина

Faculty of Philosophy/ Философский факультет

Preserving cultural identity in the context of globalization: a contemporary view/ Сохранение культурной идентичности в условиях глобализации: современный взгляд

The research is based on a contemporary interpretation of cultural identity concept with a particular emphasis on the importance of its preservation. Since the process of globalization is considered to be an objective key characteristic of present-day human development, the concepts of globalization and identity are interconnected. The study focuses on a range of peculiarities of the cultural identity formation in the 21st century such as individual pursuit of self-determination within the cultural context. It has been shown that the problem of cultural identity originates from the personal freedom that citizens are granted. In addition, the research identifies the role of cultural identity in contemporary society, examines its components and their influence on individuals.

Консультант по английскому языку: Шмараева Анастасия Александровна

6. Voronyuk Karina/ Воронюк Карина

Faculty of Philosophy/ Философский факультет

Studying moral relativism: modern interpretations of the concept/ Изучение морального релятивизма: современные интерпретации

Moral relativism is a philosophical theory that questions the existence of objective moral truths and claims that moral judgments and values are subjective and culturally determined. The theory raises questions about how to reconcile conflicting moral beliefs and practices in a globalized world. Moral relativism has implications for fields such as ethics, anthropology, and sociology. It challenges the traditional understanding of morality as a fixed set of principles or values. It prompts us to consider the nature of moral judgments and whether they can be objectively justified. With a society becoming more diverse and interconnected, the study of moral relativism is crucial for understanding and navigating moral complexities and conflicts. The study examines modern interpretations of moral relativism pointing out that despite different views a single idea runs through all approaches that traditional moral norms should be preserved and instilled in the minds of the younger generation.

Консультант по английскому языку: Шмараева Анастасия Александровна

Секция № 4

13 ноября 2023 г., понедельник

Шуваловский корпус, ауд. Г-531

10.45-12.15

Ведущий: Печаткин Александр

1. Boyarintseva Evgenia, Shlyakova Anna/ Бояринцева Евгения, Шлякова Анна

Faculty of Philosophy/ Философский факультет

Fetish as an advertising product in modern media: a study based on the works of Karl Marx/ Фетиш как рекламный продукт в современных медиа: исследование на основе работ Карла Маркса

The study aims to outline the main features of what one might call fetishism of advertising. The ideas of Karl Marx and Sigmund Freud constituted a foundation on which the authors identified the true character of this phenomenon which reflects the main features of consumerism today. Currently, people do not purchase goods and services to meet their basic demands but for reasons that include maintaining a given lifestyle, becoming part of a particular group or gaining acceptance in a group they already belong to. These goods and services are considered to be a fetish, a sign of prestige or success. The relevance of the research topic is due to the variety of deified things transmitted in advertising, networks, the internet and other marketing technologies. The study gives several examples that are to support theoretical statements by practical examples.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Buyanova Ksenia, Obozovskaya Zlata/ Буянова Ксения, Обозовская Злата

Faculty of Philosophy/ Философский факультет

Psychology of perception of colour and artistic image in advertising: an analysis of the study by Ryan Edler and Ariadna Krishna *The Visual Depiction Effect in Advertising/ Психология восприятия цвета и художественного образа в рекламе: анализ исследования Райана Эдлера и Ариадны Кришны «Эффект визуального описания в рекламе»*

The psychology of colour is of great importance in advertising as colour has the greatest influence on consumers, directing them at certain decisions. What colours are used in advertising, what arrangement of the advertising elements can be seen, directly affects the way

it is perceived. In addition, different shades of colour can have different effects on the perception of advertising components. This knowledge allows advertisers to use colour as a means of communication and creating a certain atmosphere. The study is based on the work by Ryan Edler and Ariadna Krishna who discuss the role of colour and location of graphic components as well as all aspects of using colour in advertising in general and the impact of the visual concept of advertising on the audience in particular.

Консультант по английскому языку: Бережных Елена Юрьевна

3. Zaitseva Anna/ Зайцева Анна

Faculty of Philosophy/ Философский факультет

The problem of linguistic deviation in business advertisements based on Marine Yaghubyan's article/ Проблема лингвистической девиации в бизнес рекламе на основе одноименной статьи Марине Ягубян

This study focuses on M. Yaghubyan's article *The Problem of Linguistic Deviation in Business Advertisements* which shows how language is used to meet the requirements of business advertising involving deviating from standard norms for producing the desirable effect on the consumer. Advertising is a complex phenomenon because it involves two interacting processes, namely, communication and persuasion, with both processes being many-faceted. When advertisers intend to make the advertisement language creative and inventive, they try to break the standard language of expression. Being unconventional, the advertisements, which adopt this kind of language phenomenon called deviation, can give readers unexpected surprise and make a strong impression on their mind. The aim of the study is to show how effective these deviations can be and function in advertising with good grounds. The study under discussion provides vivid examples of this phenomenon.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Kislyakova Darya/ Кислякова Дарья

Faculty of Philosophy/ Философский факультет

Fast food advertising as a factor in adolescents' eating culture/ Реклама фастфуда как фактор культуры питания подростков

Heavily advertised fast food affects the health of the population and distorts its traditional food culture. The research was carried out by the method of secondary sociological analysis, as well as the analysis of scientific sources and statistical data. In the course of the study the reasons for the popularity of fast food were identified, as well as the factors that hinder the preservation of the traditional food culture by the population, teenagers in particular were revealed. This in the long run has an obvious negative impact on health, quality of life and life expectancy of the population. The study is relevant because according to the Centers for Disease Control and Prevention, 20 percent of U.S. children and adolescents are obese. A poor diet can lead to a host of diseases and conditions, such as juvenile diabetes, long-term increased risk of coronary heart disease, self-image problems, compromised immune systems, and poor eye health.

Консультант по английскому языку: Дзгоева Ольга Муратовна

5. Koltashova Maria/ Колташова Мария

Faculty of Philosophy/ Философский факультет

Rebranding and restyling trends in 2023: a survey of the latest cases/ Анализ тенденций ребрендинга и рестайлинга в 2023 году: исследование последних кейсов

The purpose of the research is to explore the difference between rebranding and restyling and to emphasize the role the processes play in modern society. It is obvious that 2022 and 2023 have become very significant for the modern market, especially in Russia. Many companies have undergone massive changes both from a stylistic point of view and from the "philosophy"

of the company it follows. Both international and domestic cases have been used for the analysis. Therefore, using the example of several companies, the study considers the two above-mentioned terms, their meaning and implications both for the company or the brand itself, and for the society at large.

Консультант по английскому языку: Мурза Александра Борисовна

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

Faculty of Philosophy/ Философский факультет

Negative impact of black PR in promoting musical labels/ Негативное влияние чёрного пиара на продвижение музыкальных брендов

The present study is devoted to the negative impact of “black PR” on promoting music brands. The causes of this phenomenon and its impact on the promotion of music brands are examined in the research. The main tools used in its conduct are rumours, misinformation, false news and manipulation of public opinion. Specific cases of the use of “black PR” in the music industry are also analyzed. The authors consider the consequences for the brand and offer recommendations for protection from the negative influence.

Консультант по английскому языку: Егорова Елена Геннадьевна

Секция № 5

13 ноября 2023 г., понедельник

Шуваловский корпус, ауд. Е-359

10.45-12.15

Ведущая: Зайцева Анна

1. Loktionov Ivan, Efimenko Viktoriya/ Локтионов Иван, Ефименко Виктория

Faculty of Philosophy/ Философский факультет

The dynamics of relations between public relations and marketing: a historical analysis/ Динамика развития связей с общественностью и маркетингом: исторический анализ

The study is a review of the book *Corporate Communications. Theory and Practice* by Joep Cornelissen, which considers the development of public relations (PR) and marketing from the historical perspective, their historical emergence and their role in contemporary corporations. Although PR and marketing are completely distinct in their objectives and tactics they have common grounds which overlap as they share important similarities and complementary relationships. The author introduces a new term ‘corporate corporations’ which is broadly used now to demonstrate their complementary functions.

Консультант по английскому языку: Дзгоева Ольга Муратовна

2. Loktionova Ksenia/ Локтионова Ксения

Faculty of Philosophy/ Философский факультет

Event marketing as an effective promotion and communication tool: a case study based on two articles in the *Atlantis Press*/ Событийный маркетинг как инструмент продвижения: исследование на основе двух статей из журнала «Атлантис Пресс»

The 21st century has seen many corporations trying to find new ways of promoting their products to the market. Thus, modern companies have introduced an event marketing as the instrument of building durable customer relationships. It has been revealed that organizing various events or participating in them increases brand awareness, helps to demonstrate its capabilities, finds partners and builds strong and long-term relationships with customers. This research focuses on two articles in *Atlantis Press* that deal with business case studies that reveal

the effectiveness of meetings, conferences, trade shows and other events in positioning and attracting potential partners, investors and target audience.

Консультант по английскому языку: Егорова Елена Геннадьевна

3. Nikonorova Anna/ Никонорова Анна

Faculty of Philosophy/ Философский факультет

Effects of anime: a quality analysis of the influence of Japanese culture on the values of the modern adolescents and their lives/ Эффекты аниме: качественный анализ влияния японской культуры на ценности и жизнь подростков

Currently, the modern world has seen mixed and controversial opinions about the influence of anime on the lives of teenagers, who use anime characters as role models. The aim of the study is to understand the effects of anime on young adults and their behavior and values. This study is based on the article by Lu Sen and Zhang Rong, professors of Chinese university, who focus on understanding adolescents' attitudes and experiences associated with anime in many countries and give a thorough analysis to reveal all sides of this phenomenon. They attempt to destroy existing stereotypes associated with anime.

Консультант по английскому языку: Бережных Елена Юрьевна

4. Pechatkin Aleksandr/ Печаткин Александр

Faculty of Philosophy/ Философский факультет

Meaning and application of Roland Barthes' mythological concept in mass communication/ Значение и применение мифологической концепции Ролана Барта в массовой коммуникации

Roland Barthes, a famous French cultural scientist and philosopher of the 20th century, lent myth a completely new meaning. In his works, Barthes considers myth as a semiotic (sign) system. Barthes' concept challenged the established assessment of mythological knowledge, giving ground for further research and discussion of such phenomenon as "myth". In any historical period of communication development mythology has played an important role, but currently myth occupies an invisible but irreplaceable place. Many types of interaction and communication in society are based on myths. The question of properly assessing the influence of myth is relevant for identifying and understanding the main trends in modern communication. The study shows the influence mythology exercises on public consciousness and mass communication.

Консультант по английскому: Криштоф Елена Михайловна

5. Mugalimova Albina, Shkareda Vladislava/ Мугалимова Альбина, Шкареда Владислава

Faculty of Philosophy/ Философский факультет

Toxic productivity as a problem of modern society/ Токсичная продуктивность как проблема современности

The study is based on a number of articles which give a deep analysis of this phenomenon. Toxic productivity is considered to be one of the most acute problems now. Many young people live in a very competitive environment that is why they are subjected to different harmful phenomena which negatively impact on their lifestyles. This study focuses on the issue of toxic productivity, which can harm our physical and mental health. The research also tries to highlight some aspects that will help young people understand the influence of such productivity and how to find acceptable solutions. The study gives some useful advice as to how to regain balance and break the cycle of toxic productivity for good.

Консультант по английскому языку: Перцев Евгений Михайлович

6. Krylova Julia, Filkina Anastasia/ Крылова Юлия, Филькина Анастасия

Faculty of Philosophy/ Философский факультет

Using Jungian archetypes in brand management/ Использование архетипов Юнга в бренд менеджменте

Jung hypothesized that the collective unconscious consists of powerful primary mental images, so-called archetypes (literally, “primary patterns”). Archetypes are innate ideas or memories that predispose people to perceive, experience, and react to events in a certain way. In fact, they are not memories or images as such, but rather predisposing factors under the influence of which people implement in their behavior universal patterns of perception, thinking and acting in response to some object or event. The study gives examples showing how these 12 archetypes are used in advertising. For example, an archetype ‘hero’ is employed in such brands as *Nike, FedEx, Formula 1, Mr. Proper*.

Консультант по английскому языку: Егорова Елена Геннадьевна

7. Terentyeva Ulyana/ Терентьева Ульяна

Faculty of Philosophy /Философский факультет

Neuromarketing: case studies in advertising and PR / Нейромаркетинг и примеры его использования в рекламе и PR

Neuromarketing is a marketing discipline that uses neurobiological research and consumer behavior to improve marketing efficiency and ultimately increase sales. It is a growing field of marketing that combines cognitive neuroscience, economics and psychology. The mechanisms used by neuromarketing are quite versatile, and therefore can be applied not only in marketing and for increasing sales, but also in PR and advertising industry. This study gives a few examples that demonstrate how achievements in neuroscience are used to improve creative advertising, packaging design, product experience, brand experience and other areas of marketing. The study attempts to give a deeper understanding of neuromarketing, its influence on the advertising market, experience of companies in neuromarketing research and its application within the advertising market and public relations.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция № 6

13 ноября, понедельник

Шуваловский корпус, ауд. Г-232

12.30-14.00

Ведущая: Дударова Варвара

1. Bogdanova Veronika/ Богданова Вероника

Faculty of Philosophy /Философский факультет

The secret power of words: a comparative analysis of oratory and rhetoric techniques in Nobel laureates’ speeches/ Тайная сила слов: сравнительный анализ ораторского искусства и риторических приемов в выступлениях нобелевских лауреатов

This study aims to conduct a comparative analysis of oratory and rhetorical techniques employed in speeches of Nobel laureates. Rhetorical strategies used by outstanding personalities in their addresses have often played a significant part in shaping public opinion and initiating social change. Through a qualitative analysis of selected speeches, this research explores the similarities and differences in linguistic and oratorical features applied by Nobel laureates. The study investigates the persuasive appeals and linguistic patterns utilized by these laureates to effectively convey their ideas and influence their audiences. This study contributes to a deeper understanding of the power of persuasive language.

Консультант по английскому языку: Шмараева Анастасия Александровна

2. Buharova Alisa/ Бухарова Алиса

Faculty of Philosophy /Философский факультет

Cultural development of disabled children in different countries and types of foreign programs that can be applied in Russia/ Культурное развитие детей-инвалидов в разных странах и виды зарубежных программ, которые могут быть применены в России

Children with disabilities frequently face insufficient cultural development due to their health issues. It is a matter of great concern that society does not accept these children as full-fledged members. The relevance of the study lies in the fact that in some countries there are special programs and projects aimed at developing culture among children with disabilities, in other countries this area remains underdeveloped. After researching this issue, the author has found various methods that can be applied in our country to enhance the cultural development of children with disabilities. Research in this area can contribute to improving the lives of disabled children in Russia and elsewhere.

Консультант по английскому языку: Мурза Александра Борисовна

3. Lu Aleksandr/ Лу Александр

Faculty of Philosophy/ Философский факультет

The threat of nuclear proliferation in the 21st century: trends and solutions/ Угроза распространения ядерного оружия в 21 веке: тенденции и варианты решения

The study raises the issue of nuclear weapons proliferation, which for long has been a matter of debate between Russia and the United States. Cases of modern military crises are given as examples, and the possibility of further conflicts between Russia and the United States are analyzed. Growing awareness of this problem makes the need to take urgent steps to prevent nuclear weapons all the more pressing. The study also provides possible solutions to this humanitarian problem.

Консультант по английскому языку: Бережных Елена Юрьевна

4. Makienko Bogdan/ Макиенко Богдан

Faculty of Philosophy/ Философский факультет

Unique Eastern burial rituals: a philosophical view/ Уникальные похоронные ритуалы Востока: философский взгляд

The issue of posthumous life has always been important for many religions which attempted to find the right answer. Most of theological creeds stick to the concept of afterlife. To facilitate the transition of a deceased person to another world, followers of religions organize various rituals, often completely different from the traditional Christian burial. Researching these rituals might be beneficial for those who wish to understand the traditions of the East better.

Консультант по английскому языку: Криштоф Елена Михайловна

Секция № 7

13 ноября, понедельник

Шуваловский корпус, ауд. Е-355

12.30-14.00

Ведущий: Кащеева Олеся

1. Strebkova Elizaveta/ Стребкова Елизавета

Faculty of Philosophy/ Философский факультет

Hidden beauty: a comparison of the main categories of Russian and Japanese aesthetics/ Скрытая красота: сравнение основных категорий русской и японской эстетики

Due to globalization some countries saw flattening out their cultural features. Nevertheless, countries such as Russia and Japan strive to preserve their traditional values without losing the opportunity to develop them. These stages of societal development find their reflection in art. The research is trying to understand the main untranslatable categories of Japanese aesthetics and compare them with Russian ones. This way of studying can be an excellent opportunity to see the deep similarity of Russian and Japanese cultures, which are usually perceived as completely different.

Консультант по английскому языку: Мурза Александра Борисовна

2. Sorokina-Abramova Maria/ Сорокина-Абрамова Мария

Faculty of Philosophy/ Философский факультет

Ethical aspects of the photography of human sufferings and the problem of the photographer's responsibility: a philosophical aspect/ Этика съёмки человеческих страданий и проблема социальной ответственности фотографа: философский аспект

The study explores different ethical aspects of photography depicting misery and torment, which is closely connected with a photographer's social responsibility. These issues have been at the centre of intense critical debate in the 20th and the 21st centuries. The study attempts to define the ethical boundaries of this phenomenon and identify the extent to which the photographer can depict human sufferings as well as a special ontological status of photography as the evidence. The research focuses on a series of painful photographs with prisoners from Abu Ghraib prison and photographs taken by Dorothea Lang during the Great Depression. The study deals with the comprehension of images of acute human sufferings and ethical demands we impose on photography today.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Makhova Anastasia/ Махова Анастасия

Faculty of Philosophy /Философский факультет

Intercultural communications between the UK and Russia: a study based on *Watching the English* by Kate Fox/ Межкультурные отношения между Великобританией и Россией: исследование на основе книги Кэйт Фокс «Наблюдая за англичанами»

In the book *Watching the English: the hidden rules of English behavior* Kate Fox, a renowned British social anthropologist, who specializes in cultural research, discusses issues that are believed to help foreigners to understand the British better. She reveals the approaches that can play a crucial role in interpersonal communication. Providing numerous examples of popular topics the author helps the reader understand the British character better. Of special interest is the concept of "Englishness" and "Russianness" which the author analyses from sociological and cultural perspectives. The knowledge that lies in these areas is crucial for many aspects: from personal relationships to political and business affairs.

Консультант по английскому языку: Криштоф Елена Михайловна

4. Musoev Petr/ Мусоев Петр

Faculty of Philosophy/ Философский факультет

The concept of the metamodern and its influence on contemporary academic music/ Концепция метамодерна и её влияние на современную академическую музыку

The concept of the metamodern has been a topical artistic paradigm of recent years. Musical improvisation is a metamodern practice. It is an oscillation between two opposing poles: the willingness to be open to the sounds produced by others and the urge to direct the musical direction of the improvisation. The main feature of the metamodern is the "inclusion" of previous styles and genres in a sincere way, the attitude to history as a "global supermarket".

Created in 2010, the theory has produced a great influence on present composers. This research examines the influence of metamodern theory on the work of some contemporary academic composers.

Консультант по английскому языку: Мурза Александра Борисовна

5. Nebytov Savvatiy/ Небытов Савватий

Faculty of Philosophy/ Философский факультет

Evolution dynamics in contemporary music: a critical analysis/ Динамика эволюции современной музыки: критический анализ

Music, a single word that encapsulates boundless inspiration, is alive. It makes a profound influence on our culture, habits and even our minds. In the modern world, music has seamlessly woven itself into the fabric of our lives. The aim of the research is to provide an understanding of which tendencies take place in contemporary western musicians' works. Based on a study provided by the Spanish National Research Council the research analyses the latest trends in modern music which are to convince the reader that despite many different, if not controversial approaches, music continues to inspire people.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция № 8

13 ноября, понедельник

Шуваловский корпус, ауд. Г-232

15.00-16.30

Ведущая: Глonti Нино

1. Abramov Timofei/ Абрамов Тимофей

Faculty of Philosophy/ Философский факультет

Barry Schwartz and the paradox of choice: freedom, anxiety, and decision-making in modern societies/ Барри Шварц и парадокс выбора: свобода, тревожность и принятие решений в современных обществах

The contemporary world is marked by an unprecedented abundance of choices, penetrating every area of our lives. This research delves into the paradox of choice, a concept meticulously explored by psychologist Barry Schwartz. The paradox suggests that while freedom of choice is fundamental, an excess of options can lead to anxiety and decision fatigue. Central to Schwartz's argument is the idea that an overload of choices can paralyze individuals, making decision-making arduous rather than easy. The study aims to define the paradox of choice and elucidates its core principles through some examples, exploring its psychological and social consequences. It investigates the relationship between choice and individual freedom, questioning whether the vast array of options effectively enhances or restricts personal autonomy.

Консультант по английскому языку: Шмараева Анастасия Александровна

2. Kamalov Nail/ Камалов Наиль

Faculty of Philosophy/ Философский факультет

A behaviorist view on punishment: a critical analysis of B. Skinner's book *Beyond Freedom and Dignity*/ Бихевиористский взгляд на наказание: критический анализ книги Б. Скиннера «Превыше свободы и достоинства»

This study aims to explore Skinner's thought-provoking ideas and their implications, inviting a deeper examination of how behaviorism, punishment, and the notion of freedom interact. By redefining freedom as the capacity to make choices related to environmental factors, Skinner's work challenges conventional conceptions of personal choice and raises fundamental questions

about the role of punishment in human society. It is an invitation to reflect on a complex interplay between our actions, consequences, and the quest for genuine freedom in a world influenced by behaviorist principles.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Kvita Yevgeny/ Квита Евгений

Faculty of Philosophy/ Философский факультет

Russia and Europe: a critical analysis of the book *Russia and Europe* by Nikolai Danilevsky/ Россия и Европа: анализ книги Николая Данилевского «Россия и Европа»

The study is based on the book *Russia and Europe* by Nikolai Danilevsky. The famous Russian sociologist, historian and philosopher made a deep analysis of European and Russian culture and mentality and drew some pessimistic conclusions that they are irreconcilable. Danilevsky believes that European civilization, traditions and political activities are not only dramatically opposed to those of Russian but hostile towards our country. In some respect this opposition is connected with differences in political principles of European colonial empires and Russian ways of defending nations.

Консультант по английскому языку Мурза Александра Борисовна

4. Matveeva Anastasiya/ Матвеева Анастасия

Faculty of Philosophy/ Философский факультет

The promotion of Russian traditions and their impact on the perception of Russia across the world/ Продвижение русских традиций и их влияние на восприятие России в мире

Russian culture has always been of particular interest to other nations in terms of its rich history, centuries-old customs and traditional values. With “Russian houses” abroad promoting Russian culture and traditions, there is a strong interest from citizens of other countries. The research has shown that the awareness may be raised by organizing different events such as festivals dedicated to Russian culture. In addition, several deep historical similarities could be revealed and demonstrated, that is, for instance Russian carols (Sviatky). The study claims that since Russia has a stable position in the world political arena, Russian traditions tend to play an important role in representing Russia on the world stage and shaping its image.

Консультант по английскому языку: Шмараева Анастасия Александровна

5. Rodicheva Sofiya/ Родичева Софья

Faculty of Philosophy/ Философский факультет

Transforming business strategies: a case study of McDonald’s Corporation/ Изменение подхода к ведению бизнеса на примере корпорации Макдональдс

The research examines a variety of factors that contribute to the success or failure of a company. It is business environment, consisting of a considerable amount of external and internal factors, that has an enormous impact on goals, operations and outcomes of any company. McDonald’s Corporation is considered to be the most recognizable dining brand across the world, having franchises in over than 119 countries. The focus of this study is to analyze components of business strategies that turned out to be successful. Thus, the aim of the research is to identify innovative marketing and business approaches that facilitated successful outcomes.

Консультант по английскому языку: Шмараева Анастасия Александровна

6. Firtsikov Ilya/ Фирциков Илья

Faculty of Philosophy/ Философский факультет

The early letters of St. Augustine in the light of their connection with his philosophical works: a case study of the 3rd and the 4th letters to Nebridius and their relation to *The Magnitude of the Soul*/ Ранние письма Святого Августина в свете их взаимосвязи с его философским трактатами: исследование на материале 3-го и 4-го письма к Небридию в их отношении к «О количестве души»

St. Augustine is considered to be the Father of Latin church who exercised a great influence on his contemporaries and subsequent thinkers. The study analyses his letters which are infused with a large number of different topics and inextricably connected with his treatises. The research concentrates on two letters written by St. Augustine to Nebridius and as well as on a letter in his early treatise *De quantitate animae*. It is in these letters that the philosopher raises the issue of the immortality of the soul. A special attention is paid to the place which these letters hold in St. Augustine's personality development.

Консультант по английскому языку: Перцев Евгений Михайлович

Секция №9

16 ноября 2023 г., четверг

Шуваловский корпус, ауд. Г-266

9.00-10.30

Ведущая: Байдракова Ника

1. Kornenkova Daria/ Корненкова Дарья

Faculty of Philosophy/ Философский факультет

Methods of anti-crisis PR based on the study guide *Public relations* by Chumikov A.N., Bocharov M.P./ Методы антикризисного пиара на основе учебного пособия Чумикова А.Н., Бочарова М.П. «Связи с общественностью»

Crisis management has become an important aspect of public relations, as organizations face various challenges and unexpected situations that can damage their reputation. Anti-crisis PR is a set of measures related to forecasting, preventing or overcoming the reputational crisis of organizations. This direction plays a significant role in marketing as it is the main method that, thanks to PR tools, is able to preserve the capital of an individual or organization that could be destroyed during a crisis. The study considers the essence of anti-crisis PR, the main functions and methods, as well as anti-crisis campaigns of well-known brands.

Консультант по английскому языку: Дзгоева Ольга Муратовна

2. Lavrenyuk Polina/ Лавренюк Полина

Faculty of Philosophy/ Философский факультет

Environmental problems in Africa: based on the scientific work of G. V. Podbiralina/ Экологические проблемы в Африке: на основе научной работы Г.В. Подбиральной

Environmental problems in Africa have become a matter of great concern in today's world. These issues pose a significant threat not only to the environment but also to human well-being and the sustainable future of African people. Africa is a continent known for its rich natural resources and diverse ecosystems. However, it is also facing numerous environmental challenges that are affecting its biodiversity and well-being of the people. Addressing ecological problems has become a global priority, requiring collective effort and innovative solutions. The study identifies some of the key ecological problems in Africa raised by G. V. Podbiralina and examines potential strategies to mitigate their adverse effects.

Консультант по английскому языку: Криштоф Елена Михайловна

3. Martyshina Alexandra/ Мартышина Александра

Faculty of Philosophy/ Философский факультет

Women's fashion trends in the 1950s and 1960s in the USA: a comparative analysis/ Сравнительный анализ женской моды 50-х и 60-х гг. XX века на примере США

The relevance of the research lies in analyzing causal relationships among different spheres of life, such as political, economic, social and spiritual, and their influence on changes in women's fashion. The purpose of this study is to identify the causes of the contrast in the clothing of American women during the 1950s and 1960s. Examining the history of the USA, articles on fashion development as well as photos and videos available has enabled to identify certain global events and changes in the society that resulted in such a contrast between American women's fashion in the 1950s and 1960s. With fashion being cyclical, the results obtained can be applied to studying current and future fashion trends.

Консультант по английскому языку: Шмараева Анастасия Александровна

4. Mokretsova Yana/ Мокрецова Яна

Faculty of Philosophy/ Философский факультет

The role of graphic design in advertising: based on the article *Features of graphic design in the field of advertising* by A. Iksanov and R. Rafikov/ Роль графического дизайна в рекламе (на основе статьи А.Ф. Иксанова и Р.И. Рафикова «Особенности графического дизайна в сфере рекламы»)

The purpose of the study is to give an idea of graphic design and its impact on advertising goods on the market. The study is based on the article *Features of Graphic Design in the Field of Advertising* which provides a theoretical background and shows the importance of graphic design for advertising, building brand recognition, drawing attention, and making a lasting impression. The study considers different ways of using graphic design to increase sales and create a positive image of the product in the eyes of the consumer. The characteristic features of advertising graphics are also highlighted and described in the research.

Консультант по английскому языку: Бережных Елена Юрьевна

5. Stolbova Polina/ Столбова Полина

Faculty of Philosophy/ Философский факультет

Rules of digital hygiene: an analysis of an article in Forbes magazine *Digital hygiene*/ Правила цифровой гигиены на основе статьи из журнала Форбс «Информационная гигиена»

In the age of information technology people cannot imagine their lives without social networks. Almost all our activities are connected in one way or another with the Internet, different platforms and personal accounts. The research focuses on the article from the Forbes magazine *Digital hygiene* which gives some practical instructions about avoiding the harmful influence of the Internet. The study gives several regulations which could help users ensure their safety.

Консультант по английскому языку: Перцев Евгений Михайлович

6. Plyakina Elizaweta, Dzhioeva Eva/ Плякина Елизавета, Джюева Ева

Faculty of Philosophy/ Философский факультет

Women's rights in Arab countries: the historical background and contemporary tendencies/ Права женщин в арабских странах: история и современные тенденции

The status of women in the Arab world varies across different countries and changes over time under the influence of different factors such as economic development, education and government policies. Compared to men, women in Arab countries have faced numerous challenges throughout the history. However, presently due to the implementation of reforms they can enjoy more equal rights and freedoms than ever before. The research focuses on the historical background of the issue and aims to reveal measures that have been taken to decrease women discrimination in various areas of society.

Консультант по английскому языку: Шмараева Анастасия Александровна

7. Arina Chaika/ Арина Чайка

Faculty of Philosophy/ Философский факультет

Representation and perception of women in art/ Репрезентация и восприятие женского образа в искусстве

The research is devoted to the problem of the representation and perception of women in art. The study analyzes the work of various artists and their representation of the female image and its development throughout history, as well as its perception by viewers and the influence on the traditions of society. The purpose of the study is to draw attention to the problem of objectification of women in art objects.

Консультант по английскому языку: Шмараева Анастасия Александровна

Секция №10

16 ноября 2023 г., четверг

Шуваловский корпус, ауд. Г-265

9.00-10.30

Ведущая: Бруман Анна

1. Skryabina Varvara/ Скрыбина Варвара

Faculty of Philosophy/ Философский факультет

An analysis of bad lifestyle habits among students and ways of breaking them/ Анализ вредных привычек в студенческой среде и способы их устранения

The study aims to analyze lifestyles of present-day students with a particular focus on bad habits that tend to have both negative psychological and physical effects on their communication and academic performance. Currently, students are believed to be digital natives being always attached to their devices. This could harm their cognitive, social and emotional well-being and development. Moreover, unhealthy habits, including a poor diet, sedentary lifestyle, sleep deprivation tend to exacerbate the problem. The research examines a range of students' bad habits and suggests possible solutions to improve the situation.

Консультант по английскому языку: Шмараева Анастасия Александровна

2. Khe Angelina/ Хе Ангелина

Faculty of Philosophy/ Философский факультет

Using artificial intelligence in marketing: an evaluation of positive and negative effects/ Использование искусственного интеллекта в маркетинге: оценка положительных и отрицательных последствий

Marketing is based on understanding consumer needs and preferences. Marketing strategies aim to reach a target the audience and achieve the company's business goals. Artificial intelligence is a new marketing tool, which is much debated these days. This study examines benefits and drawbacks of using AI in different areas of marketing supported by practical examples, provides reliable statistics as well as includes the results of the student survey to determine their ability to distinguish AI writing from a human one. The purpose of the research is to offer an objective assessment of the usage of AI in marketing and to demonstrate its strengths and weaknesses.

Консультант по английскому языку: Шмараева Анастасия Александровна

3. Shoubova Sabina/ Шоубова Сабина

Faculty of Philosophy/ Философский факультет

The influence of sports on teenage lifestyles: psychological and social aspects/ Влияние спорта на современных подростков: психологические и социальные факторы

Sport helps teenagers to have a more active lifestyle, affecting them positively in many ways. Many studies have shown that playing sports can really boost a person's mental abilities. The report of the Institute of Medicine maintains that "more active adolescents have a higher rate of cognitive information processing and pass state exams better, get better grades at school, and develop social skills better than their peers". Sports help to increase self-esteem and decrease anxiety and stress. In the modern world, new technologies such as the Internet, television and computer games contribute to physical inactivity of teenagers who tend to lead a sedentary lifestyle. Moreover, scientists have proved that physical activity increases the overall level of well-being of people since it has a good effect on the quality of life, reduces negative feelings such as anger, tension, anxiety and depression, and also contributes to satisfaction with it. Thus, the research focuses on mental, social and psychological benefits of teenage engagement into sports.

Консультант по английскому языку: Шмареева Анастасия Александровна

4. Ibraimova Kamelia/ Ибраимова Камелия

Faculty of Philosophy/ Философский факультет

The impact of social networks on adolescents from a contemporary perspective/ Влияние социальных сетей на подростков: современный взгляд

Adolescents spend their time on social networks, finding solace and support as well as keeping in touch with their friends online. The study aims to provide a profound analysis of the issue with a particular attention to misbehaviour and ways to confront bullying. The author comes to a conclusion that since teenagers can be easily influenced by negative implications of online communication, they should be limited in spending time on social networks.

Консультант по английскому языку: Мурза Александра Борисовна

5. Smetanina Victoria/ Сметанина Виктория

Faculty of Philosophy/ Философский факультет

The impact of globalization on cultural identity: positive and negative effects (a case study of India)/ Анализ позитивных и негативных последствий влияния глобализации на национальную идентичность Индии

The most acute issue related to globalization is considered to be its tremendous influence on cultural identity. A large number of studies have shown that globalization has both positive and negative impacts on diverse cultures. Having cultural diversity, India is characterized by a variety of religions, traditions, and customs reflected in art and architecture. This research focuses on challenges to the Indian identity and opportunities posed by the processes of globalization. In addition, it should be noted that despite positive implications such as increased cooperation, India has seen a great number of changes in social values, family life, language, festivals, clothes and employment. Thus, a comparative analysis of benefits and drawbacks gives us a deeper understanding of the impact of globalization on multiculturalism.

Консультант по английскому языку: Шмареева Анастасия Александровна

6. Grechanikova Elizaveta/ Гречаникова Елизавета

Faculty of Philosophy/ Философский факультет

The influence of Vogue magazine on its readers: cultural and social perspectives/ Влияние журнала Vogue на читателей: культурный и социальный аспекты

VOGUE is a highly influential magazine that has a significant impact on culture and society. It sets fashion trends, defines beauty standards, and influences the entertainment industry. The study concentrates on the influence the magazine exercises on culture and society addressing

social and political issues, shaping public opinion and promoting dialogue. By actively discussing social and political issues such as gender inequality or racial discrimination the magazine promotes progressive ideas in society.

Консультант по английскому языку: Мурза Александра Борисовна

Секция № 11
16 ноября, четверг
Шуваловский корпус, ауд. Е-317
12.30-14.00

Ведущий: Новиченко Матвей

1. Abdurazakov Lenar/ Абдуразаков Ленар

Faculty of Philosophy/ Философский факультет

The paradox of choice. Unraveling the path to human welfare, insights from Barry Schwartz: a contemporary interpretation/ Парадокс выбора. Определяя путь к благополучию человека: современная интерпретация идей Барри Шварца

The concept of consumerism has been the subject of growing controversy, with economic and moral issues being raised by researchers and philosophers. The modern psychologist Barry Schwartz declared: “Choose less and feel better”. This idea lays down a foundation of his famous work *The paradox of choice*, where the scientist explains why a wide range of choice might be worse than a small one. This approach contradicts the modern consumer, who is used to thinking that a multiple choice is always good. To make things more complicated, the modern man is faced with such problems every day, which increases the state of stress. The aim of the study is to give a detailed analysis of Barry Schwartz’s ideas, present some examples which are to confirm his beliefs and give some practical advice how to survive in a world of consumerism.

Консультант по английскому языку: Мурза Александра Борисовна

2. Pantueva Ekaterina/ Пантуева Екатерина

Faculty of Philosophy/ Философский факультет

Comparing the views of A. Khomyakov and N. Ogaryov on the development of education in Russia: a philosophical analysis/ Сравнение взглядов А. Хомякова и Н. Огарёва на развитие образования в России: философский анализ

For the last few years anthropological issues have been broadly discussed by philosophers, historians and sociologists. These issues were also important for the Russian philosophical thought reflected in the ideas of Westernizers and Slavophiles in the middle of the 19th century. Both these groups attempted to bring about reforms in the sphere of education based on their anthropological views. The study reviews the ideas of A. Khomyakhov and N. Ogarev on upbringing students in Russia. The author compares their ideas expressed in Khomyakhov’s article *About public education in Russia* and in the project of the national polytechnic school of N. Ogaryov. Their views on education are as topical now as ever.

Консультант по английскому языку: Егорова Елена Геннадьевна

3. Poroova Vera/ Попова Вера

Faculty of Philosophy/ Философский факультет

Cyberbullying as an issue in the contemporary society/ Проблема кибербуллинга в современном обществе

Cyberbullying is a vital issue that has emerged recently as a result of communication technology development, where people use the Internet to behave in a negative manner. The study indicates some forms of cyberbullying which can cause a person’s embarrassment or

humiliation. It can be seen in statistics that the number of people who have suffered from cyberbullying has increased significantly over the past 10 years. Obviously, it is impossible to refuse the idea of using the Internet, but also it is necessary to understand if a person has problems in virtual life and how to deal with this problem. It is crucial to get help from family members, friends, peers and, in some cases, from a professional to address the concerns of self-esteem and pressure that are a result of cyberbullying. Fortunately, presently there are many organisations which analyze accounts and channels in social media to save humanity from bullying.

Консультант по английскому языку: Бережных Елена Юрьевна

4. Baranovskaya Maria/ Барановская Мария

Faculty of Philosophy/ Философский факультет

The notion of «toska»: a comparative analysis of the equivalents of the word in foreign languages/ Понятие «тоска»: сравнительный анализ эквивалентов этого слова на других языках

There are a lot of words that cannot be translated from one language to another. Some of them reveal the nature of a nation's thinking and its perception of reality. This study focuses on the concept of Russian word «тоска». There are some similarities and differences between this word and its equivalents in other languages. This research involves a systematic analysis of a wide array of linguistic and cultural sources. The analysis helped the author establish lexical-semantic mismatches and reveal substitutions and lexical choices of translating this word into English, French, Spanish and other languages. Its findings contribute to a better understanding of cross-cultural emotional expression, as well as challenges and opportunities translators face in interpreting a word as culturally rich as «тоска».

Консультант по английскому языку: Мурза Александра Борисовна

5. Chizhik Anastasiya/ Чижик Анастасия

Faculty of Philosophy/ Философский факультет

Political dynamics in contemporary Russian society: a sociological analysis/ Политическая динамика в современной России: социологический анализ

The study focuses on the activities of youth organizations in our country pointing out that the younger generation takes an active part in political life in the country. The study distinguishes four main groups of youth organizations concentrating on their program documents which are aimed at realizing interests and protecting the rights of youth as well as the civic formation of the individual. All these programs are designed to develop the spiritual, intellectual and physical potential of young people.

Консультант по английскому языку: Бережных Елена Юрьевна

Секция № 12

17 ноября, пятница

1 Гуманитарный корпус, ауд. 666

16.30-18.00

Ведущая: Федотова Юлия

1. Belyaev Egor/ Беляев Егор

Faculty of Philosophy/ Философский факультет

The ontology of image in the digital era/ Онтология образа в цифровую эпоху

The domain of the visual is a fundamental part of being and existing, both human and social. The study indicates that with the advent of digital technologies and the global media environment, it is evident that the problem of the visual has become more complex than ever.

To understand many significant forms of the visual now means to understand the existence of digital space comprised of digital objects, multidimensional information structures and data. A number of recently emerged digital technologies, such as neural networks, make it possible to create generative (or “synthetic”, as defined by L. Manovich and E. Arielli) artefacts of a new kind. This situation requires analysis, not only in the context of the digital age, but also in terms of the historical perspective that preceded it. As proposed, a possible attempt to analyse this problem should start with ontological analysis of the phenomenon/practice of the image as a manifestation of the visual, as well as connecting it with philosophical understanding of digital reality.

Консультант по английскому языку: Перцев Евгений Михайлович

2. Emelyanov Ivan/ Емельянов Иван

Faculty of Philosophy/ Философский факультет

The philosophical significance of metaphorical expressions in E. Husserl's phenomenology/ Философское значение метафорических выражений в феноменологии Э. Гуссерля

This research aims to investigate the philosophical significance of metaphorical expressions in the works of Husserl. Although his writings reveal a great variety of metaphors, Husserl denied the philosophical significance of metaphors for the development of phenomenology. P. Ricoeur in his book *The Rule of Metaphor* and O. Fink in the article *Operative Concepts in Husserl's Phenomenology* underline the importance of metaphors for further development of phenomenology. Using historical and philosophical analysis of these works, the author argues that the use of metaphors has great theoretical implications for Husserl's phenomenology concentrating on two important characteristics: 1) its use allows for the extension of the language of description and thus for the inclusion of new areas of cognition; 2) the use of metaphors provides the opportunity for a preliminary linguistic investigation into the field of research, which facilitates the discovery of the most complex theoretical problems in this area.

Консультант по английскому языку: Перцев Евгений Михайлович

3. Петропавловская Мария/ Petropavlovskaya Maria

Faculty of Philosophy/ Философский факультет

Authentic existence as a moral problem in the philosophy of Karl Jaspers/ Подлинность бытия как моральная проблема в философии Карла Ясперса

The research discusses the concept of *Existenz* and the significance of this mode of being for the moral existence of a person. The relevance of this study lies in analyzing existentialism, the philosophy of K. Jaspers, and the problem of *Existenz* through the prism of ethical values. We look at the true self-hood as a special mode of being that receives an ethical interpretation and is positioned as superior to other, non-authentic modes of being. K. Jaspers reflects on the moral and spiritual issues of human life and looks for something that a person can rely on in search of his being. The answers he formulates in his writings continue to be relevant and require an ethical interpretation which this research offers asserting *Existenz* as a preferable mode of being, discovering its moral meaning, and summarizing non-authentic modes of being that oppose *Existenz*.

Консультант по английскому языку: Мурза Александра Борисовна

4. Satsukevitch Anna/ Сацукевич Анна

Faculty of Philosophy/ Философский факультет

The main stages of forming a conception of abstract art in the book by V. Kandinsky *Concerning the Spiritual in Art*/ Основные этапы формирования концепции абстрактного искусства в книге В. Кандинского «О духовности в искусстве»

The study draws primarily on Kandinsky's book *Concerning the Spiritual in Art* which reflects his creation of abstract work. A versatile and prolific artist, V. Kandinsky gained international recognition with his original works. The author tells the history of forming the concept of abstract art identifying its characteristic features. He proceeds from the idea that abstraction is not only a trend in art, but also a form of thinking. V. Kandinsky promotes and defends abstract art, affirming that all forms of art are equally capable of reaching a level of spirituality. The main idea that runs through the book is that the aim of art whether abstract or real is to transmit to us the highest and best feelings to which men have risen.

Консультант по английскому языку: Перцев Евгений Михайлович

5. Fedotova Julia/ Федотова Юлия

Faculty of Philosophy/ Философский факультет

Gender issues from philosophical perspective: a critical analysis of Judith Butler's book *Gender Trouble*/ Гендерные вопросы в философском освещении: критический анализ книги Джудит Батлер «Гендерное беспокойство»

The study analyses J. Butler's ideas developed in her book *Gender Trouble* where she claims that inequality between men and women is reinforced and preserved by violence and biopolitical practices. She argues that the established structures of inequality influence the justification of violence further. If violence and inequality are inherently connected, one can't choose violence as a means of combating inequality because they would create more inequality and violence instead. However, nonviolence claims that every life must be perceived as equally valid, so it's inextricably connected with equality. Hence, the practice that should be promoted instead is nonviolence, which proposes launching such actions as peaceful protests, boycotts and strikes.

Консультант по английскому языку: Перцев Евгений Михайлович

СОЦИОЛОГИЧЕСКИЙ ФАКУЛЬТЕТ МГУ имени М.В. Ломоносова

14 ноября, вторник

10.40-15.30

ауд. 317, 320

Ведущие: Баранов Николай, Сулова Анна

1. Galtseva Daria, Serdukova Maria/ Гальцева Дарья, Сердюкова Мария

Faculty of Sociology/ Социологический факультет

Threat of cancelling the Russian culture in the West/ Угроза «отмены» русской культуры на Западе

The study is devoted to a brief description of the phenomenon of “cancel culture” and its spread in the West. The author emphasizes various manifestations of “cancel culture” in relation to the Russian culture, including refusals to cooperation with Russian theaters, ballet troupes and musicians, ignoring the contribution of the Russian culture to the world culture, as well as censorship and renaming cultural objects. The authors stress the importance of enriching culture through mutual influence and contact with other cultures.

Консультант по английскому языку: Казимова Галина Александровна

2. Skaptsova Sofia/ Скапцова София

Faculty of Sociology/ Социологический факультет

Manipulation in marketing projects: a sociological analysis/ Манипуляция в маркетинговых проектах: социологический анализ

The study sheds light on manipulation in marketing from a sociological perspective, emphasizing its various forms and societal implications. Awareness and critical understanding are crucial for consumers to navigate through persuasive marketing tactics effectively and make informed choices aligned with their values and needs. As marketers continue to refine their strategies, ethical considerations should be prioritized to ensure a fair marketplace where the consumer’s autonomy is respected.

Консультант по английскому языку: Казимова Галина Александровна

3. Bogdanova Olesya, Valisheva Diana/ Богданова Олеся, Валишева Диана

Faculty of Sociology/ Социологический факультет

Russian philosophers of the 19th – the beginning of the 20th centuries on the Russian idea/ Русские философы XIX – начала XX вв. о русской идее

Based on the analysis of the Russian philosophy of the 19th - the beginning of the 20th centuries and the concepts related to the Russian people, the following issues are highlighted in this research. Philosophical views of Russian philosophers on the Russian people allow us to identify key aspects of their identity and values. These aspects can serve as a basis for the development of the national idea of Russia. The Russian people have a unique symbolic significance and a rich cultural heritage that can be used to form the national idea. Deep spirituality, harmony with nature, sobornost’ – these features of the Russian people are the values that can contribute to the formation of unity and cooperation within the country and in international relations.

Консультант по английскому языку: Казимова Галина Александровна

4. Kudinova Olga/ Кудинова Ольга

Faculty of Sociology/ Социологический факультет

The phenomenon of individualism: a sociological analysis/ Феномен индивидуализма в социологическом измерении

The 20th century was marked by a high growth of individualism, and many scholars, experts, public figures expressed serious concerns about a low level of altruistic and solidaristic values, the prevalence of selfish motivations and hypertrophied individualism. The feelings that attract people become weaker, harming social ties. A rural resident who comes to the city to work and live tends to lose the sense of belonging to the local community but, at the same time, he is no longer supported by collective wisdom. Individualism negatively affects everything and ultimately turns into egoism.

Консультант по английскому языку: Казимова Галина Александровна

5. Yagovkina Alena/ Яговкина Алена

Faculty of Sociology/ Социологический факультет

The phenomenon of loneliness and its effect on leisure activities in modern megapolis/ Феномен одиночества и его влияние на формирование досуговых практик в современном мегаполисе

In modern megapolis people often are unable to have deep emotional connections and feel lonely. A big city offers a vast range of opportunities but, at the same time, urbanistic lifestyle is associated with individualism, fatigue, emptiness, loneliness. City-dwellers often prefer spending time alone as their leisure activity. In a healthy environment, loneliness can be seen as a means of restoring balance in today's hectic lifestyle, a moment of necessary contemplation.

Консультант по английскому языку: Казимова Галина Александровна

6. Marskiy Arkadiy/ Марский Аркадий

Faculty of Sociology/ Социологический факультет

Socialization of children and adolescents in the digital age/ Социализация детей и подростков в эпоху цифровых технологий

Rapid technological updates have become the main components of socialization. This problem became acute in the 1990s due to the development of the Internet. With the help of mobile communication devices, teenagers actually began to master a new way of life aimed at socialization. Digital technologies have an ambivalent nature as they can both help teenagers and cause harm to them.

Консультант по английскому языку: Казимова Галина Александровна

7. Belyakova Maria/ Белякова Мария

Faculty of Sociology/ Социологический факультет

Regional disparities as a factor of social inequality/ Региональные диспропорции как фактор социального неравенства

Uneven development of regions, which can be predetermined, first of all, by disproportionate distribution of natural resources, can lead to further increase in economic inequality between regions. In order to overcome regional disparity, the principle of diversity in the development of regional economies can be taken into account. The author comes to a conclusion that such spheres as tourism, IT, agriculture can facilitate the development of regions which are not rich in natural resources.

Консультант по английскому языку: Казимова Галина Александровна

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

Faculty of Sociology/ Социологический факультет

Algorithmic Power: A Sociological Perspective/ Алгоритмическая власть: социологический аспект

Recently, algorithms have obviously transformed the consumer's behavior, streamlining their consumption patterns and crafting a more personalized shopping experience. However, it must be implemented correctly to strike a balance between customization, freedom of choice, and data privacy. As these, algorithms continue to evolve and penetrate deeper into the consumer's buying journey, a shift in consumer behavior should not be seen as an anomaly but rather a reflection of an advanced digital marketplace, pushing us to adapt, understand, and embrace this change.

Консультант по английскому языку: Казимова Галина Александровна

9. Yagodarova Kseniya/Ягодарова Ксения

Faculty of Sociology/ Социологический факультет

The socialization of teenagers in Russia: an analysis of media influence/ Социализация подростков в России: анализ влияния средств массовой информации

The study examines the correlation between the socialization of adolescents and their use of social networks in their daily lives. Social networks play an important role in the lives of teenagers since they spend most of the day online. On the one hand, this can be considered a positive phenomenon as teenagers can interact with the outer world regardless of where they are. On the other hand, teenagers may perceive artificial reality as real, which can result in problems with face-to-face communication and even become an addiction. According to VTSIOM surveys, people of different ages express an ambiguous attitude towards the use of social networks by teenagers. Social networks have a significant impact on the socialization of adolescents. However, it should be mentioned that it is influenced by parents' control, the social environment and personality of a teenager. The author comes to a conclusion that in order for social networks to have a positive impact on the socialization of adolescents, it is necessary to limit the time spent online and filter the information obtained from social media.

Консультант по английскому языку: Захарова Дарья Сергеевна

10. Gerzha Tatyana/ Гержа Татьяна

Faculty of Sociology/ Социологический факультет

A sociological analysis of divorce rate in Russia: trends and reasons/ Социологический анализ статистики разводов в России: тенденции и причины

This study examines current trends and causes of divorce in Russia. The purpose of the research is to identify the main factors that influence the growth of this phenomenon and develop effective strategies to prevent the breakdown of family relationships and support marriage. In the modern world, social, economic and cultural aspects play a significant role in the increasing number of divorces that could lead to the destruction of marriage. The study analyses statistical data and factors that can affect the strength of a marriage and contribute to its preservation. One of the main factors influencing the increase of divorces is changing society's views on the role of the family, gender roles and expectations from marriage. In addition, economic difficulties such as the instability of the labor market and financial problems can put great pressure on family life, which could also lead to divorce. It should also be noted that cultural aspects, such as changing attitudes towards marriage and family, influence divorce in Russia. In modern society, more and more people are putting personal happiness and self-realization in priority, which can lead to an increase in divorces.

Консультант по английскому языку: Захарова Дарья Сергеевна

11. Lazorenko Nadezhda/ Лазоренко Надежда

Faculty of Sociology/ Социологический факультет

The role of social-psychological experiments in the development of modern social psychology/ Роль социально-психологических экспериментов в развитии

современной социальной психологии

Social psychology plays a significant role in modern society. The knowledge specialists in this field possess helps in resolving conflicts, difficult situations both within very small groups (families, employees of a small office) and quite global – interethnic and interracial. Moreover, the basics of social psychology can help the heads of large companies to manage people effectively, the leaders of states – to manage the population, etc. One of the main methods of obtaining new scientific information in modern social psychology is an experiment. Experimental methods are used in almost three-quarters of socio-psychological research. The ideas concerning social psychology have been discussed since the time of Plato and Aristotle and should be subjected to experimental verification.

Консультант по английскому языку: Захарова Дарья Сергеевна

12. Ridel Alina and Chernitsyna Angelina/ Ридель Алина, Черницына Ангелина

Faculty of Sociology/ Социологический факультет

The role of the father in family and the upbringing of children: views of different generations/ Роль отца в семье и в воспитании детей: взгляды разных поколений

This study is devoted to the analysis of the father's role in the family and the upbringing of children perceived by different generations. The image of family as one of the most important social institutions is constantly changing. Family members change the content of their roles. Consequently, it is essential to consider the transformation of the father's role in the process of parenting. Raising a child is a very important and complicated process, and whereas the maternal role is clear to everyone, the paternal role is often incomprehensible. There has been much discussion on the role of the father in the upbringing of a child. Experts note that it is quite difficult to raise an accomplished individual without a male influence.

Консультант по английскому языку: Захарова Дарья Сергеевна

13. Dugina Elizaveta, Seliverstova Anna/ Дугина Елизавета, Селиверстова Анна

Faculty of Sociology/ Социологический факультет

The evolution of feminism: from its inception to the present day/ Эволюция развития феминизма: от зарождения до наших дней

This research is devoted to the study of the evolution of feminism: its causes, stages of development and the current state. Within the framework of this study, such processes as the development of feminism and its influence on social, political and cultural changes in society have been considered. This study presents a detailed overview and analysis of the history of feminism, from its origins in the 20th century to modern feminist movements and their ideas. The research considers the theoretical foundations of feminism, key figures and events that had a strong influence on the development of this movement. Additionally, the evolution of feminist waves, starting with the first and second waves and moving on to more modern concepts and paradigms is analyzed. The impact of feminism on various spheres of life, including politics, economics, culture and education, is observed.

Консультант по английскому языку: Захарова Дарья Сергеевна

14. Корендюхин Михаил, Седов Глеб/ Korendyuhin Mikhail and Sedov Gleb

Faculty of Sociology/ Социологический факультет

A sociological analysis of modern British cities: problems and solutions/ Социологический анализ современных британских мегаполисов: проблемы и решения

Influenced by industrialisation and concomitant urbanisation the population of British cities has started to rise significantly. To illustrate this, London's citizenry reached one million people in 1800, and Birmingham's - in 1931. This rise caused some problems, which have

become more noticeable at the present time, such as overpopulation, ethnic conflicts, housing crisis, air pollution, etc. However, since the 1930s, many sociologists (for example, Louis Wirth, USA, Chicago) have devoted their works to these aspects of future urban life. This study examines the existing problems of contemporary British metropolises and analyses the solutions that are offered by modern sociologists, urbanists, and city's administration.

Консультант по английскому языку: Захарова Дарья Сергеевна

15. Sidorenko Artem/ Сидоренко Артём

Faculty of Sociology/ Социологический факультет

The influence of emotional intelligence on consumer behavioral patterns/ Влияние эмоционального интеллекта на поведение потребителей

This study is devoted to the influence of emotional intelligence on consumer behavior. It pays a special attention to the analysis of the way emotional intelligence influences consumers' purchasing decisions, creating profound emotional connections with brands and products. Consumers' emotional intelligence affects their preferences, values, and perceptions of service quality. The effectiveness of emotional advertising and its ability to evoke strong emotional responses from the audience are also investigated. Understanding this interconnected influence between emotional intelligence and consumer behavior is a key aspect of modern marketing and customer service strategies. Moreover, the study contains an overview of recent research and practical examples demonstrating the importance of considering emotional intelligence in interactions with consumers.

Консультант по английскому языку: Захарова Дарья Сергеевна

16. Matsneva Ekaterina / Мацнева Екатерина

Faculty of Sociology/ Социологический факультет

The influence of stereotypes on marriage choice/ Влияние стереотипов на брачный выбор

The study explores the influence of stereotypes on relevant marriage choice. Marriage choice has always been a debatable issue being an integral part of social life. Stereotypes play a significant role in shaping our ideas about what an ideal marriage partner should be. They could lead to discrimination and inequality in relationships. Studying the influence of stereotypes on the choice of a partner provides an understanding of how our ideas about people are formed and what our decisions are affected by. Consequently, it becomes easier to realize our prejudices and work to overcome them, as well as to help create a more tolerant and equitable society. The research analyses the types of stereotypes, such as gender, social, economic and others, and their influence on people's preferences when choosing a partner. Based on theories and experimental research, this study presents a deep understanding of the impact of stereotypes on marriage choices and reveals its importance for understanding relationships and social dynamics.

Консультант по английскому языку: Захарова Дарья Сергеевна

17. Christina Nurijanyan, Yana Kiseleva/ Нуридджанян Кристина, Киселева Яна

Faculty of Sociology/ Социологический факультет

Demographic ageing of the population in Russia: a sociological analysis/ Демографическое старение населения России: социологический анализ

As a result of the successful and continuous progress of society, the development of such process as demographic aging can be observed. This can be explained by the advances in medicine and economics, improvements in people's living standards. This study also explores a number of negative reasons, such as the declining birth rate. Demographic aging is a process showing improvements in living standards due to the increasing proportion of elderly

population. However, this phenomenon has a number of negative consequences, including societal changes, a decrease in labor supply and relocation, an increase in the proportion of people with lower incomes, and the risk of slowing progress.

Консультант по английскому языку: Захарова Дарья Сергеевна

18. Seredinova Tatyana, Kurochkina Mariia/ Серединова Татьяна, Курочкина Мария

Faculty of Sociology/ Социологический факультет

**Self-preserving behavior in the conditions of scientific and technological progress/
Самосохранительное поведение в условиях научно-технического прогресса**

In the modern society and with the influence of scientific and technological development, the issue of improving the population's health is of primary importance. In the process of adapting to new living conditions, the lifestyle of the population has changed significantly, with health being in great demand along with human and social capital. The research is devoted to consideration of the concept of self-preserving behavior, its types and various approaches to the study of self-preserving behavior under the conditions of scientific and technological progress. The analysis of factors affecting the preservation of health and its assessment is provided. The study includes various strategies to improve self-preservation behavior in the context of scientific and technological progress. This concept is crucial for understanding and analyzing since it is closely connected with ensuring the safety and protection of human life and health in the modern society.

Консультант по английскому языку: Захарова Дарья Сергеевна

19. Bogdanova Ksenya, Ringe Ekaterina / Богданова Ксения, Ринге Екатерина

Faculty of Sociology/ Социологический факультет

The influence of cartoons on the formation of family values in children/ Влияние мультфильмов на формирование семейных ценностей у детей.

This study is devoted to the role of cartoons in developing family values in children. The factors that influence children's choice of cartoons are analyzed. The study also examines various cartoons, the values they contain and their positive and negative influence on children from sociological and physiological perspectives. The importance of choosing right cartoons in order to enhance traditional family values is considered. This research is aimed at raising awareness about the influence of cartoons on the formation of children's worldview and helping parents choose the right content.

Консультант по английскому языку: Захарова Дарья Сергеевна

20. Korotaeva Valeria/ Коротаева Валерия

Faculty of Sociology/ Социологический факультет

The influence of corporate environmental culture on modern society/ Влияние корпоративной экологической культуры на современное общество

The study is devoted to the concepts of corporate environmental culture and behavior of employees, as well as their relevance in the modern society, associated with increasing attention to environmental issues. The development of corporate environmental culture is presented as an integral component of the sustainable development of both individual organizations and society as a whole. The differences between prescribed and voluntary environmental behavior, ways to develop a corporate environmental culture and the resulting benefits for both the company and employees are considered. This research focuses on the importance of involving not only company leaders in environmental issues, but also ordinary employees, who are essential actors of organizational activities able to influence the process of introducing the ideas of nature conservation into society.

Консультант по английскому языку: Захарова Дарья Сергеевна

21. Popova Valeria, Golubeva Asya/ Попова Валерия, Голубева Ася

Faculty of Sociology/ Социологический факультет

The image of family and family values in modern advertising/ Образ семьи и семейных ценностей в современной рекламе

The study explores the role of the image of family and family values in modern advertising. Marketers use the image of family in advertising to promote various goods and services. Advertising featuring families can evoke an emotional response in potential consumers and create a positive brand image. Moreover, family images in advertising can be an effective way to raise awareness of social issues. Advertising can generate particular emotions and motivate people to take certain actions. The study examines various contemporary commercials and analyses them from a sociological and marketing perspective. It also highlights the effectiveness of using the image of family in advertising and its impact on the forming a system of values.

Консультант по английскому языку: Захарова Дарья Сергеевна

22. Efimova Milana/ Ефимова Милана

Faculty of Sociology/ Социологический факультет

A sociological analysis of the phenomenon of trust/ Социологический анализ феномена доверия

This research is devoted to the study of the evolution of feminism, such as its causes, stages of development and a current state. Within the framework of this study, such processes as the development of feminism and its influence on social, political and cultural changes in society have been considered. This study presents a detailed overview and analysis of the history of feminism, from its origins in the 19th century to modern feminist movements and their ideas. The research considers the theoretical foundations of feminism, key figures and events that had a strong influence on the development of this movement. Additionally, the evolution of feminist waves, starting with the first and second waves and moving on to more modern concepts and paradigms is analyzed. The impact of feminism on various spheres of life, including politics, economics, culture and education is observed.

Консультант по английскому языку: Захарова Дарья Сергеевна

23. Bobrovnikova Polina, Pchelin Nikita/ Бобровникова Полина, Пчелин Никита

Faculty of Sociology/ Социологический факультет

The impact of modern technologies on the transformation of the institution of family: current status and forecasts/ Влияние современных технологий на трансформацию института семьи: актуальное состояние и прогнозы

The study explores the role of modern technologies in transforming the institution of family. It examines various aspects of the impact of technology on family life, such as the use of social networks, messengers, online and video games. The research highlights the positive and negative aspects of the impact on family patterns. The study considers the current state of the family institution under the influence of modern technologies and presents forecasts for the future. It also emphasizes the need for reasonable use of technology in family life and striking a balance between online and offline interactions.

Консультант по английскому языку: Захарова Дарья Сергеевна

24. Farkhutdinova Zarina/ Фархутдинова Зарина

Faculty of Sociology/ Социологический факультет

Philosophy of dancing: a sociological analysis/ Философия танца: социологический анализ

The study reflects the personal experience of the author's 14-year engagement into dance ensemble. The role of a mentor in dancing and forming a dancer's individual personality is stressed. Being a source of inspiration, dance can be approached from the philosophical and sociological perspectives. Diversified dance culture being popular among young people gives grounds for studying the history of this phenomenon by conducting a relevant sociological analysis on the regional level with a special attention to philosophical background.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

25. Nirova Asiyat/ Нирова Асият

Faculty of Sociology/ Социологический факультет

Reduction in the popularity of national cuisine: a sociological analysis/ Сокращение популярности национальной кухни: социологический анализ

Currently, globalization has penetrated almost all spheres of society with not enough grounds provided for its negative influence. The research is devoted to the analysis of the national cuisine of the Kabardino-Balkarian Republic and how the penetration of other cultures affects the people's attitude towards their own customs. Nevertheless, the study has shown that local culture and cuisine have largely been affected by the influence of globalization and unification. The author comes to a conclusion that preserving national cuisine is of high importance for maintaining traditions.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

26. Стаценко Полина/ Statsenko Polina

Faculty of Sociology/ Социологический факультет

Availability heuristics in the process of studying social science/ Эвристика доступности в изучении социальных наук

The research is devoted to the analysis of perception of social sciences in the process of their study, the definition of accessibility heuristics by D. Kahneman, a description of the experiment conducted to identify accessibility heuristics. This research also presents a comparison and analogies that can be drawn between D. Kahneman's accessibility heuristics and the attitude to the study of social sciences among various groups of students. The main purpose of the research is to focus on the possible reasons for evaluating sociology as a relatively easy discipline.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

27. Zyryanova Alisa/ Зырянова Алиса

Faculty of Sociology/ Социологический факультет

The era of art and its representation in classical and contemporary museums/ Эра искусства и ее воплощение в классических музеях и музеях современного искусства

The purpose of this study is to examine art in modern Russia. It describes such phenomena as the alienation of culture and the preservation of historical and cultural heritage, and it also raises the issue of socio-cultural trends in the development of contemporary art. The research has an interdisciplinary character: it is conducted at the intersection of sociology, history, and cultural studies. For a comparative research method the author provided an analysis of art representation in the Hermitage (as a representative of classical art) and the Erarta (as a representative of contemporary art) museums in St. Petersburg. The results have revealed constant requirements of modern Russian society for art. The author emphasizes the importance of preserving culture and provides arguments for supporting and financing the field of contemporary art. Special attention is given to the advantages of a comprehensive study of art, which includes an appeal both to the historical aspect, the origins and classics, and the peculiarities of contemporary art.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

28. Avdeev Maxim, Rafaelov Grigoriy/ Авдеев Максим, Рафаэлов Григорий

Faculty of Sociology/ Социологический факультет

Developing the middle class in Russia and other countries: a comparative analysis/

Сравнение среднего класса в России и других странах

The study focuses on the role of the middle class in economic development of Russia. According to the definition, a member of the middle class is defined as someone who considers themselves as 'above average' by two or more indices indicating the level of well-being. The issues considered include the growth of the middle class and the challenges it faces in the context of economic development. Statistical data have been used to illustrate that the Russian middle class prefers a strong state to individual freedom and deeply supports state institutions. In conclusion, the authors stress that the middle class is considered to be a catalyst for positive change, promoting economic activities and fostering social and political stability.

Консультант по английскому языку: Поцыбина Елена Павловна

29. Kaftanyuk Polina, Vanisheva Ekaterina/ Кафтанюк Полина, Банишева Екатерина

Faculty of Sociology/ Социологический факультет

Social movements in the modern world and their impact on society/ Социальные движения в современном мире и их влияние на общество

The study provides a definition of the term 'social protest', along with a classification of different types of social protests. The authors refer to the works of some outstanding sociologists who clearly defined different causes leading to social protests and underlined consequences that can be brought about by various protests. The study has provided several examples of social protests that are currently taking place in some countries. In addition, the sociological survey conducted online supported the results which illustrated various attitudes towards social protests as reactions to specific events in the modern world.

Консультант по английскому языку: Поцыбина Елена Павловна

30. Kalina Darya, Shilkova Sofiia/ Калина Дарья, Шилкова София

Faculty of Sociology/ Социологический факультет

An analysis of employment under the influence of artificial intelligence/ Анализ занятости населения в условиях использования искусственного интеллекта

Artificial intelligence is developing fast, and we have witnessed its penetration into various spheres of human society. Digitalization has also affected the employment to a great extent. The present analysis of the current situation with AI demonstrates that artificial intelligence has an ambiguous effect on the global economy. The implementation of AI leads to a kind of employment inequality, that has become obvious when developing and developed countries are compared. The survey results indicate great changes brought about by AI which have caused significant transformations in the labour market under the influence of automation.

Консультант по английскому языку: Поцыбина Елена Павловна

31. Mikhailov Alexei, Kildishev Georgy/ Михайлов Алексей, Кильдишев Георгий Дмитриевич

Faculty of Sociology/ Социологический факультет

Digital technologies in modern Russian educational institutions/ Цифровые технологии в современном российском образовании

Presently, the progressive use of technology increasingly affects the formation of an effective and innovative learning environment. Modern technologies penetrate into all spheres of the educational process: from schools to universities, and also change the ways of teaching and

interaction between teachers and students. Digital technologies help to make learning more accessible, effective and interactive. They help to cope with the challenges of modern education and prepare students for the digital age. In conclusion, the authors highlight that the use of digital tools in the modern Russian education system is in great demand.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

32. Snegurova Marianna, Khakimova Rina/ Снегурова Марианна, Хакимова Рина

Faculty of Sociology/ Социологический факультет

Ecological and social issues of mass consumption/ Экологические и социальные проблемы массового потребления

This study focuses on the topical issue of environmental and ethical aspects associated with the fast fashion business model. It explores how the desire for new clothing, affordability, and the pursuit of the latest trends have led to overconsumption. The research methodology employed in this study involves a comprehensive analysis of the entire textile production process, highlighting its adverse and lasting impacts on aquatic, terrestrial, and atmospheric ecosystems. To avoid negative effects of overconsumption we recommend a shift towards sustainable and ethical practices within the fashion industry. This includes promoting the use of eco-friendly materials, improving working conditions and fair wages for laborers, and encouraging consumers to adopt a more conscious and responsible approach to fashion consumption. These recommendations aim at mitigating the negative environmental and social impacts of fast fashion while maintaining affordability and style.

Консультант по английскому языку: Павлова Елена Касимовна

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

Faculty of Sociology/ Социологический факультет

Social consequences of ozone layer destruction/ Социальные последствия разрушения озонового слоя

The study focuses on the serious social consequences of ozone depletion. It explores how harmful effects can be, such as ultraviolet (UV) radiation, which leads to serious problems in society including skin cancer, cataracts and a weakened immune system. This results in increased liability for the health care system, increased health care costs, and decreased quality of life for affected people. International agreements to reduce and eliminate potentially hazardous industries, to inform and educate the public about the importance of protecting the ozone layer, to research and develop alternative substances and technologies that will be environmentally friendly, as well as monitoring and compliance with phase-out requirements, will help control and reduce negative environmental consequences of ozone depletion.

Консультант по английскому языку: Павлова Елена Касимовна

34. Bakhmudova Amina, Volodina Anna/ Бахмудова Амина, Володина Анна

Faculty of Sociology/ Социологический факультет

Humanitarian aspects of wildfire safety in modern society/ Гуманитарные аспекты пожарной безопасности лесов в современном обществе

Currently, it is generally accepted that forest fires have become a real natural disaster. They are classified as a threatening anthropogenic factor that can significantly change not only the state of forests, but also cause damage to the economy and population of a region. It is obvious that forest fires have turned into a global and humanitarian problem of modern society. The solution to this urgent problem requires joint efforts, both at the interstate and regional levels. The study considers the problem of forest fires, their causes, the main aspects and possible solutions.

Консультант по английскому языку: Поцыбина Елена Павловна

35. Zhittsova Polina, Urukova Kseniya/ Житцова Полина, Урукова Ксения

Faculty of Sociology/ Социологический факультет

Women's political leadership: an analysis of the image of the female politician in films/ Женское политическое лидерство: анализ образа женщины-политика в кинофильмах

The study presents the results of the analysis of women politicians' participation in political leadership, and their role in social life. The data taken from authentic social resources have demonstrated that level of political representation of women is currently very low in the whole world. Only 22 countries have women in the highest positions of political power, and mere 25 percent of national parliamentarians are women. Several famous films dedicated to life and work of some outstanding female politicians have also been analysed. The image of a woman politician created in films reflects and reinforces stereotypes of women in politics, endowing them with special character traits. A positive and inspiring image of a woman in politics presented in films often has essential consequences. It can stimulate public support for increasing women politicians' participation both in political and social life.

Консультант по английскому языку: Поцыбина Елена Павловна

36. Kutepova Yulia/ Кутепова Юлия

Faculty of Sociology/ Социологический факультет

The role of family in the formation of the personality of adolescents/ Роль семьи в формировании личности подростков

The study highlights the importance of the family in the socialization process of an adolescent. The psychological climate within the family, the atmosphere of love and devotion are crucial in shaping major character traits of a growing individual. Parents and other members of the family play an important role, they are significant guides in a teenager's life. The teenager forms their own personal attitude towards the world and challenges through continuous learning as well as communication with parents and other family members. Thus, a healthy family environment is essential for fostering a harmoniously developed individual.

Консультант по английскому языку: Поцыбина Елена Павловна

37. Bryzgalina Anastasia, Golovina Kseniya/ Брызгалина Анастасия, Головина Ксения

Faculty of Sociology/ Социологический факультет

Analyzing digital fashion: prospects and new horizons/ Цифровая мода: перспективы и новые горизонты

Modern world is strongly influenced by digitalization. This multidimensional process has significantly transformed the fashion industry as well. The concept of "digital fashion" gives a completely new understanding of fashion, and provides new opportunities. It not only brings ordinary people closer to couture fashion, but enables designers to implement their dreams and make something extraordinary new. The digital fashion creates new jobs increasing employment prospects. In conclusion, the advantages of digital fashion have been highlighted. Finally, digital fashion gives an access to couture fashion expanding the labor market and showing an environmentally friendly attitude as it does not require materials and fabrics for production.

Консультант по английскому языку: Поцыбина Елена Павловна

38. Kevorkov Aleksander, Pyshkin Fedor/ Кеворков Александр, Пышкин Фёдор

Faculty of Sociology/ Социологический факультет

Ethical considerations of artificial intelligence and automation/ Этические аспекты искусственного интеллекта и автоматизации

The research presents an in-depth analysis of critical ethical issues related to the development and use of artificial intelligence (AI) and automated systems in contemporary society. It highlights numerous moral and social dilemmas that arise in the context of the automation and the integration of AI into various aspects of our lives. The study examines moral aspects of ethical behavior in autonomous systems, such as self-driving cars and drones. The authors recommend how to address the ethical challenges associated with automation and artificial intelligence.

Консультант по английскому языку: Поцыбина Елена Павловна

39. Tomina Anna, Khasyanova Alina/ Томина Анна, Хасянова Алина

Faculty of Sociology/ Социологический факультет

Considering educational inequality from different perspectives/ Неравенство в образовании: различные взгляды на проблему

Inequality is the most serious challenge in education worldwide. It is associated with universal equal access to education and affects the duration of tuition, how well material is learned, the learning process, and the overall level of knowledge. On the global level, the quality of education is directly related to the degree of economic development of countries and regions. In some countries, however, access to education also depends on the income and social status of students' families, the language spoken at home and whether students have to work as well as gender. While enrolment rates have increased worldwide, the gap between the richest and the poorest has not narrowed, due to a lack of strategies that place access to education at the centre of a more equitable society.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

40. Kopaliani Violetta/ Копалиани Виолетта

Faculty of Sociology/ Социологический факультет

Media criticism and its impact on social trust/ Критика средств массовой информации и ее влияние на общественное доверие

One of the main roles of media is to provide citizens with relevant information that can be trusted. However, media credibility is higher in societies that are more authoritarian. In order to understand this controversy, the research focuses on France as an example of a democratic country with a low degree of trust in the news. According to the data provided by the Reuters Institute for the Study of Journalism, in 2023 with 30% France still ranks low for overall trust in news by international standards. It is stated that a low trust in news exerts a great influence on criticism of media. While distrust can be perceived as a danger for democratic societies, it also encourages a more careful and reflective reading of the news and search of alternative sources of information.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

16 ноября, четверг

12.20-14.00

ауд. 317, 320, 322

Ведущие: Баранов Николай, Соколов Михаил, Галеева Алина

41. Kozhanova Elza/ Кожанова Эльза

Faculty of Sociology/ Социологический факультет

State policy in the sphere of preservation and development of traditional Komi-Permyak culture/ Механизмы сохранения культуры малочисленного народа коми-пермяков

The research refers to the two main theoretical approaches of today's ethnosociology such as primordialism and constructivism and focuses on different mechanisms of traditional Komi-

Permyak culture preservation. The author analyzes several possible mechanisms including state policy, business and social activities. The author comes to a conclusion that these social mechanisms should be considered from the point of view of constructivism as this approach can explain better the current processes in this sphere.

Консультант по английскому языку: Казимова Галина Александровна

42. Fursa Nikolai/ Фурса Николай

Faculty of Sociology/ Социологический факультет

Organizational culture as a means of staff management/ Организационная культура как способ управления сотрудниками

The research is devoted to the problem of organizational culture as a means of manipulating company's employees. The study highlights different theoretical approaches developed by different scientific management schools such as Frederick Taylor's school, classical school of scientific management and others as well as their different classifications.

Консультант по английскому языку: Казимова Галина Александровна

43. Urkina Anastasia/ Юркина Анастасия

Faculty of Sociology/ Социологический факультет

Generational differences in eSports perception/ Восприятие киберспорта представителями разных поколений

The research highlights the history of the emergence and development of eSports in the Russian Federation. The author focuses on differences in eSports perceptions on the part of older and younger generations. The author comes to a conclusion that while older people are rather sceptical to the idea to perceive eSports as a kind of sports, younger people are ready to take it for granted and are actively involved in it.

Консультант по английскому языку: Казимова Галина Александровна

44. Baranov Nikolai/ Баранов Николай

Faculty of Sociology/ Социологический факультет

The position of freelancers in conditions of precarious employment/ Фрилансеры в условиях нестабильной занятости

Based on the meta-analysis of modern works in both Western and Russian sociology, current definitions of the following concepts "precarariat" and "freelancer" were formed. As part of the study, the author presents the results of a sociological study conducted among 572 freelance students. Within its framework, the following conclusions were made: freelance students do not have a unanimous position regarding the need for professional income. Moreover, positive impact of the COVID-19 pandemic on the practice of freelancing is observed.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

45. Guguev Daniil/ Гугуев Даниил

Faculty of Sociology/ Социологический факультет

Urbanization in Russia: problems of sociological reflection/ Урбанизация в России: проблемы социологической рефлексии

Russian society has a rich cultural heritage determining the distinguishing features of its social processes. In particular, it is concerned with urbanization that has its own features in Russia. Within the framework of Russian urban sociology, there is a large number of sociological studies examining the cities of our country in different historical periods. However, these studies are not systematized that creates difficulties for tackling urban issues in Russia. The research justifies the need for a fundamental study of the Russian urban conceptions to

understand the essence of urbanization in Russia. It is relevant for the development of Russian urban sociology.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

46. Pogorelov Daniil/ Погорелов Даниил

Faculty of Sociology/ Социологический факультет

**The concept of modernity in the work *Liquid Modernity* by Zygmunt Bauman/
Концепция современности в работе Зигмунта Баумана «Текущая современность»**

The research examines the key ideas of the British sociologist Zygmunt Bauman, expressed in his work *Liquid Modernity*. He attempted to find an underlying principle in terms of which the multiplicity of the modern world could be explained. The focus of the research is his concept of modernity. The sociologist highlights instability, uncertainty and constant changes as most important features of the modernity. Z. Bauman analyzes how society moved from an industrial society to a modernity which is characterized by consumer culture, globalization and the lack of stable social ties. The British sociologist further developed his view on these matters by exploring ethical boundaries and moral aspects of modernity. This work also considers the impact of technological progress, mass-media and the Internet on the processes of modernity, as well as an analysis of the consequences of this concept for human relations and personal identity. The study underlines the relevance and importance of Z. Bauman's research for understanding modern socio-cultural processes.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

47. Filippova Irina/ Филиппова Ирина

Faculty of Sociology/ Социологический факультет

A system approach in the sphere of students' interaction/ Системный подход во взаимодействии студентов

Currently, the complexity of the world is increasing, it sets the task of effective social management and a system approach seems to be suitable for effective social management. The aspects of this approach include integrity, structure, functionality, purpose, interaction and emergence. The results of the conducted survey have shown that the principles of a system approach are not always implemented in academic teams: not all students participate in the work of the team, not everyone feels like a part of the team. Some respondents believe that the participants of their teams had few ideas or didn't know much about each other before they started working together. Thus, the principles of a system approach are not always put into effect when students work in teams, which may lead to a decrease in the effectiveness of the team.