

**Московский государственный университет**

**имени М.В. Ломоносова**

**Факультет иностранных языков и регионоведения**

**Факультет политологии**

**Социологический факультет**

**Философский факультет**



**АНГЛИЙСКИЙ ЯЗЫК ДЛЯ  
ГУМАНИТАРНЫХ ФАКУЛЬТЕТОВ**

**Выпуск 12**

**Материалы XV Юбилейной межфакультетской научно-  
практической студенческой конференции на английском языке  
«Гуманитарные проблемы современного общества» (с  
международным участием)**

**(10 - 15 ноября 2025 года)**

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

**Москва 2025**

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

**Факультет иностранных языков и регионоведения**

Английский язык для гуманитарных факультетов: Сборник материалов XV Юбилейной межфакультетской научно-практической студенческой конференции на английском языке «Гуманитарные проблемы современного общества» (с международным участием). Вып.12/ Под ред. к.ф.н., доц. Кочетовой М.Г., к.ф.н., доц. Е.М. Перцева, к.ф.н. П.И. Сергиенко, Е.М. Криштоф, Ж.В. Рассошенко, А.А. Шмареевой, Д.С. Захаровой - М.: ФИЯР МГУ имени М.В. Ломоносова, 2025. – 63 с.

**РЕДАКЦИОННАЯ КОЛЛЕГИЯ:**

**Кочетова М.Г.** – к.ф.н., доцент, зав. кафедрой английского языка для гуманитарных факультетов;

**Перцев Е.М.** – к.ф.н., доцент;

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

**Рассошенко Ж.В.** – старший преподаватель;

**Шмареева А.А.** – старший преподаватель;

**Криштоф Е.М.** – преподаватель;

**Захарова Д.С.** – преподаватель.

Настоящее издание представляет собой сборник аннотаций докладов, представленных студентами, магистрантами и аспирантами Московского государственного университета имени М. В. Ломоносова, а также учащимися других вузов на английском языке в рамках XV Межфакультетской научно-практической студенческой конференции на английском языке «Гуманитарные проблемы современного общества». 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.

**Адрес редакции:**

119991, Москва, Ленинские горы, 1 стр. 13-14.

Факультет иностранных языков и регионоведения МГУ имени М.В. Ломоносова

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## ПРЕДИСЛОВИЕ

С 10 по 15 ноября 2025 года в Московском университете успешно прошла XV Юбилейная межфакультетская научно-практическая студенческая конференция на английском языке «Гуманитарные проблемы современного общества» с международным участием. Она уже стала традиционным, ожидаемым всеми студентами, магистрантами и аспирантами гуманитарных факультетов событием осеннего семестра.

Конференция была организована и проведена кафедрой английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения (ФИЯР) и посвящена актуальным вопросам общественно-политической, социально-экономической и культурной жизни.

Всего в конференции приняли участие около шестисот студентов, магистрантов, аспирантов и сотрудников гуманитарных факультетов. Было сделано 168 научных докладов. Все заявки на выступление сопровождались отзывом научных руководителей или специалистов в соответствующей области. На секциях конференции выступили с докладами обучающиеся гуманитарных факультетов МГУ имени М.В. Ломоносова, а также НИЯУ МИФИ, Белорусского государственного университета (Минск) и Agra College (Индия). Смешанный формат конференции позволил выступить всем желающим, даже если они находились в других городах и странах, а также привлечь к участию обучающихся других ВУЗов.

Межфакультетские научно-практические студенческие конференции на английском языке, которые организует и проводит кафедра английского языка для гуманитарных факультетов ФИЯР, являются универсальной межвузовской междисциплинарной площадкой для обмена научно-исследовательской информацией и укрепления межфакультетских и межвузовских связей.

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

## ПРОГРАММНЫЙ КОМИТЕТ:

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

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

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

**Сафонова Виктория Викторовна** – д.п.н., профессор кафедры лингвистики, перевода и межкультурной коммуникации факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова

**Левицкий Андрей Эдуардович** – д.ф.н., профессор, зам. декана по научной работе факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова

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

**Бронников Иван Алексеевич** – к.п.н., доцент, зам. декана по научной работе факультета политологии МГУ имени М.В. Ломоносова

**Каневский Павел Сергеевич** – к.п.н., доцент, зам. декана по научной работе социологического факультета МГУ имени М.В. Ломоносова

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

## ОРГАНИЗАЦИОННЫЙ КОМИТЕТ:

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

**Перцев Евгений Михайлович** – к.ф.н., доцент кафедры английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова

**Рассошенко Жаннетта Викторовна** – старший преподаватель кафедры английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова

**Сергиенко Полина Игоревна** – к.ф.н., преподаватель кафедры английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова

**Шмареева Анастасия Александровна** – старший преподаватель кафедры английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова

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

**Захарова Дарья Сергеевна** – преподаватель кафедры английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова

## ПЛЕНАРНОЕ ЗАСЕДАНИЕ

12 ноября 2025, среда

11:00-14:00

Шуваловский корпус, ауд. А-518

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

### 1. Atamanenko Artemiy / Атаманенко Артемий

Faculty of Political Science / Факультет политологии

#### **Visual political imagination: creating and seeing politics / Визуальное политическое воображение: создание и видение политики**

Political theory, political philosophy and cultural studies operate with a concept of Political Imagination to explain how we perceive, explain, think about and vocalize politics.

What exactly is political imagination and how it works? Stephen Duncombe and Silas Harrebye state, that Political Imagination is “a way of transcending political reality, and thus challenging conformity. It can be used to visualize possible futures and to bring to life a real but distant past. It can be a consciously applied strategy or an unconscious way of processing desire”.

Why it all matters? Our modern world is, as political scientist Kent Worcester describes it, brimming with images. As professor William Callahan argues, we live in a world of “sensible politics”. Politics is thought about, perceived and created through visual representations. If one cannot “see” politics, it does not exist in his or her own political worldview. Marshal McLuhan stated that media is the message. Modern visual political imagination would argue that media is the politics. Moreover, only seen media is politics. This is the kind of reality which provokes to see and be seen. Eye is the main political instruments, while view is the fundamental political action. Visual political imagination is what makes visual political activism one of the key forms of modern political existence.

### 2. Chelokidi Agnija / Челокиди Агния

Faculty of Philosophy / Философский факультет

#### **Roland Barthes' semiotic concept of myth and its application in the cultural adaptation of advertising / Семиотическая концепция мифа Ролана Барта и ее применение в культурной адаптации рекламы**

In this project, the researcher sets herself the task of providing examples regarding the interdependence of advertising and its cultural adaptation in today's world according to philosopher Roland Barthes. Also the project attempts to explain how this connection affects modern society; the research provides several cases from various advertising campaigns. The paper aims to reveal the following aspects of the topic: an explanation of what is a myth, the way adaptation works in a communicative system in the philosophical and cultural context, and how R. Barthes understands the notions of “concepts” and “semantic system”. The research provides the definition of advertising instrumental for using it as a tool for broadcasting myths and shaping opinions of the target audience. As a result, the author analyses one of the crucial aspects of advertising, concerning the effective positioning of goods and services at the market.

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

### 3. Petropavlovskaya Maria / Петропавловская Мария

Faculty of Philosophy / Философский факультет

#### **In the face of transcendence: navigating human existence in Karl Jaspers' philosophy / Перед лицом трансценденции: навигация человеческого существования в философии Карла Ясперса**

The study delves into Karl Jaspers' philosophy, examining the relationship between transcendence and human being through the lens of authentic existence or, as Jaspers calls it, Existenz. Jaspers defines transcendence as a reality beyond the empirical, revealed through ciphers of transcendence –

ambiguous symbols like art, history, and nature that invite ethical interpretation. These ciphers guide humans through boundary situations – crises like death or guilt – propelling them toward authentic Existenz, where freedom becomes a moral responsibility. We explore how philosophical faith, distinct from dogma, enables this navigation. Unlike atheistic existentialism's absurdity, Jaspers' religious approach anchors freedom in transcendence. Existential communication with the Other further enriches Existenz, fostering a moral dialogue. The study concludes that navigating transcendence through ciphers offers a path to meaning, relevant today for addressing ethical challenges with authenticity.

Консультант по английскому языку: Мурза Александра Борисовна

#### **4. Kazyulin Vadim / Казюлин Вадим**

Faculty of Philosophy / Философский факультет

#### **Ethical considerations of personality-based AI models: a case study of LLM neural networks / Этические аспекты моделей ИИ основанных на персональности (на базе использования нейросети LLM)**

The study addresses one of the most important issues in the development of modern AI systems relating to human personality's traits and the difficulties of imbuing AI systems with the qualities of a real person. With the proliferation of sophisticated LLM (Large Language Model) neural networks in our life, it is necessary to conceptualize this phenomenon as an object of philosophical reflection concerning ethical problems. Regardless of their accuracy the main question is whether or not such AI models can be considered ethical agents themselves. These computer programs are capable of simulating real human behavior and have already entered our lives as helpers in daily tasks such as work and study. However, personalized AI systems pose inherent risks, such as deception, identity substitution, and are currently used for entertainment, being depersonalized without much substance of their own. At the same time these AI models are used for ethically compelling use as dynamic interactive memorials to deceased people.

Консультант по английскому языку: Перцев Евгений Михайлович

#### **5. Zhou Zhenhua / Чжоу Чжэнхуа**

Faculty of Philosophy / Философский факультет

#### **Civilisational interaction in public diplomacy: a case study of cooperation in the field of cultural heritage between China and Russia / Цивилизационное взаимодействие в сфере публичной дипломатии: на примере сотрудничества в области культурного наследия между Китаем и Россией**

China and Russia have stable socio-cultural systems that have preserved their identity and integrity for a significant historical time, despite internal transformations and threats from an external environment. The study attempts to identify the conceptual level of development of the cultural component in the national discourses of China and Russia. Civilisational interaction in the framework of public diplomacy is considered to be a system of interrelated areas that determine the degree of realization of mutual interests. The study is based on research of Chinese experts in this field with particular attention paid to an exchange between national museums in China and Russia whose activities underline the importance of national heritage and popularize traditional and modern values of both countries. Special attention is paid to the Sino-Russian Cultural Year during which national museums of both countries witnessed mutual appreciation successfully developing.

Консультант по английскому языку: Перцев Евгений Михайлович

#### **6. Sadzhaia Luka / Саджая Лука**

Faculty of Political Science / Факультет политологии

#### **The transformation of media channels for political communication in Russia: from print media to Telegram channels/ Трансформация медиаканалов политической коммуникации в России: от печатных СМИ до Telegram-каналов**

The paper examines the evolution of political communication channels in Russia over time. It starts with the old newspapers during the Russian Empire, moves through the Soviet-era TV and radio, and ends with today's digital messaging applications. Analyzing the key transformations of media infrastructure, regulatory frameworks, and communication practices, the study identifies patterns of continuity and gaps that have shaped the Russian information ecosystem. The analysis concludes by considering Telegram channels as a modern manifestation of an ongoing media transformation, placing them in broader historical trajectories rather than treating them as an isolated phenomenon.

Консультант по английскому языку: Криштоф Елена Михайловна

## **7. Baranov Nikolai / Баранов Николай**

Faculty of Sociology / Социологический факультет

### **The concepts of new social strata in the sociological theory of the 21<sup>st</sup> century / К вопросу об изучении концепций новых социальных страт в социологической теории XXI столетия**

The aim of this comparative analysis is to contrast *the* concepts of precariat in western and Russian sociological theory. The study focuses on the concept of social strata of western neo-Marxist E.O. Wright that is called “Middle strata”. On the other hand, two concepts of precariat in modern Russia are analyzed: the concept of precariat as a socio-economic group and as a new social class. The results of the study have identified the four features that characterize representatives of different social strata: economic situation, amount of power, professional affiliation and social prestige. In conclusion, new definition of the social strata has been formed and used for critical analysis of precariat.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

**ФАКУЛЬТЕТ ПОЛИТОЛОГИИ**  
**МГУ имени М.В. Ломоносова**

**Секция 1**  
**10 ноября 2025, понедельник**  
**16:30-18:00**  
**Шуваловский корпус, ауд. А-518**  
*Ведущий: Галстян Левон*

**1. Zyza Mariia / Зыза Мария**

National Research Nuclear University МЕРНи, Institute of International Relations/ НИЯУ МИФИ, Институт Международных Отношений

**Political background to energy conundrums in the region of Sahel (Niger, Mali and Burkina-Faso) / Политические причины энергетических проблем в регионе Сахеля (Нигер, Мали и Буркина-Фасо)**

This research investigates the political underpinnings of the energy crisis in Niger, Burkina Faso, and Mali. It argues that the crisis is fundamentally rooted in the specific character of political power in the region. The central thesis posits that tribal and clan-based structures, alongside factional interests within military juntas, are the primary drivers. The study contends that these informal power dynamics lead ruling elites to prioritize narrow group interests over national energy security and effective governance. The analysis examines how this political environment manifests in the energy sector. Key areas of focus include the allocation of resources and contracts, appointments to key positions, and the formulation of national energy policy, all of which are shown to be influenced by patronage rather than efficiency or public interest. The research places this dynamic within the contemporary context of geopolitical shifts in the Sahel, including the reconfiguration of international partnerships.

Консультант по английскому языку: Шилова Юлия Владиславовна

**2. Chernyshova Sofia / Чернышова Софья**

National Research Nuclear University МЕРНи, Institute of International Relations/ НИЯУ МИФИ, Институт Международных Отношений

**Persian Gulf Megapolises: a technological utopia or a new challenge to interpersonal contacts (a case study of Dubai) / Мегаполисы Персидского Залива: технологическая утопия или новый вызов человеческим связям? (на примере Дубая)**

Rapid urbanization and technological progress have given rise to the phenomenon of “cities of the future” such as Dubai. These megapolises claim to be technological utopias offering unprecedented levels of comfort and efficiency. Nevertheless, many psychological and social consequences stem from a modern lifestyle which call into question the harmlessness of that type of cities. The impact of hypertechnological environment on social connections and the increase of social loneliness is the leading case of the report. This paper focuses on the key factors of the issue namely isolating technological comfort leading to the disintegration of traditional ties in society, the dominance of the temporary population and the commodification of society. Through a detailed analysis of existing literature, case studies, and best practices, the research highlights the key aspects of the studied issue. This report underlines the importance of the emergence of a systemic crisis of human communication in megapolises despite their technological excellence and comfort.

Консультант по английскому языку: Шилова Юлия Владиславовна

**3. Dyagileva Maria / Дягилева Мария**

National Research Nuclear University МЕРНи, Institute of International Relations/ НИЯУ МИФИ, Институт Международных Отношений

**The history of Chinese aviation: from the roots to modernity through the lens of test pilots / История авиации Китая: от истоков до современности через призму деятельности летчиков-испытателей**

This paper provides a historical analysis of the development of the Chinese aviation, tracing its evolution from ancient origins to its current status as a leading global aerospace power. The research highlights the integral role of test pilots as a critical link between aircraft design and operational deployment. Through a chronological examination, the study identifies key periods in China's aviation history: ancient innovations, dependent development with foreign technology in the early 20th century, the foundational Soviet assistance in the 1950s, a period of self-reliance after the Sino-Soviet split, and the modern era. The paper examines the achievements of prominent test pilots Li Shuai, Dai Mingmeng, Wang Anjun, and Tao Yajia, analyzing their heroic actions in saving aircraft and crucial data during critical flights tests. The professional contributions of test pilots were a vital catalyst in China's journey from technological dependence to becoming a self-sufficient, world-class aviation nation.

Консультант по английскому языку: Шилова Юлия Владиславовна

#### **4. Meshkov Gleb, Kalinina Ekaterina / Мешков Глеб, Калинина Екатерина**

Факультет политологии / Faculty of Political Science

#### **Artificial intelligence technologies in modern election campaigns: analysing opportunities / Возможности применения технологий ИИ в современных избирательных кампаниях**

This article analyzes the use of Artificial Intelligence (AI) in modern election campaigns. It explores key technologies – like predictive analytics, generative AI, and recommendation algorithms – that transform campaigns via hyper-personalization, voter outreach automation, and result forecasting. Simultaneously, the author highlights major risks for democracy: threats to privacy, the spread of disinformation, increased polarization, and erosion of voter autonomy. The conclusion underscores AI's dual role: boosting campaign efficiency while creating systemic risks that demand transparent regulation to safeguard democratic foundations.

Консультант по английскому языку: Криштоф Елена Михайловна

#### **5. Mironova Anastasia / Миронова Анастасия**

National Research Nuclear University МЕРНи, Institute of International Relations/ НИЯУ МИФИ,  
Институт Международных Отношений

#### **Methods of integrating traditional values of Taoism and Confucianism into modern Chinese ideology / Способы интеграции традиционных ценностей даосизма и конфуцианства в современную идеологию Китая**

The research examines the methods integrating traditional values of Taoism and Confucianism into modern Chinese ideology. Through a detailed analysis of existing research and case studies, the report identifies several key issues, such as non-compliance with family rituals and rejection of centuries-old traditions, related to the transformation of value systems in the context of globalization and rapid urbanization, particularly in major cities, that originated under the influence of the Western culture. The paper provides a thorough overview of the core concepts of Taoism and Confucianism and proposes specific examples of their adaptation in the fields of state policy, educational reforms, everyday practices and commercial advertising. In conclusion, the study substantiates the necessity for a targeted state policy aimed at preserving the cultural heritage as a foundation for the sustainable development of the Chinese society and confirms the effectiveness of the current government policy.

Консультант по английскому языку: Шилова Юлия Владиславовна

#### **6. Shmyrko Elena / Шмырко Елена**

National Research Nuclear University МЕРНи, Institute of International Relations/ НИЯУ МИФИ,  
Институт Международных Отношений

#### **The influence of Chaebols on the South Korean economy / Влияние чеболей на экономику Южной Кореи**

The research covers the reasons for the emergence of the family-run corporate giants (called chaebols) and a brief overview of their history. It also explores how chaebols contributed to a meteoric growth of South Korea as one of the leading economies on the international arena. Through a detailed

examination of the literature, the study reveals the pivotal role the chaebols have played in the economic development of South Korea with such factors as foreign loans, subsidies from the government which have boosted export because of increasing production. The report also elaborates on how these corporations have gradually paved the way for social and economic tensions in the republic, such as market monopolization, corruption scandals and growing economic inequality in the Korean society. The study concludes that despite creating social friction, the chaebols are still indispensable for the Korean economy and society.

Консультант по английскому языку: Шилова Юлия Владиславовна

**7. Shubina Ekaterina, Komissarov Artem / Шубина Екатерина, Комиссаров Артём**

Факультет политологии / Faculty of Political Science

**Public policy as an instrument of refugee adaptation aimed at preventing and regulating socio-political conflicts / Публичная политика в сфере адаптации беженцев как инструмент предотвращения и регулирования социально-политических конфликтов**

The article examines the mechanisms of the public policy influence on the adaptation of refugees to the new socio-political climate and the resulting conflicts in states. Through the analysis of adaptation policy cases in a number of EU countries facing the migration crisis of the 2015s, as well as research by a number of domestic and foreign authors, the authors conclude that public policy focused solely on the provision of basic social benefits (food, housing) without a component of social integration, only exacerbates conflict potential in the medium term, contributing to the stratification of society. Comprehensive strategies, including economic integration, socio-cultural adaptation, and clear and transparent communication with the local population, are the most effective means in the conflict resolution.

Консультант по английскому языку: Криштоф Елена Михайловна

**8. Tatmianin Paul / Татмянин Павел**

National Research Nuclear University MEPhI, Institute of International Relations/ НИЯУ МИФИ, Институт Международных Отношений

**Immortal Regiment: fighting historical oblivion / Бессмертный полк как прививка от забвения исторической памяти**

The preservation of historical memory is becoming a paramount humanitarian issue in the modern world, often serving as a frontline for cultural and political identity. This paper explores the role of the World War II memory, specifically the Great Patriotic War, as a foundational element in constructing Russia's contemporary national identity. The study explores how state-supported commemoration practices function within the country, with the "Immortal Regiment" movement presented as a central case study. This grassroots-turned-national initiative is analysed as a powerful ritual of remembrance with such factors as succession of generations, national consolidation and its role in preserving the memory of the lessons learned from history, that contribute to achieving the stated purpose. Ultimately, this paper concludes that the commemoration of wartime is not merely about the past but is a crucial strategy for shaping the national unity and projecting Russia's cultural influence abroad.

Консультант по английскому языку: Шилова Юлия Владиславовна

**Секция 2**

**10 ноября 2025, понедельник**

**18:15-19:45**

**Шуваловский корпус, ауд. А-518**

*Ведущий: Галстян Левон*

**1. Gromov Fedor / Громов Фёдор**

National Research Nuclear University MEPhI, Institute of International Relations/ НИЯУ МИФИ, Институт Международных Отношений

## **Analysing possible solutions to amortize nuclear waste / Анализ возможных способов амортизации ядерных отходов**

This study is devoted to the problem of nuclear waste and a description of possible solutions. The report has been prepared on the basis of statistical, scientific and historical data: statistics on nuclear energy and its wastes have been given, scientific data on available ways to work with nuclear waste have been given, historical material on the site has been provided. In the course of the work, the reasons for the relevance of the problem and the reaction of society to the exacerbation of the situation are described and investigated. The solution to this problem is presented as a theory based on scientific research and practical results.

Консультант по английскому языку: Шилова Юлия Владиславовна

## **2. Volkova Tatyana / Волкова Татьяна**

National Research Nuclear University MEPhI, Institute of International Relations/ НИЯУ МИФИ, Институт Международных Отношений

## **The Joint Institute for Nuclear Research as a model of scientific diplomacy: an analysis of the sustainability of international cooperation in conditions of geopolitical turbulence / Объединённый институт ядерных исследований как модель научной дипломатии: анализ устойчивости международного сотрудничества в условиях геополитической турбулентности**

This report outlines a novel approach to science diplomacy as an indispensable part of diplomatic leverage in the volatile and evolving modern reality. Through a meticulous analysis of JINR's (Joint Institute for Nuclear Research) and case studies on the international scene, the report emphasizes the necessity of maintaining productive dialogue and working together with different countries on technological projects (ATLAS, CMS, ALICE, LNC) to achieve viable results. The report also addresses the challenges scientific organizations can face and provides a compelling example to overcome such obstacles. Ultimately, JINR's operations not only contribute to the development in global science but also become a source of soft power in big-league politics.

Консультант по английскому языку: Шилова Юлия Владиславовна

## **3. Saenko Boris / Саенко Борис**

Факультет политологии / Faculty of Political Science

## **Weaponizing carbon: a comparative analysis of great power strategies / Углерод как оружие: сравнительный анализ стратегий великих держав**

This paper explores the emerging phenomenon of carbon's "weaponisation" in global climate governance. It argues that carbon, both as a resource and as a regulatory instrument, has become a strategic tool of influence among major powers. Drawing on the concept of weaponised interdependence (Farrell & Newman, 2019), the study traces continuities between nineteenth-century gunboat diplomacy and contemporary low-carbon strategies, where access to green finance, technology, and markets substitutes for direct coercion. Using comparative analysis and process tracing, the paper examines three cases: the United States' climate withdrawal under Trump, China's strategic investments in renewables, and the European Union's regulatory leadership through instruments such as the Carbon Border Adjustment Mechanism. The findings suggest that carbon governance functions not merely as environmental policy but as a mechanism of order-building, reshaping international hierarchies and defining new forms of power in the twenty-first-century global order.

Консультант по английскому языку: Яковлева Ирина Олеговна

## **4. Vinokurova Nelly / Винокурова Нелли**

Faculty of foreign languages and area studies/ Факультет иностранных языков и регионоведения

## **Communicative creativity and critical thinking as key factors in achieving successful business decisions by entrepreneurs / Коммуникативная креативность и критическое мышление, как ключевые факторы успешных бизнес решений предпринимателей**

Modern business dynamics require entrepreneurs to possess advanced soft skills. This research highlights communicative creativity and critical thinking as vital tools for navigating uncertainty, fostering innovation, and ensuring competitiveness. Communicative creativity enables the generation of original ideas and adaptive communication strategies. Critical thinking facilitates rigorous information analysis and minimizes decision-making errors. An analysis of an interview with Ayala Corporation's CEO, Jaime Augusto Zobel de Ayala, demonstrates the practical application of these skills in strategic forecasting, management style evaluation, and persuasive communication. The study's novelty lies in integrating these concepts into entrepreneurial discourse analysis. The findings confirm that developing these cognitive abilities is essential for effective strategic planning and creating adaptive business models. This research has practical value for designing business communication courses in management and international relations education.

Консультант по английскому языку: Бахтиозина Марина Георгиевна

##### **5. Yanovskiy Alexandr / Яновский Александр**

Факультет политологии / Faculty of Political Science

##### **Regional administrative structures as a factor stimulating state-business interaction under sanctions / Роль региональных структур в системе взаимодействия бизнеса и государства в условиях санкций**

The article discusses the current problem of interaction between business structures and the state in Russia, as well as the role of regional authorities in this process. The analysis of open sources of information and expert articles has shown that there are various ways of solving the problem of communication between business and the state. At the same time, regional authorities act as an intermediary between the state and local businesses and control their activities. However, the region also serves as a mouthpiece for business ideas at the federal level, helping to ensure transparency and openness of government mechanisms to civil society and business.

Консультант по английскому языку: Криштоф Елена Михайловна

### **Секция 3**

**13 ноября 2025, четверг**

**09:00-10:30**

##### **1 Гуманитарный корпус, ауд. 666**

*Ведущая: Ксения Федорова*

##### **1. Erofeeva Daria / Ерофеева Дарья**

Факультет политологии / Faculty of Political Science

##### **Examining Pierre Bourdieu's theory and the concept of structural violence: a case study of films "Parasite" and "Memories of murder" / Исследование теории Пьера Бурдье и концепции структурного насилия на примере фильмов «Паразиты» и «Воспоминания об убийстве»**

This paper examines the evolution of social conflict in conditions of profound inequality, arguing it shifts from direct violence to subtle, "invisible" forms. Using Bong Joon-ho's films "Parasite" and "Memories of Murder" as a case study, the analysis explores systemic violence embedded in social structures. The research focuses on three key modalities of this latent conflict: symbolic violence (e.g., the significance of "the smell" in "Parasite"), psychological violence (gaslighting), and economic violence (precarity and exploitation). These mechanisms, while less visible, are potent tools for maintaining hierarchy, inflicting psychological trauma, and eroding human dignity. Grounded in Pierre Bourdieu's theory and the concept of structural violence, the paper concludes that such invisible violence is not a substitute for conflict but a precursor to its potential explosive culmination, revealing the illusory stability of a deeply unequal society.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

## **2. Kaschenko Andrey / Кащенко Андрей**

History Faculty / Исторический факультет

### **Labour government – a year in power / Лейбористское правительство – год у власти**

The General election in Parliament in 2024 became the great political event in the British political life. The last general election in the UK has put an end to the conservative era in the politics of Great Britain. This paper has a goal to analyze the main reasons for the significant changes in the politics of the United Kingdom. The main subjects of research – the **Labour party**, **Conservative party** and revolutionary party **Reform UK**, which is the temporary leader of voting intentions.

In his speech the author is going to present his own opinion about the weakness of previous conservative government and point out the strongest aspects of its successors – the Labour party and its allies. In conclusion, the author is planning to put forward his own political forecast of British politics. The significant part of this forecast will be devoted to the new British party – Reform UK.

Консультант по английскому языку: Криштоф Елена Михайловна

## **3. Muravyov Mikhail / Муравьев Михаил**

Факультет политологии / Faculty of Political Science

### **Theories of electoral behavior: electoral behavior as an object of political science analysis / Теории электорального поведения: электоральное поведение как объект политологического анализа**

The research focuses on the study of electoral behavior as a key phenomenon in modern political science. It examines the main theoretical approaches, including sociological, psychological, rational, and constructivist models, as well as their development and transformation. The article also highlights the adaptation of Western theories in the Russian and post-Soviet context, including Lipset and Rokkan's theory of social cleavages. The paper emphasizes the importance of interdisciplinary methods that consider socio-economic, cultural, and institutional factors, as well as the impact of media technologies and disinformation on shaping electoral preferences. As an example, the report analyzes the characteristics of electoral behavior in the United States, where there are clear territorial and social differences. The work emphasizes the need for a comprehensive approach that takes into account the historical and cultural context in order to gain a deeper understanding of political choices.

Консультант по английскому языку: Криштоф Елена Михайловна

## **4. Pirogova Sofia, Syusyura Sophia / Пирогова София, Сюсюра София**

Факультет политологии / Faculty of Political Science

### **Collective memory and national identity: the politics of commemoration / Коллективная память и национальная идентичность: политика памятных дат и праздников.**

The research explores how commemorative practices such as national holidays, anniversaries, and monuments influence the formation of national identity and collective memory. The study focuses on the ambivalent nature of commemoration as both a unifying and divisive force in society. Special attention is given to contemporary Russia, including examples such as Victory Day on May 9, the replacement of November 7 with the Day of National Unity, and public debates around monuments to controversial historical figures. Drawing on theoretical works by M. Halbwachs, J. Assmann, and B. Anderson, the paper combines discourse and symbolic politics analysis. The research highlights that commemoration serves as a key political tool in constructing historical narratives and shaping national consciousness in the 21st century.

Консультант по английскому языку: Криштоф Елена Михайловна

## **5. Zhuravlev Vladislav / Журавлев Владислав**

Факультет политологии / Faculty of Political Science

### **The private judicial system as a real alternative to government agencies: the concept of D. Friedman / Частная судебная система как реальная альтернатива государственным органам: концепция Д. Фридмана**

The aspect of legal systems is thoroughly studied and analysed by different scientists. The discussions about the nature of law are based on a state-bound model. However, there are some legal concepts that are not connected with the institution of the State. We can identify several authors who suggested making the courts private. The discourse of anarcho-capitalism leads to the alternative legal understanding of law based on the empirical measurement. D. Friedman contributed to the understanding of the concept of contract theory. It is worth exploring how the private juridical system differs from the public one. This problem becomes important in the context of the economic analysis of law. Especially, if we take into account that D. Friedman is the supporter of utilitarianism.

Консультант по английскому языку: Криштоф Елена Михайловна

#### **Секция 4**

**13 ноября 2025, четверг**

**10:45-12:15**

**1 Гуманитарный корпус, ауд. 666**

*Ведущая: Ксения Федорова*

#### **1. Borodkina Elizaveta / Бородкина Елизавета**

Факультет политологии / Faculty of Political Science

**“Cancel culture” as a tool of modern political struggle: media strategies and consequences / «Культура отмены» как инструмент современной политической борьбы: медиастратегии и последствия**

The study is devoted to a comprehensive analysis of the “cancel culture” in the context of modern political struggle. The paper reveals the transformation of this phenomenon from a form of social activism to a means of purposeful delegitimization of opponents in the political arena. The theoretical framework of the study includes the concepts of Michel Foucault, Pierre Bourdieu, and Manuel Castells, as well as contemporary research by domestic and foreign authors. The paper identifies key strategies and technologies for using the “cancel culture”: creating compromising content, coordinating attacks on social media, and legitimizing campaigns through traditional media. Exceptional attention is paid to the consequences of this element of political struggle. Specific cases are being investigated. The work demonstrates how the “cancellation culture” is beginning to spread not only for the purposes of social justice, but also for political discredit in the context of the digitalization of the media space.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

#### **2. Pletneva Tereza / Плетнева Тереза**

Факультет политологии / Faculty of Political Science

**Opportunities and restrictions of legal regulation of deepfake technologies / Возможности и ограничения правовой регуляции технологий дипфейков**

This research explores the legal regulation of deepfake technologies. The work focuses on the possibilities of legislation to limit the negative consequences of deepfake usage. The growth of deepfakes creates risks of public destabilization, political manipulation, failures of elections and threats to the loss of citizens' trust in the government. Modern law faces difficulties in responding to the challenges posed by the spread of deepfakes in a timely, so this article suggests mechanisms of protection, including anti-trolling laws, regulations on personal data protection, and responsibility for cybercrimes. Finally, legal regulation of artificial intelligence technologies in the socio-political sphere should be established in connection with state policy that aimed at improving citizens' media literacy. This policy focuses on developing specific media competencies in distinguishing deepfakes from reliable information.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

### **3. Saksudaeva Lubov / Саксудаева Любовь**

Факультет политологии / Faculty of Political Science

### **Identity crisis and the management of ethnic relations in Russia / Кризис идентичности и управление этническими отношениями в России**

This work analyses Russia's national policy in the context of an identity crisis. The main emphasis is on the conflicts in managing ethnic relations. The problem arises because the collapse of the USSR led to a deep identity crisis. People lost a common sense of belonging, which increased ethnic tension. The study attempts to define how this crisis affects society. Russia uses a hybrid model of governance, combining elements of ethno-federalism and integration. The goal is to build a common civic identity ("rossiyane", «россияне») while preserving ethnic diversity. However, the analysis identifies key challenges. These include institutional contradictions, migration pressures, and weak integration of migrants. These factors create a conflict situation. Thus, the core of the problem is the difficulty of balancing unity and diversity. The research concludes that Russia needs a complex approach. It is necessary to ensure the equal inclusion of all ethnic groups into the legal, economic, and cultural space to overcome the identity crisis and achieve stable interethnic peace.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

### **4. Seleznev Alexey / Селезнев Алексей**

Факультет политологии / Faculty of Political Science

### **The integration of new constituent entities into the Russian Federation: the legal aspect / Правовой аспект интеграции новых регионов в состав Российской Федерации**

An important challenge faced by the modern Russian state is the development of an effective mechanism for integrating new constituent entities into a single legal space of the country. Studying the legal transformation of new regions, as well as its tools, is important not only for the theory of public administration, but also for understanding current processes in the post-Soviet space. According to a number of federal constitutional laws adopted in 2022 after referendums on joining the DPR, LPR, Kherson and Zaporozhye regions to Russia, a transition period was established in these regions until January 1, 2026. This research analyzes some of the distinctive features of transitional legislation in each of the new regions. Based on the analysis of an array of regulatory legal acts, the research demonstrates success in unifying federal legislation and legislation of new constituent entities.

Консультант по английскому языку: Яковлева Ирина Олеговна

## **Секция 5**

**14 ноября 2025, пятница**

**10:45-12:15**

**1 Гуманитарный корпус, ауд. 666**

*Ведущие: Алиса Шкредь, Кирилл Григорьев*

### **1. Kirill Grigorev / Кирилл Григорьев**

Факультет политологии / Faculty of Political Science

### **The role of media in shaping political values and political behavior of youth in the Russian Federation / Исследование влияния СМИ на политические ценности и политическое поведение молодёжи в Российской Федерации**

A study on the impact of media on political values and behavior of the young generation in Russia is highly significant. Media resources have a decisive influence on shaping the worldview of young people. Youth is one of the most susceptible and active social groups, constantly exposed to the influence of mass media through news, information, and social platforms. Understanding how media affects political beliefs is crucial for identifying ways to develop civic responsibility and political engagement, which are essential for the progress of a democratic society. For this purpose a study was conducted to form a comprehensive picture of how media outlets and through what mechanisms

influence the political values and behavior of Russian youth is achieved. The result of the study is a developed recommendation on how the media should interact with young people.

Консультант по английскому языку: Сергиенко Полина Игоревна

## **2. Lola Polina / Лола Полина**

Факультет политологии / Faculty of Political Science

### **Looking behind the scenes of the green trend: a socio-political analysis of the electric car industry / За кулисами «зеленого» тренда: социально-политический анализ индустрии электромобилей**

Electric cars are widely promoted as a key solution to environmental problems. However, their status as unconditionally “green” transport requires verification. This presentation explores the full life cycle of electric vehicles, from production to disposal. The analysis reveals that their environmental benefits are not so clear-cut, and the full picture is often overlooked. This situation is closely linked to how governments tend to conceal real environmental issues. This creates a risk that declared environmental goals may not align with real outcomes. We need a fuller picture to understand their true impact.

Консультант по английскому языку: Сергиенко Полина Игоревна

## **3. Kharybina Daria / Харыбина Дарья**

Факультет политологии / Faculty of Political Science

### **Migration processes in modern Russia: challenges and solutions / Миграционные процессы в современной России: проблемы и решения**

The research provides a comprehensive analysis of the current migration situation in the Russian Federation. As a major recipient of migrants, primarily from the Commonwealth of Independent States (CIS), Russia faces a complex set of challenges. This study examines key issues, including the integration and social adaptation of newcomers, the prevalence of irregular migration, the associated risks of social tension and the issue of losing promising human resources. Furthermore, the report critically assesses the existing legal and institutional framework governing migration, identifying gaps, and inefficiencies. It explores both social and economic impact of migration on the domestic labor market and demographic trends. The central focus is to propose a balanced set of solutions aimed at developing a coherent state migration policy. These recommendations emphasize the need for better regulated procedures, enhanced integration programs, and strengthened international cooperation to transform migration into a structured and beneficial process for the sustainable development of the country.

Консультант по английскому языку: Сергиенко Полина Игоревна

## **4. Ostrova Vita / Острова Вита**

Факультет политологии / Faculty of Political Science

### **The impact of neocolonialism on the political systems' stability / Влияние неоколониализма на стабильность политических систем**

The research is devoted to analysing the impact of neocolonialism on the political systems' stability. The topic is relevant because nowadays European states are still striving to maintain control over their former colonies as much as possible in order to obtain the necessary resources from them. The serious research was done to study the current state of affairs in the former French territorial possessions in Africa. Close attention was paid to the issue of analysing the current situation both on the part of the colonisers and colonies.

Консультант по английскому языку: Криштоф Елена Михайловна

## **5. Razumkova-Krasavina Sofia / Разумкова-Красавина София**

Факультет политологии / Faculty of Political Science

### **The image of the future in Fred Polak's interpretation / Проблема образа будущего в интерпретации Фреда Полака**

Today we are faced with the problem of the absence of a certain image of the future in our society. A positive image of the future provides guidance and motivation, while its uncertainty may lead to social conflicts and apathy. In this regard, it seems useful to review the ideas of Fred Polak, who is known for being one of the first to consider this issue. He analysed the role of the image of the future and its connection to the society it exists in: how this image affects society and determines its development, how society, in turn, influences our vision of the future, and what role humans play in this interconnection.

Консультант по английскому языку: Криштоф Елена Михайловна

## **6. Sakharova Sofia / Сахарова Софья**

Факультет политологии / Faculty of Political Science

### **The Nobel Peace Prize in the context of contemporary humanitarian issues / Нобелевская премия мира в контексте гуманитарных проблем современного общества**

Assistance to the solution of vulnerable issues, democratization, the settlement of military conflicts – all these and many other humanitarian issues are being considered within the framework of the Nobel Peace Prize. The Prize Committee annually selects from around a thousand applicants - activists, government employees and participants of social movements. The laureates of the Peace Prize – organizations and public figures – have been making efforts to promote brotherhood between nations for 123 years now. The purpose of this study is to identify the main activities of Nobel Peace Prize winners in the 21<sup>st</sup> century on the basis of the award's committee principles. After analyzing the activities of peace actors between 2001 and 2024, the author concludes that promoting human rights and democratization are the most relevant areas of work for achieving peace.

Консультант по английскому языку: Криштоф Елена Михайловна

## **7. Sinkevich Vadim / Синькевич Вадим**

Факультет политологии / Faculty of Political Science

### **Legal framework for UAV operations: current state and future prospects / Правовой режим эксплуатации БПЛА: современность и перспективы**

This presentation examines the legal rules for operating Unmanned Aerial Vehicles (UAVs), commonly known as drones. We will analyze the current situation and explore future developments. The rapid growth of drone technology creates exciting possibilities but also new challenges for lawmakers. Key areas of focus will include safety regulations, such as preventing accidents with other aircraft. We will also discuss the critical issue of civil liberties, particularly how to protect people's privacy from drone surveillance. Furthermore, the talk will cover the latest technological possibilities, like automated flights, and how laws must adapt to allow for safe innovation. Finally, we will consider the significant economic influence of drones, as good regulations can help create new jobs and support business growth in this sector.

## **Секция 6**

**14 ноября 2025, пятница**

**13:00-14:30**

### **1 Гуманитарный корпус, ауд. 666**

*Ведущие: Алиса Шкредь, Кирилл Григорьев*

## **1. Filatova Arina, Alekhina Anastasia / Филатова Арина, Алехина Анастасия**

Факультет политологии / Faculty of Political Science

### **A socio-political analysis of hashtag activism: from digital solidarity to institutional change / Социально-политический анализ «хэштег-активизма»: отслеживание эффективности от цифровой солидарности до институциональных изменений**

The emergence of hashtag activism represents a significant shift in modern civic engagement, enabling rapid global mobilization around social causes. Movements like “Black Lives Matter”, “Me Too”, and

Climate Strike demonstrate its capacity to reshape public discourse and raise awareness of critical issues. However, this study addresses the central debate regarding its political efficacy: does online mobilization translate into substantive change or remain limited to symbolic participation? Through comparative analysis, this research examines the conditions under which digital activism achieves institutional impact. The findings indicate that while hashtag activism proves highly effective for agenda-setting and cultural influence, its transformation into lasting policy reforms depends on strategic integration with traditional offline tactics. The study concludes that digital solidarity serves as a crucial, yet insufficient component of contemporary social movements, whose ultimate success requires bridging the gap between online discourse and concrete political action

Консультант по английскому языку: Сергиенко Полина Игоревна

## **2. Gorelova Ekaterina/ Горелова Екатерина**

Факультет политологии / Faculty of Political Science

### **Studying the evolution of nonconformity in the USSR and Russia/ Исследование нонконформизма в СССР и России: исторический аспект**

The study provides a comparative analysis of two key categories: the Soviet category of “dissident” and the modern category of “foreign agent.” It shows the evolution of stigmatization mechanisms, from ideological stigmatization in the USSR to formal legal regulation in the post-Soviet period. The article reveals the structural continuity between these concepts: despite the differences in terminology and methods (direct suppression versus administrative control), both categories serve a similar function of identifying and excluding individuals who fall outside the state-defined boundaries of political loyalty.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

## **3. Igumnov Egor / Игумнов Егор**

Факультет политологии / Faculty of Political Science

### **Digitalization of electoral processes in the light of the use of electronic voting and blockchain technologies / Цифровизация избирательных процессов в свете применения электронного голосования и блокчейн-технологий**

The study is devoted to the analysis of the transformation of the electoral systems under the drive for digital transformation in every public affair. It explores the key advantages of implementing electronic voting and blockchain technologies, such as increasing the availability and speed of vote counting, reducing transaction costs in the electoral procedure. Particular attention is paid to the decentralized and immutable nature of the blockchain as a tool for ensuring security and verification of results. At the same time, the article examines systemic risks and challenges, including cybersecurity threats, digital inequality, and voting secrecy issues. The author concludes that, despite the significant potential, the successful integration of these technologies requires an integrated approach that takes into account both technical and socio-legal aspects in order to preserve the legitimacy of democratic processes.

Консультант по английскому языку: Криштоф Елена Михайловна

## **4. Kechin Andey / Кечин Андрей**

Факультет политологии / Faculty of Political Science

### **Russian-British relations through the lens of international security theories / Интерпретация российско-британских отношений сквозь призму теорий международной безопасности**

Currently, the Russian Federation and the UK hold key positions in the system of international relations, having a significant impact on the issues of international security. Interaction (not cooperation) of these countries in the context of the international security architecture formation is characterized by fundamental differences in methods and values. In this regard, it seems relevant to conduct an analysis of Russian-British relations with the purpose of identifying differences and common features in the strategies and approaches of both countries to the transformation of the modern world order. This study carries out a comparative analysis of the theoretical foundations of different schools on which foreign policy of these countries is based. It also highlights that the foreign policies

of Russia and the UK are formed using the ideas of various theoretical schools, with each of them drawing on their own state values.

Консультант по английскому языку: Яковлева Ирина Олеговна

## **5. Pavlov George, Kachanov Dmitry / Павлов Георгий, Качанов Дмитрий**

Факультет политологии / Faculty of Political Science

### **The Spanglish phenomenon in public speeches of American politicians / Феномен Спанглиша в публичных выступлениях американских политиков**

This study examines the rapidly growing influence of Spanglish - a hybrid language that combines English and Spanish on the political landscape of the United States. It considers the situations in which politicians tend to use Spanglish to create a sense of community with the Spanish-speaking population, and whether this is effective. The primary objective of this study is to analyze the impact of Spanglish on political outcomes using a mixed-methods approach and content analysis of political speeches and interviews with politicians and voters. The research analyzes polling data to assess the correlation between Spanglish exposure and voter turnout. Preliminary results indicate a growing use of Spanglish in US politics. This study may contribute to a better understanding of how linguistic issues are changing U.S. politics.

Консультант по английскому языку: Яковлева Ирина Олеговна

## **6. Polyakov Danila, Sazonov Timofey / Поляков Данила, Сазонов Тимофей**

Факультет политологии / Faculty of Political Science

### **A socio-political analysis of populism in the 21st century / Социально-политический анализ populизма в 21 веке**

The aim of the research is to investigate the phenomenon of populism in the 21<sup>st</sup> century and its influence on modern politics. It is a well-known fact that populism grows when people lose trust in traditional politicians and want leaders who “speak for the people.” The authors highlight such provisions as the role of social media, emotional language, and criticism of elites. It has been emphasized that Donald Trump in the United States and Javier Milei in Argentina use direct communication and strong personal images to gain support. Even Elon Musk shows some populist features in his public speeches and online activity. The hypothesis as highlighted in the research reveals that populism can both unite and divide society. The authors come to the conclusion that understanding populism is important for predicting future political trends.

Консультант по английскому языку: Сергиенко Полина Игоревна

## **7. Pshenov Nikita / Пшенов Никита**

Факультет политологии / Faculty of Political Science

### **Network model of public administration in implementing effective social policy: the theoretical perspective / Сетевая модель государственного управления в реализации эффективной социальной политики: теоретический аспект**

Social policy remains one of the most important areas of state policy, as this area tends to affect the interests of all citizens. Management in the social sphere is challenging for market methods of maintaining effectiveness in the style of New Public Management; however, the significance of social policy requires the most effective management model. This study considers the abilities of the network model of public administration in social policy. The research applies general logic (analysis and synthesis) and general theoretical (structural and functional) methods. The paper relies on Russian and international theoretical sources. In the study, I suggest that in the modern society the effectiveness of social policy is based on quality. Further, I identify the main characteristics of the network model and ways to evaluate the effectiveness of social policy in modern conditions. I conclude that the network model creates a system that might solve these issues through the creation of a responsible civil position and the development of human capital. The results of the study show that the network model has significant opportunities in the implementation of effective social policy.

Консультант по английскому языку: Яковлева Ирина Олеговна

## **8. Sentyabov Kirill, Toroptseva Anastasia / Сентябов Кирилл, Торопцева Анастасия**

Факультет политологии / Faculty of Political Science

### **Intergenerational relationships in modern society / Проблема межпоколенческих взаимоотношений в современном обществе**

The issue of intergenerational relationships in modern society highlights the complexities and challenges arising from the interactions between different age groups. Rapid technological advancements, cultural shifts, and changing individual values have altered traditional roles and communication patterns across generations. This has led to both opportunities for mutual learning and collaboration as well as for misunderstanding and conflicts. The growing diversity of life goals and experiences requires respect, empathy, and support mechanisms within communities. Addressing these challenges is crucial for fostering social cohesion and well-being. This paper explores how modernization impacts intergenerational bonds and emphasizes the importance of dialogue and adaptive strategies to promote solidarity and maintain meaningful connections in an increasingly fragmented social landscape.

Консультант по английскому языку: Сергиенко Полина Игоревна

#### **Секция 7**

**14 ноября 2025, пятница**

**13:00-14:30**

#### **1 Гуманитарный корпус, ауд. 668**

*Ведущие: Акимова Анастасия, Алдамова Камилла*

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

Факультет политологии / Faculty of Political Science

### **Generational trauma: historical roots and contemporary manifestations of post-traumatic stress disorder in Russia / Травма поколений: исторические корни и современные проявления ПТСР в России**

Post-traumatic stress disorder is a serious anxiety disorder that develops in response to a traumatic event. The study aims to reveal its huge significance in society. The authors analyzed various theories and studies by psychologists and psychiatrists, and examined specific examples of traumatic events that caused post-traumatic stress disorder: the Russo-Japanese War during which there were 3 cases of psychoneurological disorders per 1,000 people, and it was revealed that this number doubled during World War I; Stalin's repressions. During the investigation the authors found that this serious mental disorder was only publicized in America in 1980, which highlights the previous neglect of this issue by society. It is a serious problem because some of traumas can influence peoples' lives across generations. The authors come to the conclusion that this mental disease can create tension in society and interfere with the lives of individuals, so this issue should not be ignored.

Консультант по английскому языку: Сергиенко Полина Игоревна

## **2. Bezlepkinsa Yuliana / Безлекина Юлиана**

Факультет политологии / Faculty of Political Science

### **The risks of young people's political apathy and the ways to prevent it / Риски политического неучастия молодежи и возможности их профилактики**

The study examines the level of political non-participation among the young generation. Youth passivity poses a threat to politics in our country, and it is influenced by various factors, which are explored in this study. This topic is particularly relevant in today's context as there have been significant transformations in youth policy over the past 20 years. In order to examine the specific level of political disinterest among youth, the study used methods such as sociological survey and participant observation. Based on the results of the survey, the work contains recommendations for minimizing the level of political passivity among youth. In the course of the research, a group of students was involved in a political organization by conducting presentations. A passive attitude of

Russian youth is related to a lack of awareness about this area. As result, measures were proposed to properly involve human resources and their attention in politics.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

**3. Blonskaya Vasilisa, Gvozdova Maria / Блонская Василиса, Гвоздова Мария**

Факультет политологии / Faculty of Political Science

**Deepfakes as a tool of modern political manipulation / Дипфейки как инструмент современных политических манипуляций**

The study is devoted to the analysis of falsification of Internet information. The topic of this research is relevant because the emergence of artificial intelligence technology has led to new challenges for content verification. The topic considered in this work is of significant scientific interest, as the research shows that with the advent of information technology, false information spreads much faster, deeper and wider than truthful content, and attempts to prove that the information is reliable can draw attention to falsified material.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

**4. Bragina Ksenia, Shabelnikova Irina / Брагина Ксения, Шабельникова Ирина**

Факультет политологии / Faculty of Political Science

**Politics through culture: the case of Argentina / Политика через призму культуры: пример Аргентины**

The study examines the issues of close interaction of cultural and political processes in Argentina using the example of Indian tribes and their heritage. The historical context is about the long-term coexistence and conflicts with the Indians by the Spanish colonialists, as well as the formation of national identity. Special attention is paid to the role of such forms of culture as music, dance and visual arts. The article examines how the Argentine culture absorbed Native American motifs (for example, the Mapuche and Guarani traditions) and influenced the formation of political ideas of unity and self-determination. The work uses historical and ethnographic research, works on cultural studies and art criticism, as well as materials from the Argentine press and artistic practices of the 20th century. The purpose of the research lies in the understanding of culture as a mediator of the political process in Argentina.

Консультант по английскому языку: Криштоф Елена Михайловна

**5. Nurdavletov Radik, Bilyalova Amina / Нурдаuletov Радик, Билялова Амина**

Факультет политологии / Faculty of Political Science

**Traditional media vs. social media: the transformation of electoral communication in Donald Trump's political strategy / Традиционные СМИ против социальных сетей: трансформация электоральных коммуникаций в политике Дональда Трампа**

The presidential campaigns of Donald Trump in 2016 and 2020 marked a turning point in the evolution of political communication in the United States. This study examines the strategic tension between traditional media and social media in Trump's electoral strategy. Employing discourse analysis and comparative methods, the research focuses on two primary channels of communication: television news and Trump's personal social network accounts. The analysis compares emotional tone, user engagement, and message effectiveness across these platforms. The findings reveal a dual communication strategy: positioning traditional media as the 'enemy' while simultaneously mobilizing supporters directly through social media. Trump's approach illustrates a shift from a media-centric model of communication to a hybrid one, in which control over the political agenda is achieved through provocative and simultaneous engagement with all forms of media.

Консультант по английскому языку: Яковлева Ирина Олеговна

**6. Orlova Elizaveta / Орлова Елизавета**

Факультет политологии / Faculty of Political Science

**The institution of family in 21st-century Russia: an analysis of marriage and family policy / Институт семьи в России XXI века: анализ брака и семейной политики**

In the 2020s, Russia has increased government support for traditional marriage, but many young people still delay getting married. In 2024, there were about seven divorces for every ten marriages, showing that unions might still be fragile (Rosstat, 2024). This study looks at the reasons why people aged 18-34 postpone marriage. It uses Rosstat's 2024 data on marriages and divorces, a 2025 VCIOM survey about barriers and values, and documents from 2020-2025 comparing them with some international sources on family policy. The results suggest that funding issues and unstable housing could be among the main causes, followed by some challenges in childcare for young children and parents' fear of losing career chances. The practical solution might be to focus on services, such as affordable childcare, equal paid leave, flexible jobs, and housing programs.

Консультант по английскому языку: Яковлева Ирина Олеговна

## **7. Peleshenko Egor / Пелешенко Егор**

Факультет политологии / Faculty of Political Science

### **The role of historical myths in building regional identity: a case study of the battle of Mount Tugova / Роль исторических мифов в формировании региональной идентичности (на примере битвы на Туговой горе)**

Historical mythology plays an important role in the formation of regional identity. This study focuses on analyzing and critically evaluating the information about the Battle on Tugovaya Gora near Yaroslavl in 1257, which is suggested to have resulted in the deaths of all the city's defenders. This event has become one of the key constitutive narratives of local historical memory and has been included in regional history curricula. It is positioned as one of the first protests by the Russian population against the invaders. The study conducts a source-based analysis, comparing Russian chronicles, the Lives of the Holy Princes Vasily and Konstantin of Yaroslavl, and later works by Yaroslavl local historians. It appears that there are few reliable sources confirming the legend of the Battle of Tugova Gora in 1257 suggesting the legend might be a reflection of the events of the Mongol invasion of Russia in 1237-1238 in the popular memory, as well as an interpretation by later historians. The results of this research can be used to revise established local history concepts and to further study the mechanisms of the formation and persistence of regional historical myths.

Консультант по английскому языку: Яковлева Ирина Олеговна

## **8. Petrikeev Egor / Петрикеев Егор**

Факультет политологии / Faculty of Political Science

### **Compulsory voting: an effective remedy for low turnout or state overreach? A comparative political analysis / Обязательное голосование: эффективное средство от низкой явки или чрезмерное вмешательство государства. Сравнительный политологический анализ**

Compulsory voting was first introduced as a solution to such problems as low voter turnout, political absenteeism, and weakened government legitimacy. This study examines the history, use around the world, pros and cons of mandatory voting laws to understand their compromises and effectiveness. The research compares different countries by how strictly they enforce their voting laws. Some countries have strict systems of penalties for absenteeism, which ensures more than 90% voter turnout. In other countries, the law remains mostly symbolic and has no substantial impact on voter participation. The research suggests that, while compulsory voting remains a highly debated tool for strengthening democracy, it also delivers measurable benefits for democratic representation by improving participation rates and representativeness.

Консультант по английскому языку: Яковлева Ирина Олеговна

**Секция 8**  
**14 ноября 2025, пятница**  
**14:45-16:15**  
**1 Гуманитарный корпус, ауд. 666**  
*Ведущие: Горин Станислав, Анатолими Полина*

**1. Dmitruk Veronika, Parfentyeva Ksenia / Дмитрук Вероника, Парфентьева Ксения**

Факультет политологии / Faculty of Political Science

**Features of rage-baiting technique / Особенности приема провокации гневом**

Rage-bait is a type of content aimed at the negative reaction in order to attract attention and/or carry out monetization. This technique has a more radical effect on users of online digital communications due to excessive manipulation of attention in this sphere. It's an effective form of psychological warfare in social media, as it involves the active dissemination of misinformation throughout the network. The rapid spread of anger provocation on the web is influenced by the following factors: psychological effect, political significance, algorithmic motivation and new forms of content - AI and deepfake. The main problem of provocation by anger is the inability of vulnerable groups to respond adequately to provocative content, which can lead to the destabilization of social order. The academic community should consider the ways to develop preventive measures and recommendations to help representatives of vulnerable groups develop adequate approaches to counter psychological manipulation in the digital space.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

**2. Ivanova Alina / Иванова Алина**

Факультет политологии / Faculty of Political Science

**Analysing conspiracy theories: key factors and influence / Анализ основных факторов и влияния теорий заговора**

Belief in conspiracy theories has become a global issue affecting politics, science, and social trust. This project explores why people tend to believe in conspiratorial explanations of world events. Drawing on psychological and sociological research, it identifies key factors such as the need for control and certainty, cognitive biases like pattern perception and proportionality bias, and social mechanisms including group identity and distrust in authority. The study also highlights the amplifying role of digital media, where algorithms create echo chambers that strengthen conspiratorial thinking. Statistical data show that, for example, more than half of Americans believe in at least one major conspiracy theory. The research concludes that belief in conspiracies fulfills emotional and social needs and argues that education in critical thinking and media literacy is crucial to reducing their impact in modern society.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

**3. Ivanova Zlata, Morozova Evelina / Иванова Злата, Морозова Эвелина**

Факультет политологии / Faculty of Political Science

**Features of informational confrontation in the events of 2020 in the Republic of Belarus / Особенности информационного противоборства в событиях 2020 года в Республике Беларусь**

The research analyses the means and methods of conducting information war on the basis of materials of protests which have taken place in the Republic of Belarus in 2020. In this conflict, information impact became a key component of the political crisis, which combined external intervention and internal (propaganda). Social networks and messengers (Telegram, WhatsApp, etc.), which have become the main channels for mobilizing broad segments of the population against the current government, played a key role in exerting information pressure. To achieve their goals, the parties actively used technologies of disinformation and fake news, and the information confrontation itself became a clear demonstration of the model of a modern hybrid war.

Консультант по английскому языку: Криштоф Елена Михайловна

**4. Klimov Egor, Rasif Dzhafarov / Климов Егор, Расиф Джаяфаров**

Факультет политологии / Faculty of Political Science

**Digital communications in Nepal's political life / Использование цифровых коммуникаций в политической жизни Непала**

Digitalization has become an important part of political change in Nepal. Because of growing distrust in traditional institutions and limits on freedom of speech, the government allowed public dissatisfaction to grow. Young people, who had no access to official media, started using Discord as a new space for political discussions and self-organization. At first made for gamers, the platform soon turned into a place for protests and sharing ideas – the culmination of digital participation. However, the lack of clear rules, government pressure, and cyberattacks led to conflicts among users and the closing of several channels. In the end, this online movement did not become a stable political force, but it opened new ways for civic engagement. The case of Nepal shows both the advantages of open communication and the risks of politicization, stressing the need to balance free speech and responsibility on digital platforms.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

**5. Koptelov Artyom / Коптелов Артём**

Факультет политологии / Faculty of Political Science

**Cyber-physical attacks on critical infrastructure as a trigger for civil unrest: theoretical-methodological and empirical aspects of the research / Киберфизические атаки на критически важные объекты инфраструктуры как причина гражданских беспорядков: теоретико-методологические и эмпирические аспекты исследования**

This research examines how cyber-physical attacks on critical infrastructure can trigger civil unrest. Combining theoretical models from conflict studies with empirical case analysis, the research develops a methodology to assess the social impact of such attacks. Key factors influencing protests include the scope and duration of disruptions, the affected populations, and the spread of information or disinformation via social media. The study analyzes cases from South Africa, Brazil, and Venezuela, highlighting how technical failures, combined with social and political contexts, can lead to mass protests and violence. The findings suggest that early warning systems integrating cyber threat data and social indicators are essential for preventing escalation. Overall, the research underscores the complex interplay between technological, informational, and institutional factors in transforming cyber-physical incidents into social crises.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

**6. Krygina Sophya / Крыгина Софья**

Факультет политологии / Faculty of Political Science

**Metaphor as a tool for constructing political reality in the speeches of 20th-century Soviet politicians / Метафора как инструмент конструирования политической реальности в речах советских политиков XX века**

This study analyzes how political figures can affect citizens' consciousness and influence their perception of reality through metaphors. The research overviews the use of political metaphor by focusing on political rhetoric of the most prominent Soviet leaders such as Joseph Stalin, Leonid Brezhnev and others. It identifies certain trends in using this powerful linguistic device characteristic of each epoch and suggests that in each period of Soviet leaders' rule, a different picture was formed of the individual's perception of reality and one's place in the system. The study shows that metaphors significantly influenced people's attitudes toward authority in the country inferring that even the informal transmission of ideas through language can have a profound effect on constructing reality.

Консультант по английскому языку: Яковлева Ирина Олеговна

**7. Medvedeva Anastasia / Медведева Анастасия**

Факультет политологии / Faculty of Political Science

**The role of globalization in the processes of shaping ethnic identity in El Salvador, 2020- 2025 /****Роль глобализации в вопросах изменения этнической идентичности Сальвадора, 2020-2025**

This study aims to reveal the influence of globalization on ethnic aspects of life in the Latin American region of El Salvador. This talk considers and examines the extent to which globalization processes have penetrated into the ethnic identities of the Salvadorans. The research draws on the current data of sociological surveys made through 2020-2025, as well as interviews with native Salvadorans. It compares the statistics on ethnic self- consciousness of various age and gender groups of locals in the area, which helps to reach a clearer understanding of the actual, genuine and authentic image of the reality in El Salvador with the ubiquitous spread of globalization in the specified region.

Консультант по английскому языку: Яковлева Ирина Олеговна

**ФИЛОСОФСКИЙ ФАКУЛЬТЕТ**  
**МГУ имени М.В. Ломоносова**

**Секция 1**  
**10 ноября 2025, понедельник**  
**Шуваловский корпус, ауд. А-518**  
**9:00-10:30**  
*Ведущая: Мотина Дарья*

**1. Gostieva Natalia / Гостиева Наталья**

Философский факультет / Faculty of Philosophy

**Why Muslim women's clothing is popular in modern Russia and Europe / Феномен популярности мусульманской одежды в современной России и Европе**

The talk deals with the phenomenon of the popularity of Muslim women's clothing in modern Russia and Europe. This trend reflects a complex interaction of cultural identity, religious expression, and fashion innovation. The paper discusses how traditional Muslim clothes like hijabs and abayas have gained acceptance not only within Muslim communities but also in broader society, influencing mainstream fashion. The popularity is driven by a growing interest in modern fashion, increased cultural diversity, and greater visibility of Muslim lifestyles. This style has contributed significantly to shifting society norms emphasizing the importance to adapt to new culture. To sum up, this tendency symbolizes both a preservation of heritage and adaptation to contemporary trends, highlighting an evolving dialogue between tradition and modernity.

Консультант по английскому языку: Перцев Евгений Михайлович

**2. Dudorova Barbara / Дудорова Варвара**

Философский факультет / Faculty of Philosophy

**The concept of *home* and *homelessness* in the socio-philosophical tradition / Концепты «дом» и «бездомность» в социально-философской традиции**

The study attempts to define a variety of definitions and interpretations of the concept of *home* through the prism of socio-philosophical analysis. Since this concept is broadly used in economics, sociology and other human sciences, an attempt was made to conceptualize *home* as an object of philosophical reflection concerning the possibility of defining both this concept and the concept of *homelessness*. The study is based on the works of Plato, Oswald Spengler, Carl Jung, Gilles Deleuze and other researchers. It provides an opportunity to move away from the standard sociological and economic understanding of homelessness and consider it in philosophical perspective.

Консультант по английскому языку: Перцев Евгений Михайлович

**3. Fedianina Ekaterina, Megdalskaya Alice / Федянина Екатерина, Мегдальская Алиса**

Философский факультет / Faculty of Philosophy

**Spiritual, existential and cultural aspects of time and space in Kant's philosophy / Время и пространство в философии Канта: экзистенциальный и культурный аспекты**

Kant considered space and time to be forms of sense perception rather than objective things. His approach seems to be interesting and original due to his assertions that one's spirit can be interpreted through the prism of time and space. The main emphasis of the study is on a cultural aspect of Kant's philosophy. According to Kant culture should be understood as an overarching basis for the moral improvement of all humans. Kant holds that reason produces not only consciousness of the moral law but also the idea of a world in which there is both complete virtue and complete happiness, which he calls the highest good. Kant's assertions are certainly unique, and his studies have not only affected many other thinkers, but might have altered the core beliefs of philosophy to a greater extent. Kant's idea of eternal peace is particularly topical now that the world faces many challenges.

Консультант по английскому языку: Перцев Евгений Михайлович

#### **4. Kheylo Daria / Хейло Дарья**

Философский факультет / Faculty of Philosophy

#### **Giorgio Armani's image formation methods and their subsequent impact on the world of fashion / Методы создания образов Джорджио Армани, их влияние на мир моды**

Giorgio Armani is one of the most influential figures in the history of fashion. The study is dedicated to the role of Giorgio Armani in transforming modern fashion (the introduction of unstructured jackets, relaxed silhouettes, the creation of the power suit) and bringing simplicity and refinement into everyday style. His designs transcended the realm of high fashion and entered popular culture influencing not only the global fashion industry, but also cinema and business culture. Armani's legacy shows the power of fashion in shaping personal identity as well. His designs, which are based on timeless elegance and wearability, continue to inspire new generations of people in the fashion industry and cinema. His designs, which are based on timeless elegance and wearability, continue to inspire new generations of people in the fashion industry.

Консультант по английскому языку: Перцев Евгений Михайлович

#### **5. Kochubey Gleb, Puzikov Ivan / Кочубей Глеб, Пузиков Иван**

Философский факультет/ Faculty of Philosophy

#### **Cultural impact of Shakespeare's *Hamlet*: a historical analysis / Культурное влияние трагедии «Гамлет» Шекспира: исторический анализ**

*Hamlet* is considered to be one of the most valuable pieces of literature of all time. Its impact on theatre, music, cinema, painting and world literature cannot be overestimated. The main character of the play has a great significance and universal appeal. Hamlet finds himself in a peculiar situation and responds to it in different ways. The tragedy deals with such universal problems as ambition, power, love, marriage, revenge, obsession, loyalty, murder, guilt. Since the times Shakespeare has created his tragedy, it became a source of inspiration for many artists, painters, writers and actors. The study, which is based on recent research conducted by foreign and Russian scholars, discusses the reasons which explain why the tragedy is so popular.

Консультант по английскому языку: Перцев Евгений Михайлович

### **Секция 2**

**10 ноября 2025, понедельник  
Шуваловский корпус, ауд. А-518**

**10:45-12:15**

*Ведущая: Лищенко Ксения*

#### **1. Bondarev Ivan / Бондарев Иван**

Философский факультет / Faculty of Philosophy

#### **Thomas Hobbes' political philosophy and its role in a new social reality / Политическая философия Томаса Гоббса и её роль в новой социальной реальности**

Hobbs was an English philosopher, best known for his treatise *Leviathan*, in which he expounds the formulation of social contract theory. He is considered to be one of the founders of modern political philosophy. His treatise is important in the development of political thought inasmuch as it identifies the steps needed to be made in order to move from the state of nature to a secure society in which life is bearable. He provides an explanation as to how life outside society would be 'solitary, poor, nasty, brutish, and short'. It is only the rule of law and the threat of punishment that can keep us in check. Hobbs's ideas about achieving a universal peace are relevant today. Growing awareness of current international problems makes the need for such a peace all the more pressing.

Консультант по английскому языку: Перцев Евгений Михайлович

## **2. Melnikova Anzhelika / Мельникова Анжелика**

Философский факультет / Faculty of Philosophy

**Historical development and conceptual essence of phenomenology in the book *The Art of Phenomenology* by A. Yampolskaya / Историческое развитие и концептуальная сущность феноменологии в книге А. Ямпольской «Искусство феноменологии»**

This research is intended to provide a survey of the historical development and conceptual essence of phenomenology, a discipline that is considered to be crucial for twentieth-century philosophy. It is phenomenology that seeks to investigate the way things appear in our conscious experience, the modes of our perceiving them, and thus the meanings which things are taken to have when viewed from a subjective standpoint. Issues of intentionality, consciousness, qualia, and first-person perspectives are known to occupy a central place in contemporary philosophy of mind. Based on A. V. Yampolskaya's book *The Art of Phenomenology*, the author proposes to consider phenomenology as a genuine foundation of philosophy itself, in contrast to ethics, metaphysics, or epistemology. Special attention is given to the works of Edmund Husserl and Martin Heidegger.

Консультант по английскому языку: Перцев Евгений Михайлович

## **3. Skripkin Artyom / Скрипкин Артём**

Философский факультет / Faculty of Philosophy

**Analyzing Lewis Mumford's philosophical views regarding the interrelations between man and technology in the context of modern times / Анализ философских взглядов Льюиса Мамфорда на отношения человека и машины в контексте современности**

Lewis Mumford (1895–1990) is an American philosopher renowned for his studies in the philosophy of technology, urbanism, and sociology. This paper examines Mumford's views on the relationship between humanity and technology, primarily based on his crucial work *The Myth of the Machine: Technics and Human Development* (1967). Mumford explored the history and anthropological significance of technology, while also offering his own forecasts and warnings for the future. In this work he criticizes the modern trend of technology, which emphasizes constant, unrestricted expansion, production, and replacement pointing out that these goals work against technical perfection, social efficiency, and overall human satisfaction. The study attempts to define the extent to which his predictions have come true, in particular Mumford's concept of the "megamachine," the role of technological development in society, the consequences of scientific and technological progress, and the problem of a mechanical civilization.

Консультант по английскому языку: Перцев Евгений Михайлович

## **4. Shumova Alexandra / Шумова Александра**

Философский факультет / Faculty of Philosophy

**Strategies employed by prominent thinkers to popularize their ideas: an analysis of Bertrand Russel's essay *Philosophy for Laymen* / Методы популяризации философии в работах выдающихся мыслителей на примере эссе Б. Рассела «Философия для обычного человека»**

The paper analyzes Bertrand Russell's methods of popularizing philosophy in his essay *Philosophy for Laymen*. It examines how this prominent 20th-century thinker sought to make philosophical ideas accessible to a wider audience while maintaining the depth and seriousness of his thought. Particular attention is paid to his strategic techniques: a clear style of presentation, an appeal to universal problems of human existence, and a desire to integrate philosophy into public discourse.

Консультант по английскому языку: Перцев Евгений Михайлович

## **5. Konstantinov Gleb / Константинов Глеб**

Философский факультет / Faculty of Philosophy

**The ethics of marriage: an analysis of the latest statistical data in Russia. / Этика брака: анализ последних статистических данных в России**

The study draws on the latest statistical data that indicates a rapid fall in the number of marriages every year and a rapid rise of divorces in Russia and elsewhere. The aim of the study is to consider this phenomenon from philosophical position stressing that ethics in family relationships is based on mutual respect and ethical obligations, which promote harmony and trust within the family. Based mostly on E. Fromm's ideas, the study tries to identify ethical obligations, norms and values that family members must uphold. Adherence to ethical principles helps create healthy and successful family relationships, which contribute to the well-being and happiness of each family member.

Консультант по английскому языку: Перцев Евгений Михайлович

**Секция 3**  
**10 ноября 2025, понедельник**  
**Шуваловский корпус, ауд. Е-359**  
**10:45-12:15**  
*Ведущая: Казакова Дарья*

**1. Vorobeva Aleksandra / Воробьева Александра**

Философский факультет / Faculty of Philosophy

**Proclus and the final period of Nicholas of Cusa's thought / Прокл и поздний период философии Николая Кузанского**

The presentation analyzes the late stage of Nicholas of Cusa's philosophy. This period researchers call dynamic and it is characterized by the use of moving physical examples, as well as an understanding of the principle of potency as primary to reality. The work attempts to determine the reasons for this shift in Cusa's thought by considering alternative explanations. First, much attention is paid to the interpretation of David Albertson, who connects this transition with an appeal to physics, and the desire to describe the reality of Christ in our mobile world. Secondly, the systematization of Edward Krantz is taken into account. He argues that after the text of "De Beryllo" Nicholas of Cusa proceeds to his own original thought. Consequently, the study demonstrates the inadequacy of both approaches and suggests an alternative explanation. Thus, it is concluded that the most convincing interpretation of the intellectual shift in the thought of Cusanus is his turn to the thought of Proclus, whose works Nicholas of Cusa began to study during this period much more intensively than before.

Консультант по английскому языку: Кочетова Мария Германовна

**2. Nastasenko Ivan / Настасенко Иван**

Философский факультет / Faculty of Philosophy

**From samurai to salaryman: the transformation of social identity in postwar Japan / От самурая к салариману: трансформация социальной идентичности в послевоенной Японии**

This paper examines the transformation of samurai ethics into the identity of the postwar Japanese salaryman. It explores how traditional moral concepts of loyalty, diligence, and self-discipline, rooted in the samurai code and later developed through the teachings of Ishida Baigan and the Shingaku movement, were reinterpreted in the context of Japan's modern corporate culture. The salaryman emerged as a symbolic successor to the samurai, embodying devotion not to a feudal lord, but to the company as a moral and social collective. By tracing the continuity between Edo-period ethical thought and postwar work ideology, the study highlights how Confucian and Buddhist principles shaped the moral foundation of Japan's economic recovery. Finally, the paper considers the ongoing relevance and critique of this ethical model in contemporary Japan, where traditional ideals confront new values of individuality and work-life balance.

Консультант по английскому языку: Кочетова Мария Германовна

### **3. Kaniev Amir / Каниев Амир**

Философский факультет / Faculty of Philosophy

#### **State and cartography: history and interaction models / Государство и картография: история и модели взаимодействия**

Cartography is often taken to be a neutral instrument – a technical mirror of space whose value lies in accuracy and legibility. Yet modern social sciences and humanities have shown that maps are never merely mirrors. They are models that select, classify, silence, and foreground; they are rhetorical devices that travel through institutions; and they are infrastructures that coordinate perception and action. In short, maps both represent and *produce* social realities. This paper offers a concise account of how state power and mapping co-evolve, moving from conceptual distinctions and ontological stakes to a compressed genealogy, and then to contemporary tele- and web-cartography. The aim of the study is to give a new account of mapping as a method for modeling socio-cultural processes—powerfully generative, but ethically demanding.

Консультант по английскому языку: Перцев Евгений Михайлович

### **4. Mulyalkina Maria/ Мулялкина Мария**

Философский факультет /Faculty of Philosophy

#### **The interconnection between language and thought: boundaries of influence from philosophical perspective/ Взаимосвязь языка и мышления: границы влияния в философском аспекте**

The study discusses the interconnection between language and thought in historical perspective by analysing two approaches to this highly controversial issue. The research focuses on the dichotomy between theories of linguistic relativism (the Sapir-Whorf hypothesis), which posit the determining influence of linguistic structures on the processes of categorization and perception, and universal approaches, which uphold the independence of basic cognitive mechanisms from their verbal expression. The study examines the contemporary empirical evidence from psycholinguistics, neuroscience, and cross-cultural studies, leading to the conclusion that this influence is complex and mediated. Within this framework, language acts not so much as a determinant, but rather as a tool and a factor that shapes the specific character of thought processes.

Консультант по английскому языку: Перцев Евгений Михайлович

### **5. Savelov Arsenii / Савелов Арсений**

Философский факультет / Faculty of Philosophy

#### **Indirect utilitarian theories of moral responsibility: a critical analysis / Непрямые утилитаристские теории моральной ответственности: критический анализ**

Moral responsibility is one of the most important themes in contemporary philosophy. One of the classical approaches to this topic – the utilitarian or instrumentalist approach – was developed significantly in the philosophy of 19th and early 20th century by such philosophers as J. Bentham, J.S. Mill, M. Schlick, P. Nowell-Smith, J.J. Smart and others. Utilitarian theories of moral responsibility can be characterised in the following way: acts of praise and blame, or practices of praise and blame, are justified by their effectiveness in increasing utility. These theories were challenged by the so-called “wrong kind of reasons” argument, according to which in our actual social engagement we do not blame others on the basis of promoting socially desirable behaviour. Despite this criticism, there are contemporary philosophers who still adhere to this approach. They adopt indirect utilitarian theory of moral responsibility. It is not the individual act of blame that is justified by utilitarian reasons, but rather our overall framework for thinking about responsibility.

Консультант по английскому языку: Кочетова Мария Германова

**Секция 4**  
**10 ноября 2025, понедельник**  
**Шуваловский корпус, ауд. А-518**  
**12:30-14:00**  
*Ведущая: Левитейн Даниэла*

**1. Belkovich Alisa / Белькович Алиса**

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

**Smart city technologies and their impact on the quality of urban life: an economic and social perspective / Технологии «умного города» и их влияние на качество жизни в городах: экономическая и социальная перспектива**

In the context of rapid urbanization and digital transformation, the smart city concept has emerged as a cornerstone of sustainable development. Smart city technologies aim to enhance the efficiency of urban services, optimize resource usage, and improve citizen-government interaction. This paper examines the economic and social implications of deploying these technologies, with a specific focus on their impact on the quality of urban life. Based on the analysis of contemporary research and case studies, it is concluded that the overall impact is significantly positive, albeit accompanied by challenges such as the digital divide and the need for strategic investment.

Консультант по английскому языку: Кудырко Ирина Владимировна

**2. Danilenko Sofia / Даниленко Софья**

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

**Quantum mechanics as the root of recalibration of economic theory / Квантовая механика у истоков переосмысливания экономической теории**

This article delves into the bleeding-edge field of quantum economics, which seeks to recalibrate economic theory by applying principles from quantum mechanics. It argues that classical economic models frequently fail to capture the inherent ambiguity and context-dependence of human decision-making. The study meticulously outlines how core quantum concepts – such as superposition, non-commutativity, interference, and entanglement – provide a more nuanced framework for elucidating on behavioral anomalies, market fluctuations, and the nature of money. Furthermore, it examines the profound implications of this paradigm shift for monetary systems, financial stability, social equality, and sustainability. The ultimate objective of the study is to adumbrate the idea of intertwining quantum and economic fields with potential benefits, ramifications, and limitations scrutinized.

Консультант по английскому языку: Кудырко Ирина Владимировна

**3. Kassir Ksenia, Melnikava Varvara / Кассир Ксения, Мельникова Варвара**

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

**Student academic mobility: exploring innovative potential of culture shock / Академическая мобильность студентов: исследование инновационного потенциала культурного шока**

In past decades the world has become tightly interconnected. Now, intercultural communications are an inevitable element of development. Thus, student academic mobility has also become an essential part of modern education. Exchange programs allow students to get acquainted with advanced professional practices as well as to immerse themselves in a new culture and gain unique experiences. However, many students face the phenomenon known as “culture shock”. In this report, we will examine the concept of “culture shock”, its causes, stages and ways to overcome it. The relationship between the number of students traveling abroad under academic mobility programs and the value of the country's Global Innovation Index is analyzed, and the contribution of acquired knowledge and the

transformative impact of “cultural shock” among students traveling under academic mobility programs on the country’s innovative development is assessed.

Консультант по английскому языку: Трубочкина Инна Анатольевна

#### **4. Korshunova Vasilisa / Коршунова Василиса**

Философский факультет / Faculty of Philosophy

#### **Fast-fashion as a driver of overconsumption: psychological and environmental aspects / Феномен «быстрой моды» как движущая сила чрезмерного потребления: психологический и экологический аспект**

In the recent years, fashion trends have been changing at an alarming rate through social media platforms, revolutionizing the apparel industry and fostering the culture of fast-fashion. The industry strives to make production faster and cheaper, both creating and responding to consumer desire for new products in increasing quantities. This study explores the phenomenon of fast fashion as a key driver of overconsumption and delves into the psychological factors from which it stems. Simultaneously, this study focuses on fast-fashion’s severe impact on the environment, highlighting the industry’s immense textile waste, overproduction and carbon footprint.

Консультант по английскому языку: Перцев Евгений Михайлович

#### **5. Kokorina Daria, Shtanina Veronika / Кокорина Дария, Штанина Вероника**

Философский факультет / Faculty of Philosophy

#### **The role of advertising in destigmatization of mental disorders / Роль рекламы в дестигматизации психических расстройств**

This study raises a problem of discrimination against mental disorders and is aimed to check the impact of social advertising on removing the stigma from mental illnesses. Being as important as physical ones they are much more stigmatized in modern society. The study looks into a few advertising campaigns of the last 10 years attempting to identify a positive role they have played in de-stigmatizing some mental disorders. The presentation analyses the way advertising videos help viewers to understand and empathize with people with mental disorders, making them more visible and promoting such methods of helping them as drawing, dancing, socializing. The research is concerned with the way how advertising decisions, including language, the tone of voice as well as video content impact the social reality in the modern world and help mentally ill people overcome their fear and become equal members of society.

Консультант по английскому языку: Перцев Евгений Михайлович

#### **6. Stepanova Daria / Степанова Дарья**

Философский факультет / Faculty of Philosophy

#### **Mathematical modelling in marketing / Математическое моделирование в маркетинге**

Modern market is characterized by high dynamism and intense competition, which requires to introduce modern methods for forecasting demand, risk assessment and optimization of marketing campaigns. The use of mathematical modelling makes it possible to solve complex marketing problems on a scientific basis, increasing planning accuracy and reducing company’s expenditures. The relevance of the research is determined by the need to improve the effectiveness of marketing decisions through an accurate analysis of market processes and consumer behavior. The prospects for further development are related to the expansion of the capabilities of Big Data and artificial intelligence, which make it possible to create accurate models of consumer behavior and optimize the strategy for promoting goods and services. The application of innovative approaches opens up new horizons for improving business management and strengthening the competitiveness of enterprises.

Консультант по английскому языку: Перцев Евгений Михайлович

## **7. Sinihayeva Anastasiya / Синигаева Анастасия**

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

### **Circular economy approaches for affordable housing solutions / Подходы циркулярной экономики для решений в области доступного жилья**

For many people, housing is becoming an unattainable goal, significantly undermining social stability. This article examines how circular economy principles can address this problem not only from a technological perspective but also by considering socially equitable solutions to overcome this crisis. A circular economy in construction is not only about recycling waste, it is also about creating accessible and equitable urban communities that reduce social inequality. Housing must be high-quality, innovative, and affordable for all city residents. This is especially important for continued economic sustainability and environmental safety.

Консультант по английскому языку: Кудырко Ирина Владимировна

## **Секция 5**

**10 ноября 2025, понедельник**

**Шуваловский корпус, ауд. Е-359**

**12.30-14.00**

*Ведущий: Зарудная Дарья*

## **1. Alexandrova Sofya / Александрова Софья**

Философский факультет / Faculty of Philosophy

### **The perspectives of applying artificial intelligence to advertising and public relations / Перспективы использования искусственного интеллекта в рекламе и связях с общественностью**

PR professionals are increasingly embracing AI-powered tools and techniques in both strategy and operations for better and more effective results. The study provides an analysis as to how professionals should leverage these technologies to stay competitive in constantly changing situations. It explores a few cutting-edge ways within four areas where AI is changing the PR role and how PR professionals can embrace these technologies for a competitive advantage. The study also provides a few examples of digital advertising that reshape strategies and redefine the way brands engage with consumers.

Консультант по английскому языку: Перцев Евгений Михайлович

## **2. Baranovskaya Olga, Zheltovskaya Elizaveta / Барановская Ольга, Желтовская Елизавета**

Философский факультет / Faculty of Philosophy

### **When beauty standards break the borders of humanism / Когда стандарты красоты пересекают грань гуманизма**

This research examines how societal beauty standards influence individual well-being and social interactions in contemporary society. It hypothesizes that the idealization of certain physical traits contributes to widespread psychological issues, such as low self-esteem and disordered eating behaviors. The study explores how exposure to curated images on social media and glossy magazines fosters fear of social rejection among youth. Additionally, it investigates the social consequences of internalized beauty norms, including increased bullying and social exclusion, which further worsen mental health problems. Using qualitative interviews, case studies, and media content analysis, the research aims to understand the mechanisms behind these phenomena and develop strategies to promote a more inclusive and diverse definition of beauty. Ultimately, the findings suggest that counteracting restrictive beauty standards requires targeted social interventions focused on fostering self-acceptance, thereby reducing the negative impact of unrealistic ideals on youth development cohesion.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

### **3. Garbuzova Maria / Гарбузова Мария**

Философский факультет / Faculty of Philosophy

#### **Rethinking advertising value and efficiency assessment in the age of attention economics/ Переосмысление ценности и методов измерения эффективности рекламы в эпоху экономики внимания**

Throughout the 20<sup>th</sup> century, thanks to technological advances, global industrialization, and the growing role of cities, the importance of attention as a resource for economic profitability steadily increases. With the advent of the information age, the cost of human attention increased dramatically, with media, business, and government all competing for it. Modern media environment is defined by an overload of content, making consumer attention a scarce resource. This reality demands a game-changing shift in how advertising value is created and evaluated. Traditional metrics often appear to be ineffective, measuring engagement of the audience by how people tend to ignore commercial noise. Therefore, this study explores how companies can succeed in winning people's attention and ROI (Return On Investment) maximization, existing in the attention economics.

Консультант по английскому языку: Перцев Евгений Михайлович

### **4. Kosolapov Artyom, Ataullina Dinara / Косолапов Артём, Атауллина Диляра**

Философский факультет / Faculty of Philosophy

#### **The impact of digital technologies on mental health / Влияние цифровых технологий на психическое здоровье**

In recent years, the rapid growth of digital technologies has transformed social interactions and daily life. However, alongside many benefits, this shift has introduced new challenges related to digital addiction and mental health. This study explores the emerging impacts of digital addiction on emotional and cognitive functions, emphasizing subtle behavioral and psychological changes. The novelty lies in identifying early indicators of digital dependency among young adults. The authors hypothesize that excessive engagement with social media and online games correlates with increased anxiety, reduced attention span, and weakened social skills. The results reveal significant links between high digital media use and adverse mental health outcomes, confirming the authors' hypothesis. The study concludes that interdisciplinary research is essential for developing effective prevention strategies. These findings highlight the need for targeted interventions to mitigate digital addiction's impact and promote mental well-being in the digital age.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

### **5. Nikonova Polina / Никонова Полина**

Философский факультет / Faculty of Philosophy

#### **The impact of a video format on audience engagement in advertising communication/ Влияние формата видео на вовлеченность аудитории в рекламных коммуникациях**

The study aims to analyze the impact of short-form video formats (Reels, TikTok, YouTube Shorts) on the effectiveness of advertising communications. In the context of growing competition for consumer attention and the redistribution of advertising budgets in favor of video content, understanding the specifics of each format becomes critical for achieving key performance indicators. The research conducts a comparative analysis of video advertising effectiveness based on parameters such as cost per lead, conversion rate, and audience engagement. The practical value of the work lies in developing a media strategy that allows for the optimization of advertising spending and improves the return on investment in video promotion. The project's outcome includes a set of specific recommendations for selecting the most suitable platform and creating advertising video content that maximizes target audience engagement.

Консультант по английскому языку: Перцев Евгений Михайлович

## **6. Pershin Alexander/ Першин Александр**

Философский факультет / Faculty of Philosophy

### **The influence of De Beers' *A Diamond is Forever* advertising campaign on global demand for diamond jewelry: a historical analysis / Влияние рекламной кампании «*A diamond is forever*» производителя De Beers на мировой спрос на украшения с бриллиантами: исторический анализ**

In the late 1940s, Ayer introduced De Beers' signature slogan: "Diamonds are forever." Between 1939 and 1979, De Beers diamond sales in the United States increased from \$23 million to \$2.1 billion. The company's advertising budget also grew from \$200,000 to \$10 million per year over the next 40 years. De Beers and its marketers demonstrated their incredible ability to influence public opinion. The study looks into different methods of De Beers advertising campaigns promoting, for example, the giving of a second ring after marriage as a sign of continued love. The study also analyses the aggressive advertising which was built on promoting rings as a symbol of modern Western values in Japan.

Консультант по английскому языку: Перцев Евгений Михайлович

## **7. Volzhenina Arina / Волженина Арина**

Философский факультет / Faculty of Philosophy

### **The controversial influence of artificial intelligence on cinema / Противоречивое влияние искусственного интеллекта на кинематограф**

In recent years, artificial intelligence (AI) has become an integral part of many industries, including cinema. The film industry is increasingly embracing AI to revolutionize movie production, distribution, and marketing. From script analysis to post-production, AI is reshaping how movies are made and consumed. The study explores the current applications of AI in movie studios highlighting real examples and transformative impact of these technologies. It is important to understand the dual impact of AI on the cinema industry, considering both the positive and negative aspects of its implementation. The study deals with the problem of evaluating the effectiveness of using AI in cinema stressing that it has been the subject of growing controversy, both in economic and moral issues.

Консультант по английскому языку: Перцев Евгений Михайлович

## **Секция 6**

**10 ноября 2025, понедельник**

**Шуваловский корпус, ауд. Е-359**

**15.00-16.30**

*Ведущая: Хапалова Мария*

## **1. Grigoryan Tina, Gegamyan Ani / Григорян Тина, Гегамян Ани**

Философский факультет / Faculty of Philosophy

### **AI-driven personalization in advertising: opportunities, ethical challenges and market transformation / Персонализация рекламы с помощью искусственного интеллекта: возможности, этические вызовы и трансформация рынка**

This study examines the increasing role of artificial intelligence in the personalization of advertising campaigns. It analyzes how AI enables the creation of highly precise and effective messages, which in turn enhance consumer engagement and strengthen brand loyalty. Simultaneously, the development of AI technologies raises several ethical and legal concerns, including data protection, risk of manipulation, and transparency of algorithmic processes. The work investigates both the opportunities AI provides for advertisers and the potential threats to consumer autonomy. Finally, the study explores the structural changes within the advertising market driven by AI and identifies emerging strategies that seek to balance innovation with a responsible approach.

Консультант по английскому языку: Захарова Дарья Сергеевна

**2. Logish Sofia, Demina Elizabeth / Логиш София, Демина Елизавета**

Философский факультет / Faculty of Philosophy

**Analysis of Mediterranean migration: causes, challenges, and the transformation of the Italian-African borderland / Миграция через Средиземное море: причины, вызовы и трансформация итalo-африканского пограничия**

An analysis of Mediterranean migration: causes, challenges, and the transformation of the Italian-African Borderland in media. This research provides a comprehensive analysis of one of the most pressing issues of our time – migration across the Mediterranean Sea. The work focuses on three key aspects: the root causes of migration flows from African countries, the multi-level challenges faced by host nations, and the transformation of the Italian-African borderland. Using Italy as a case study the researchers show how political instability, economic inequality, and climate change interact with European security policies and human rights imperatives. A central line of inquiry is the role of media representations in this process. It analyzes how the Mediterranean area is discursively constructed as a complex political, humanitarian, and social space where the interests of state agencies, NGOs (non-governmental organizations), and smuggling networks intersect and are publicly contested.

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

**3. Khapalova Maria, Zolotareva Polina / Хапалова Мария, Золотарева Полина**

Философский факультет / Faculty of Philosophy

**The impact of advertising on brand reputation: a case study of two American advertising campaigns / Влияние рекламных роликов на репутацию бренда на примере двух рекламных кампаний в США**

The aim of the study is to analyze the impact of advertising on brand reputation by comparing two advertising campaigns which attempted to promote new brands. By developing a narrative story with episodes centered on different performances, one approach turned out to be a success (the *Gap* company showcasing an international group Katseye demonstrating brands that are more accessible to a wider range of people) whereas the other was a failure (*American Eagle* that did not take into consideration an increasing demand for brands that combine sustainability, affordability, and trendy design). As a result, the *Gap* company managed to strengthen its reputation enhancing the image of new brands.

Консультант по английскому языку: Перцев Евгений Михайлович

**4. Milman Maria, Georgy Vrevsky / Мильман Мария, Георгий Вревский**

Философский факультет / Faculty of Philosophy

**Transformation of advertising image as a reflection of changes in the concept: Marlboro case study / Трансформация рекламного образа как отражение изменения концепта: на примере компании Мальборо**

The study provides a short history of the brand, which began with promoting cigarettes in the women's market. Still, by the time World War II broke out, Marlboro held less than 1% of the U.S. tobacco market. Then Marlboro began to promote filtered cigarettes as a "safer" alternative. The typical advertisement showed a rugged cowboy galloping across the plains radiating confidence, independence, and raw masculinity. The birth of the "Marlboro Man" triggered a revolution in cigarette advertising. In 1997, Marlboro became a sponsor of the Ferrari Formula 1 team. Today, Marlboro is no longer broadcast on television, no longer appears across Formula 1 cars, no longer inserted openly into films. Yet the myth endures. Because myths do not die with advertising bans — they die only when people stop believing in them.

**5. Samatov Artemy, Kuzmina Anastasia / Саматов Артемий, Кузьмина Анастасия**

Философский факультет / Faculty of Philosophy

**A mascot as a modern marketing tool: the case of Duolingo / Маскот как инструмент современного маркетинга: на примере Duolingo**

Branding is crucial for every business as it helps to increase sales and create a memorable image for the company. A mascot, which is a symbolic character representing a brand or product, can offer unique storytelling and engagement opportunities for customers and users. One of the most notable examples of a brand that has reshaped the perception of the company and captured the attention of its audience is Duo, the Duolingo Owl. This research aims to examine the impact of the Duolingo owl on the development and promotion of the language-learning applications, and to show how mascots can be used effectively in modern marketing to promote brands and products.

Консультант по английскому языку: Сергиенко Полина Игоревна

**6. Solovyeva Maria / Соловьева Мария**

Философский факультет / Faculty of Philosophy

**The role of social PR projects in dealing with humanitarian issues of modern society: a case study of successful examples / Роль социальных PR-проектов в решении гуманитарных проблем современного общества: кейс-стади успешных примеров**

The study explores the role of social PR projects in addressing humanitarian issues in modern society. It examines the mechanisms and methods through which social communication helps raise awareness of critical social issues, mobilize resources, and support vulnerable groups such as students, people with disabilities, and retirees. The research includes a case study analysis of successful projects from Alfa Bank, Sberbank, City Mobile and others that demonstrate effective collaboration between non-profit organizations, media, and target audiences. Special attention is given to factors determining their social impact and the sustainability of results. The study shows that social PR initiatives are an essential tool for fostering civic engagement and promoting humanitarian values amid dynamic social changes.

Консультант по английскому языку: Сергиенко Полина Игоревна

**7. Zadoya Aleksandra / Задойя Александра**

Философский факультет / Faculty of Philosophy

**A socio-philosophical analysis of digital humanity: the issue of self-preservation, society and story in the algorithmic age / Социо-философский анализ цифрового человечества: проблема самосохранения, общества и нарратива в алгоритмическую эпоху**

This study aims to investigate the preservation of humanitarian values during digital transformation, focusing on threats to individual autonomy, social cohesion, and historical truth. As a central case study, it examines the operation of social media recommendation algorithms. These systems often create "filter bubbles" and can amplify misinformation, thereby undermining autonomy by limiting exposure to diverse viewpoints, eroding social cohesion through increased polarization, and distorting historical truth by facilitating the spread of revisionist narratives. The relevance of this work stems from universal challenges, including the trust crisis in institutions and information fragmentation. The author concludes that an interdisciplinary approach integrating social and humanitarian sciences enables the development of strategies to preserve human agency, for instance, by informing policy for algorithmic transparency and promoting public digital literacy programs.

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

**Секция 7**  
**10 ноября 2025, понедельник**  
**Шуваловский корпус, ауд. А-518**  
**15.00-16.30**  
*Ведущая: Димакова Арина*

**1. Dimakova Arina, Iovva Sofia / Димакова Арина, Иовва София**

Философский факультет / Faculty of Philosophy

**An analysis of ethical issues in the post-truth era: boundaries between truth and fake / Анализ этических проблем в эпоху постправды: границы между правдой и фейком**

The presentation explores major ethical challenges of communication in the post-truth era, where emotions and personal beliefs often prevail over verified facts. The author analyzes how digital media and social networks distort the perception of truth through such phenomena as fake news, deepfakes, and the reinterpretation of historical events in online discourse. Special attention is paid to the moral responsibility of both media creators and consumers in maintaining honesty and critical awareness in information exchange. Drawing on recent examples of media manipulation and public misinformation, the author comes to the conclusion that ethical literacy and critical thinking are the only sustainable way to preserve truth and trust in the digital era.

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

**2. Ivanova Karina, Torosyan Anait / Иванова Карина, Торосян Анаит**

Философский факультет / Faculty of Philosophy

**The price of cheap fashion: addiction to fast clothing and the path to conscious consumption / Цена дешевой моды: пристрастие к быстрой одежде и путь к осознанному потреблению**

The study aims to look into fast fashion industry, with its rapid production cycles and low-cost garments, and examines the problem of an addiction to cheap clothing that significantly impacts both the environment and society. This study examines how the addiction is fueled by constant marketing and social media influence, leading consumers to prioritize quantity over quality, resulting in a culture of overconsumption. The cases of Zara and Shein brands have been analysed. They exemplify the relentless pursuit of profit that often comes at the expense of ethical labour practices and environmental sustainability. As consumers become increasingly aware of these issues, there is a growing call for conscious consumption, which emphasizes mindful purchasing and support for sustainable brands. By shifting our focus from fleeting trends to timeless, durable pieces, we can combat the negative effects of fast fashion. The authors come to the conclusion that it is high time to understand the true cost of cheap clothing.

Консультант по английскому языку: Егорова Елена Геннадьевна

**3. Kazakova Polina, Moskotina Maria / Казакова Полина, Москотина Мария**

Философский факультет / Faculty of Philosophy

**Ban on advertising on blocked platforms in Russia: challenges, consequences, and impact on the advertising market / Запрет рекламы на заблокированных платформах в России: вызовы, последствия и влияние на рекламный рынок**

This study provides a comprehensive analysis of the causes and consequences of the ban on advertising via blocked online platforms in Russia, enacted on September 1, 2025. The study begins by outlining the key legal requirements for advertisers under the new regulation, including the specific prohibition of utilizing certain foreign platforms. It also assesses the initial impact of these restrictions on the structure of the Russian advertising market and digital marketing strategies. The analysis identifies the main challenges faced by advertisers, such as the need to redirect budgets and find alternative channels. Finally, the study explores the adaptation strategies businesses develop in order to cope with the updated rules.

Консультант по английскому языку: Захарова Дарья Сергеевна

**4. Natalya Klenova, Elizaveta Loseva / Наталья Кленова, Елизавета Лосева**

Философский факультет / Faculty of Philosophy

**The impact of social media on mental health / Влияние социальных сетей на ментальное здоровье**

Understanding the negative impacts of social media is crucial for developing healthier digital habits and maintaining a balanced relationship with technology. The study analyzes typical strategies used by social media which deal with impact on self-esteem and self-acceptance, FOMO (Fear of Missing Out), digital burnout, social isolation and loss of real-life connections, cyber-bullying and harassment. The American Academy of Pediatrics warns that heavy social media use is linked to higher rates of depression and anxiety in young people. Constant scrolling can disrupt sleep, and cyber-bullying is a serious threat to mental well-being. The artificial perfection on social media creates unrealistic expectations that are hard to meet in real life.

Консультант по английскому языку: Перцев Евгений Михайлович

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

Философский факультет / Faculty of Philosophy

**The misinterpretation of disputable social issues in movies and advertising as a subject of growing concern / Спорная интерпретация острых социальных вопросов в кино и рекламе как растущая проблема**

The talk analyses a few cases of misinterpreting some social issues in movies and advertising trying to reveal underlying social contradictions in modern society. The study attempts to identify the ethical boundaries of these cases and the degree of the influence on the audience. The study gives a few examples (a 2021 screen adaptation of *Cinderella*) which demonstrate a complete disrespect for traditions and culture that have developed for centuries. In recent years, discussions on these topics have become more frequent in the film industry and advertising, so the study emphasises these problems and draws people's attention to them. The situation has become so worrying that it is necessary to find rational grounds for accepted rules to work.

Консультант по английскому языку: Перцев Евгений Михайлович

**6. Smetanina Elizaveta, Lantsman Maya / Сметанина Елизавета, Ланцман Майя**

Философский факультет / Faculty of Philosophy

**Computer games *SIMS* as an instrument of social inequality propaganda in a virtual world / Компьютерные игры компаний *SIMS* как инструмент пропаганды социального неравенства в виртуальном мире**

The study examines the phenomenon of social inequality through the example of the popular game *The Sims*. The focus is on social issues and class distinctions in a virtual society, where players encounter limitations and opportunities that reflect real-world social dynamics. The research demonstrates how the game reproduces key aspects of social inequality: unequal access to resources (such as housing, education, and finances), social mobility, as well as privileges and deprivations. The game clearly distinguishes between low- and high-paying professions, which contributes to creating a noticeable wealth gap among virtual characters. Additionally, significant attention is paid to development barriers: the high cost of education and the difficulty of meeting basic needs. The study also shows how characters with greater opportunities can invest in their development, improving skills and passing on opportunities to future generations. This research emphasizes that despite the simplicity of the game world, *The Sims* serves as a tool for understanding complex social mechanisms and helps in comprehending the rules governing real-world society.

Консультант по английскому языку: Перцев Евгений Михайлович

## **7. Yushkina Vasilisa, Striganova Maria / Юшкина Василиса, Стриганова Мария**

Философский факультет / Faculty of Philosophy

### **AI for educational purposes: analysing risks of reducing the educational level of the population and threats to the Russian economy / Использование ИИ в образовательных целях: анализ рисков снижения образовательного уровня населения и угроз экономике в России**

This analysis examines the critical risks associated with the integration of Artificial Intelligence (AI) in education, focusing on the potential degradation of the population's educational level and subsequent threats to the economy in Russia. While AI offers personalized learning and administrative efficiency, its overreliance poses a significant danger of de-skilling. The core argument is that outsourcing cognitive tasks – such as critical thinking, problem-solving, and knowledge synthesis – to AI systems can lead to the atrophy of these fundamental skills in learners. This creates a workforce that is proficient at using tools but deficient in foundational understanding and innovation. The economic threat is twofold: a shortage of highly-qualified specialists capable of driving progress, and a population vulnerable to misinformation due to weakened analytical abilities. The paper concludes that without a pedagogical framework emphasizing cognitive development, AI's convenience could ultimately undermine the intellectual capital essential for a thriving, competitive economy.

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

### **Секция 8**

**13 ноября, четверг**

**Шуваловский корпус, ауд. А-518**

**9.00-10.30**

*Ведущий: Ли Юрий*

## **1. Kulikova Anna / Куликова Анна**

Философский факультет/ Faculty of Philosophy

### **Features of localization and translation of foreign films: a case study of modern comedies / Особенности локализации и перевода зарубежных фильмов (на примере современных комедий)**

While translating a foreign film into Russian the translator faces many challenges, the most difficult one is rendering culture-specific elements: puns, proverbs and popular sayings, fixed expressions and idioms. The study discusses methods of semantic, pragmatic, contextual and linguo-cultural analyses and identifies a set of problems arising in the process of translating films into Russian. One of the most difficult genres of the whole cinema is comedy. The author gives a few examples which are to show the cultural barriers the translator should overcome to preserve the meaning as much as possible without exposing the culture of the source language in a bad light and to convey a humorous unit in such a way that it does not cause confusion among foreign audience.

Консультант по английскому языку: Перцев Евгений Михайлович

## **2. Dyagileva Anna / Дягилева Анна**

Философский факультет /Faculty of Philosophy

### **Methods used by theocratic Islamic states to exert influence on their citizens: a historical analysis / Методы влияния исламских теократических государств на своих граждан: исторический анализ**

This work considers methods by which theocratic Islamic states influence their citizens in multidimensional forms as a set of historical, anthropological and political phenomena. The spheres of interaction between religious authority and the country's inhabitants, as well as methods of influencing them, are also examined. The aim of the paper is to provide an up-to-date account of different methods of influence used to meet the need for a deeper study of Islamic states, to move away from orientalism, and to resolve the global confrontation between the East and the West.

Консультант по английскому языку: Мурза Александра Борисовна

### **3. Oboturov Mikhail / Оботуров Михаил**

Философский факультет / Faculty of Philosophy

#### **The idea of harmonious development in Nature and in human society as reflected in the works by Pyotr Kropotkin / Идея гармоничного развития в природе и человеческом обществе в трудах П.А. Кропоткина**

The aim of the paper is to provide an up-to-date account of philosophical ideas of P. Kropotkin. An inquisitive scientist and highly educated man, P. Kropotkin attempted to provide a scientific basis for anarchism and convincingly demonstrate its necessity. For him, anarchism was a philosophy of human society. P. Kropotkin's method of cognition was based on the universal law of solidarity and mutual aid and support. He sought to prove that Darwin's thesis on the struggle for existence should be understood as a struggle between species and mutual aid within species. Mutual aid and solidarity are the engines of progress.

Консультант по английскому языку: Перцев Евгений Михайлович

### **4. Makhsutalieva Mardzhona / Махсуталиева Марджона**

Философский факультет / Faculty of Philosophy

#### **Coco Chanel's philosophical ideas and aesthetics: a cultural analysis/ Философские идеи и эстетика Коко Шанель: культурологический анализ**

Coco Chanel is a fashion icon whose philosophical ideas and aesthetics significantly influenced the 20th century life. She championed freedom and comfort in clothing, breaking old stereotypes of women's fashion with simple yet elegant forms. Her philosophy was centered on minimalism and functionality, allowing women to feel confident and free. Chanel brought simplicity into fashion, using comfortable fabrics, rejecting excess and complex embellishments. She created the image of the modern woman--independent, stylish, and elegant without unnecessary pretentiousness. Her aesthetics continues to inspire designers and remains a benchmark for classic style, emphasizing harmony, restraint and individuality.

Консультант по английскому языку: Перцев Евгений Михайлович

### **5. Raskatov Arseniy / Раскатов Арсений**

Философский факультет/ Faculty of Philosophy

#### **Philosophical foundations of moral values in the novel *The Green Mile* by Stephen King /**

#### **Философские основания моральных ценностей в романе Стефана Кинга «Зелёная миля»**

Stephen King's works reflect the atmosphere of American society in the 1960-1980s with particular focus on moral issues his characters have to resolve. This novel tells a story about a prison guard and a special prisoner with magical powers. It touches on many important themes like kindness, justice, and hope. The story helps the reader to think about good and bad in people. The *Green Mile* is still important today because it teaches us to be tolerant to other people and to maintain high moral standards in complex situations. The author's commitment to realism and emotional depth continues to thrill modern readers.

Консультант по английскому языку: Перцев Евгений Михайлович

**Секция 9**  
**13 ноября 2025, четверг**  
**Шуваловский корпус, ауд. А-518**  
**10.45-12.15**  
*Ведущий: Кондратов Максим*

**1. Vlasova Evdokia / Власова Евдокия**

Философский факультет / Faculty of Philosophy

**Ethical issues of war and peace in the philosophy of Plato / Этические вопросы войны и мира в философии Платона**

The objective of this study is to investigate the views of Plato on the problem of war which is represented in several aspects: the origins of war, its types and its essence. The main emphasis is on ethical questions: how it should be fought and may it be called fair. Problems are considered through widely known Plato's concept of ideal republic and the theory of structure of the soul. The study is drawn on such Plato's dialogues as *Republic*, *Phaedo* and *Menexenus*. Plato recognized war as an inevitable phenomenon, but considered it an evil and urged its avoidance at all costs. The philosopher argued that war is waged not only between states but also between individuals, and that even within man, war is a constant tide. Plato divided wars into external (wars waged by the Greeks against foreign tribes) and internal (internecine military clashes between Greek states). Based on this division the study considers each type of war from ethical perspective.

Консультант по английскому языку: Перцев Евгений Михайлович

**2. Koposova Aleksandra / Копосова Александра**

Философский факультет / Faculty of Philosophy

**The phenomenon of Totma Baroque in modern interpretations / Феномен Тотемского барокко в современных интерпретациях**

Totma Baroque is a unique architectural style that emerged in the 18th century in the town of Totma (Vologda Region). Churches built in this style are notable for their distinctive form, often compared to sailing ships (Totma was a center of navigation at the time), as well as for their *cartouches* – special ornamental brick patterns adorning their walls. The term *Totma Baroque* was introduced in 1962 by the architect Prokopy Teltevsky, who identified it as a distinct school of Baroque. This work examines the perspective of contemporary researchers in studying the phenomenon of *Totma Baroque*, its role within Russian Baroque style, and its aesthetic significance.

Консультант по английскому языку: Перцев Евгений Михайлович

**3. Martinovich Maria / Мартинович Мария**

Философский факультет / Faculty of Philosophy

**The reflection of philosophical ideas of *The Iliad and the Odyssey* in contemporary American cinematography / Отражение философских идей «Илиады и Одиссеи» в современном американском кинематографе**

This paper explores the intersections between Homer's epic poetry *The Iliad and The Odyssey* and contemporary cinema. It focuses on four films – *Paris, Texas*, *Only Lovers Left Alive*, *The Fountain*, and *The Thin Red Line*. Each of these works reinterprets archetypal motifs of Homeric epics in different ways: the journey and the impossible return, longing for home, the tragic struggle against fate, war and death. The analysis demonstrates that the Homeric tradition continues to exist not merely as a narrative legacy, but as a philosophical framework that enables modern art to address eternal themes — love, the immortality of the soul, the fate of a man, and the inscrutability of destiny.

Консультант по английскому языку: Мурза Александра Борисовна

#### **4. Lishchenko Ksenia / Лищенко Ксения**

Философский факультет / Faculty of Philosophy

#### **The body as a text: a semiotic approach to callisthenics / Тело как текст: лингвосемиотический подход к художественной гимнастике**

This presentation looks at the competitive routine in rhythmic gymnastics through the lens of non-verbal communication theory. Its core belief is that this discipline constitutes a unique language system, with a particular emphasis being placed on the interrelation of corporeal signs and musical context. The study attempts to define the structural principles of this system. In the proposed framework, the gymnast's movements and apparatus handling are subjected to a profound analysis as the basic vocabulary (lexicon), while the spatial and dynamic choreography serves as the syntax that organizes them into a meaningful narrative. What makes this approach distinctive is that it treats musical accompaniment not as a mere backdrop, but as an integral pragmatic layer that determines the emotional tone, performing a function similar to prosody in spoken language.

Консультант по английскому языку: Перцев Евгений Михайлович

#### **5. Straibulov Pavel / Страйбулов Павел**

Философский факультет / Faculty of Philosophy

#### **Analysing the AI 2027 forecast: positive and negative aspects / Анализ прогноза ИИ 2027: достоинства и недостатки**

The current study focuses on examining the AI 2027 forecast released by a team of world-renowned experts including Eli Lifland, Daniel Kokotajlo, and Scott Alexander in April 2025. Although the study was presented as merely one of the possible outcomes and the researchers acknowledged uncertainty in regard to the exact timing of the events, the plausibility of the prediction concerning the future of AI agents has created a considerable concern for the public. This research aims to examine the forecast, highlight its positive and negative aspects and draw a conclusion on the factual basis of threats posited by the forecasters and the scenario described.

Консультант по английскому языку: Шмареева Анастасия Александровна

### **Секция 10**

**13 ноября, четверг**

**Шуваловский корпус, ауд. А-518**

**12.30-14.00**

*Ведущая: Никонова Полина*

#### **1. Egorov Kirill / Егоров Кирилл**

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

#### **The structure of the retail market of Belarus and its role in ensuring food security / Структура розничного рынка Беларуси и ее роль в обеспечении продовольственной безопасности**

The article analyzes the structure of the retail trade market of the Republic of Belarus, its competitive environment and its impact on food security. The dynamics of the number of retail facilities, market shares of key operators and concentration indicators ( $CR-3$ ,  $HHI$ ,  $\sigma^2$ ) are considered. Special attention is paid to the role of retail trade in ensuring the physical and economic accessibility of food, as well as restrictions related to regional disparities and consumer preferences. The findings highlight the importance of balanced state regulation to support competition and enhance the contribution of retail trade to sustainable food security.

Консультант по английскому языку: Бондарик Татьяна Владимировна

#### **2. Martsinovich Sofya / Мартинович Софья**

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

## **Assessing the impact of digital marketing on sales / Оценка влияния цифрового маркетинга на продажи**

The rapid development of digital technologies has significantly changed marketing strategies, stressing the importance of measuring their actual impact on business outcomes. This study aims to evaluate the relationship between digital marketing expenditures and sales volume using an econometric approach. A simple linear regression model was constructed based on aggregated data. The results show a statistically significant positive relationship: the Pearson correlation coefficient equals 0.84, while the coefficient of determination ( $R^2$ ) reaches 0.7. According to the estimated equation, an increase in digital marketing expenditures by 1,000 monetary units is associated with an average increase of 49 units in sales. The findings highlight the practical value of econometric modeling for optimizing marketing budgets and forecasting sales. Although based on synthetic data, the model demonstrates the effectiveness of quantitative methods in assessing digital marketing and provides a foundation for future research using real company datasets.

Консультант по английскому языку: Теслюк Наталья Павловна

## **3. Tarada Christina / Тарада Кристина**

Философский факультет / Faculty of Philosophy

### **Advertising in the luxury segment: a comparative analysis of market strategies / Реклама в сегменте Luxury: сравнительный анализ стратегий рынка**

The study deals with advertising in the Luxury segment looking at different ways of distributing products of premium brands. The study analyses three luxury brands, their structure and their advertising strategies. The first category is affordable mid-range luxury (Calvin Klein, Tommy Hilfiger, Marc Jacobs, etc.). The second category is high-end luxury, which is divided into modern, historical, and classic brands (examples). And the third category is heavy luxury, haute couture, and something that is almost impossible to buy, since everything is unique and custom-made. The study analyses the work of Marketplace, a digital agency paying particular attention to the methods of advertising which include bloggers, famous models and celebrities whose aim is to demonstrate the sophistication of the brand.

Консультант по английскому языку: Перцев Евгений Михайлович

## **4. Spirikova Veronika / Спирикова Вероника**

Философский факультет / Faculty of Philosophy

### **The impact of artificial intelligence on advertising and public relations: new opportunities and prospects / Влияние искусственного интеллекта на рекламу и связи с общественностью: новые возможности и перспективы**

Neural networks are a technology that mimics the functioning of the human brain. They allow computers to learn from large amounts of data and examples, and then use this knowledge to make decisions and solve complex problems. With the rapid development of technology, artificial intelligence (AI) is becoming an important tool in the field of public relations. The study focuses on content personalization which has become one of the key capabilities of AI in advertising.

The future of PR will depend on the ability of professionals to adapt to changes and use AI as a tool to create more effective and personalized communications.

Консультант по английскому языку: Перцев Евгений Михайлович

## **5. Sajal Jain / Саджал Джайн**

Agra College, India/ Колледж Агры, Индия

### **From friendship to pragmatism: the dynamics of Indo-Russian relations in the 21<sup>st</sup> century / От дружбы к прагматизму: динамика индо-российских отношений в XXI веке**

The strategic partnership and bond between India and Russia has always been built on a solid foundation of friendship, strategic teamwork, and genuine respect for each other. But with all the big shifts in global politics this century, both countries have had to take a fresh look at their partnership, considering new alliances, economic ties, and security challenges. This paper dives into how their

relationship has changed – from the old Cold War camaraderie to something more practical and interest-driven today. It looks at how rising powers around the world, the ongoing Ukraine situation, India's approach of playing multiple sides in foreign policy, and Russia's turn toward Asia are all shaking things up for them. By digging into the two countries' political, economic, and defense collaboration, the study shows how India and Russia are promoting their connection to blend those long-standing ties with the real-world demands of recent times. In the end, the author argues that the key to their future together is a smart, down-to-earth reset – not just riding on nostalgia, but focusing on common geopolitical and economic goals that fit a world with multiple power centers.

Консультант по английскому языку: Mr. Sandip Kumar Jain M.A (Hindi), M.A (Sanskrit) Vice Principal Mahaveer Digambar Jain Inter College (state-funded educational institution under the Uttar Pradesh government)

## **6. Serkova Anastasia / Серкова Анастасия**

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

### **Application of the integrated indicator to assess the development of digital health care in the Republic of Belarus / Применение интегрального показателя для оценки развития цифрового здравоохранения в Республике Беларусь**

The contemporary paradigm of global economic development is characterized by the progressively amplified significance of international comparative rankings as pivotal analytical instruments for assessing national economic performance and institutional capabilities. Transition to a digitally-driven global economy represents the seminal economic trend of the last decade, elevating the quantification of national digital development to a priority research area. Despite the proliferation of sophisticated ranking methodologies designed to assess digitalization across diverse economic domains, a comprehensive evaluation framework for digital transformation within healthcare systems remains a lacuna in the current international comparative assessments. Addressing this lacuna is of critical relevance, as the modernization of healthcare systems is a global imperative. To this end, the present study was conceived to develop and propose a methodological framework designed by forming the integral index to conduct a systematic comparative analysis and create a ranking of digital healthcare development across a representative sample of 30 countries.

Консультант по английскому языку: Теслюк Наталья Павловна

**Секция 11**  
**13 ноября, четверг**  
**Шуваловский корпус, ауд. А-518**  
**15.00-16.30**  
*Ведущий: Хапалова Мария*

## **1. Akhmetshina Aleksandra, Mozgaleva Polina / Ахметшина Александра, Мозгалева Полина** Философский факультет / Faculty of Philosophy

### **Banner blindness in the digital age: cognitive mechanisms, ethical implications, and the future of online attention / Баннерная слепота в цифровую эпоху: когнитивные механизмы, этические последствия и будущее онлайн-внимания**

This research presents a comprehensive analysis of banner blindness as a pivotal phenomenon in the digital society. The research is positioned at the intersection of cognitive psychology, design, marketing, and digital ethics, addressing the highly relevant issue of attention transformation amidst information overload. The authors conduct a multifaceted examination, delving into the cognitive mechanisms underpinning the phenomenon and tracing its evolution in parallel with advancements in digital technology. The study meticulously bridges theoretical foundations with practical implications, critically assessing the consequences of banner blindness for user interface design and the efficacy of

digital communications. The work underscores the profound scientific and practical interest in understanding how human perception adapts within saturated digital environments.

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

**2. Zheltova Anna, Konoplyanskaya Maria / Желтова Анна, Коноплянская Мария**

Философский факультет / Faculty of Philosophy

**Shock advertising as a tool for drawing attention to acute social problems / Шоковая реклама как инструмент привлечения внимания к острым социальным проблемам**

Shock advertising, which intentionally uses provocative graphic or blunt content, is a powerful tool for drawing attention to critical social problems. In an era of information overload, conventional appeals often go unnoticed. Shock tactics – whether through stark imagery showing the consequences of drunk driving, animal cruelty, or smoking – work by breaking established patterns. This emotional jolt can be highly effective in making an issue memorable in public discourse. While it successfully generates awareness, it can also backfire. The audience may focus on the offensive nature of the advertising rather than its message, leading to criticism and cynicism. Therefore, the main goal of shock advertisement is to channel the initial reaction into genuine awareness and constructive action, not just being a mere provocation. We will explore how to measure the true impact of such campaigns, moving beyond initial buzz to assess whether the shock does successfully provoke changes in society in the field of acute problems.

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

**3. Kaletina Viktoriia, Sysoeva Rada / Калетина Виктория, Сысоева Рада**

Философский факультет / Faculty of Philosophy

**Parasocial relationships and brand loyalty: the functions of PR as an emotional attachment to public figures and corporations / Парасоциальные отношения и лояльность к бренду: функции связей с общественностью как эмоциональной привязанности к публичным деятелям и корпорациям**

The study analyzes how public relations (PR) activities create and sustain parasocial relationships — one-way emotional ties between audiences and mediated personalities or institutions — onto which it bases brand loyalty. The paper outlines the emotional processes that turn communication into perceived intimacy, trust, and long-term attachment. The paper illustrates how PR operates increasingly as a practice of emotional management, anthropomorphizing brands and public figures in ways that produce a sense of close personal proximity. While such relationships remain yet susceptible to fragmentation through failed expectation or lack of authenticity, the paper concludes that parasocial loyalty is both a strategic boon and an ethical concern, capturing the ambivalence of emotional persuasion in postmodern media culture.

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

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

Философский факультет / Faculty of Philosophy

**Immoral approaches to brand attention acquisition: an analytical study / Аморальные подходы к привлечению внимания к бренду: аналитическое исследование**

In today's world, brands constantly compete for consumers' attention in an information space that is becoming more and more crowded. To deal with this challenge, marketing teams use various promotional methods, but not all of them follow ethical standards. This paper examines cases where immoral ways were used to attract attention to a brand. It analyzes specific marketing campaigns and advertising strategies that caused public criticism because they broke moral and ethical norms. The findings will enable us to identify the principal types of immoral techniques, appraise their effectiveness, and assess potential ramifications for both brand reputation and societal well-being. Our goal is to underscore the problem of unethical marketing and foster the advancement of more responsible, ethically grounded approaches to the formulation and dissemination of advertising messages.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

**5. Rotanov Andrew, Istratov Ivan / Ротанов Андрей, Истратов Иван**

Философский факультет / Faculty of Philosophy

**AI application in advertising promotion and its analysis from the point of view of commercial law / Продвижение рекламы с помощью ИИ и взгляд на данное действие с точки зрения торгового права**

Artificial Intelligence (AI) in advertising is a technology that uses machine learning algorithms and big data to automate the creation of advertising content, targeting, and campaign optimization with minimum human involvement. This study examines key areas and examples of AI-powered advertising promotion and analyzes advertisers' actions from a commercial law perspective pointing out cases where advertising violates the law. In 2019, Meta reached a \$5 billion settlement with the U.S. Federal Trade Commission (FTC). One of the key allegations was the use of AI algorithms for ad targeting that allowed discrimination in providing job, housing, and credit ads. For example, the algorithm learned from user data showed high-paying job ads predominantly to men, and housing ads to specific racial groups.

Консультант по английскому языку: Бережных Елена Юрьевна

**Секция 12**

**13 ноября, четверг**

**Шуваловский корпус, ауд. Г-309**

**15.00-16.30**

*Ведущий: Саматов Артемий*

**1. Vasileva Victoria, Pecherskikh Veronika / Васильева Виктория, Печерских Вероника**

Философский факультет / Faculty of Philosophy

**Formation of the political leader's image through public events and speeches (using the example of S. V. Lavrov) / Формирование имиджа политического лидера посредством публичных мероприятий и выступлений (на примере С. В. Лаврова)**

The paper analyzes how Sergey Lavrov's political image is shaped through public events and communications. It shows that a political leader's image depends not only on official statements but also on personal and professional traits expressed in speeches, style, and protocol observance. Lavrov's long-time tenure as a Foreign Minister demonstrates how effective communication builds public trust, authority, and charisma. He uses formats like press conferences and international forums to convey state positions and strengthen his media image. His strict adherence to diplomatic protocol, restraint, and consistency make his speeches distinctive. The paper also examines Lavrov's clear, expressive rhetoric and strategic approach, along with his businesslike appearance, which enhances public confidence and underscores his professionalism.

Консультант по английскому языку: Захарова Дарья Сергеевна

**2. Valyaev Kirill, Sharapova Varvara / Валяев Кирилл, Шарапова Варвара**

Философский факультет / Faculty of Philosophy

**Methods of advertising used by Edward Bernays for promoting tobacco market in the USA: a historical analysis / Приёмы использования рекламы для расширения табачного рынка в США: исторический анализ опыта Эдварда Бернейса**

The study examines the phenomenon of influencing mass consumers using Edward Bernays' cigarette marketing campaigns as an example. It focuses on public relations techniques and their role in shaping social norms and behavior in the 20th century. The study demonstrates how Bernays revolutionized marketing strategies by applying psychoanalytic theories and sociological approaches. His most significant achievement was breaking the social taboo on women smoking in public places. The "Torches of Freedom" campaign clearly linked cigarettes to the ideas of female emancipation, equality,

and independence, thereby creating a new motivation for consumption and significantly expanding the market. Additionally, the study highlights how Bernays' methods transformed the advertising paradigm from simply informing consumers about product qualities to manipulating their subconscious desires and symbolic meanings. The research demonstrates how cigarettes evolved from a mere product to a powerful symbol of social status, freedom, and personal transformation. This study highlights that Edward Bernays's work not only had a profound impact on the cigarette industry, but also laid the foundation for modern PR and marketing techniques, demonstrating the ability to manipulate public opinion and shape cultural trends.

Консультант по английскому языку: Перцев Евгений Михайлович

#### **4. Petrakova Svetlana / Петракова Светлана**

Философский факультет / Faculty of Philosophy

#### **Successful use of nostalgia for the 2000s in advertising campaigns: examples of Befree, BMW and Nokia / Успешное использование ностальгии по 2000ым в рекламных кампаниях на примере Befree, BMW, Nokia**

The study explores the strategic use of Millennial nostalgia as a powerful marketing tool using the example of Befree, BMW, and Nokia. The work identifies three separate strategic approaches. Befree's embodiment of the Y2K aesthetics through influencer culture, BMW's revival of a legendary model referred to gaming nostalgia, and Nokia's tangible artifact strategy with the re-release of an iconic phone. The findings reveal that the success of these campaigns lies in their capacity to build a meaningful bridge between positive collective memories and modern brand identity. This connection cultivates a sense of authenticity and strengthens consumer engagement. Ultimately, this research offers a structured framework for understanding how nostalgia can be deliberately employed to foster brand relevance across diverse market segments.

Консультант по английскому языку: Захарова Дарья Сергеевна

#### **5. Shnyreva Sofia, Rumyantseva Arina / Шнырёва София, Румянцева Арина**

Философский факультет / Faculty of Philosophy

#### **Cultural globalization and the preservation of local identity: philosophical approach / Культурная глобализация и сохранение локальной идентичности: философский подход**

Cultural globalization intensifies the exchange of ideas, values, and practices across countries, which both expands communication opportunities and creates risks of cultural homogenization. Studying the impact of these processes on local communities is important for understanding the threats and opportunities for preserving cultural diversity. The goal of the study is to investigate the impact of cultural globalization on local cultural practices and identity, and to identify mechanisms of adaptation, resistance, and transformation. Objectives include analyzing theoretical approaches, conducting empirical research in selected communities, comparing examples of successful tradition preservation, and developing practical recommendations. The project is expected to reveal key mechanisms through which globalization transforms local practices and to produce a set of recommendations for preserving and sustainably developing local identity. Also, the authors plan to publish a research and develop practical materials (guides, methodological manuals) for local organizations and authorities.

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

#### **6. Chizhik Anastasia / Чижик Анастасия**

Философский факультет / Faculty of Philosophy

#### **The archetypal approach in branding: the way a brand acquires its own image and personality / Архетипический подход в брендинге как метод придания бренду личности**

The study focuses on the archetypal approach as one of the ways to endow a brand with personality. The work demonstrates how the use of archetypes enables the formation of an emotional connection with consumers, increases loyalty, and enhances brand recognition. An important aspect of the research is the analysis of archetype classifications, their psychological foundations, and case studies of their application in branding and public relations. One of the sections is devoted to the place of the archetype

within the brand pyramid, as presented in the work of the Russian researcher Boris Kharkov, “The DNA of the Brand.” The paper emphasizes the importance of the archetype as one of the key tools for humanizing a brand, allowing the creation of a unique and distinctive image.

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

**СОЦИОЛОГИЧЕСКИЙ ФАКУЛЬТЕТ**  
**МГУ имени М.В. Ломоносова**

**Секция 1**  
**11 ноября, 2025, вторник**  
**10:40 – 14.00**  
**Социологический факультет, аудитория 317**  
*Ведущий: Баранов Николай*

**1. Kalugina Maria / Калугина Мария**

Социологический факультет / Faculty of Sociology

**Family conflicts: causes and consequences / Специфика возникновения семейных конфликтов: причины и последствия**

The study presents a comprehensive analysis of the underlying causes and potential consequences of interpersonal conflicts within the family unit. This research deconstructs familial discord as a complex, multi-faceted social phenomenon in the context of the modern family's ongoing transformation. The analysis systematically identifies key socio-economic and psychological drivers of discord, examining their profound impact on relational dynamics, including communication breakdowns and emotional distancing. The study proposes constructive, evidence-based pathways for effective conflict resolution and reconciliation. These findings offer valuable insights both for sociologists and families navigating relational challenges.

Консультант по английскому языку: Захарова Дарья Сергеевна

**2. Shpak Ameliya Dmitrievna / Шпак Амелия Дмитриевна**

Социологический факультет / Faculty of Sociology

**Public social media metrics as a mechanism for the social appraisal of virtual identity / Публичные метрики социальных сетей как механизм социального оценивания виртуальной личности**

This study explores public social media metrics (preferences, views, comments) as a contemporary digital mechanism for social appraisal, analysing how individuals build their online identities. This paper investigates how these quantifiable indicators function as a perceived reflection of the self. The research puts forward a framework that outlines how receiving metrics leads to self-evaluation and changes in online behaviour. Finally, the paper suggests ways to minimize the psychological risks linked to this metric-based judgment system, helping users enjoy the benefits of social media while protecting their mental health.

Консультант по английскому языку: Захарова Дарья Сергеевна

**3. Shukhart Ekaterina / Шухарт Екатерина**

Социологический факультет / Faculty of Sociology

**The discrepancy between existing support measures and actual needs of large families / Разрыв между действующими мерами поддержки и реальными потребностями многодетных семей**

This study investigates the critical disconnect between state support measures for large families and their actual socio-economic needs in modern Russia. This study aims to analyse the importance of understanding demographic policy in the field of social support for the country's sustainable development. The paper examines the stark contrast between the expectations of multi-child families and the reality of government assistance. The analysis focuses on the effectiveness of existing social programs and the actual experiences of these households, highlighting their specific challenges. The results of the study identify the existing problems in government social protection of large families and offer recommendations for aligning family policy more closely with the demands of sustainable demographic development.

Консультант по английскому языку: Захарова Дарья Сергеевна

#### **4. Kovovets Ekaterina / Косовец Екатерина**

Социологический факультет / Faculty of Sociology

#### **The social capital impact on the youth entrepreneurship / Роль социального капитала в становлении молодежного предпринимательства**

This study investigates how social capital—comprising interpersonal networks, trust, and shared norms—facilitates or hinders the development of youth-led entrepreneurship. While the significance of social connections is widely acknowledged, this study specifically addresses the role of social capital in the formation of sustainable economic ties in the business sector. The analysis identifies a clear correlation between diverse professional networks and business viability. The findings demonstrate that constrained social ties often lead to a shortage of start-up capital, limited access to supervisors, and reduced market opportunities. As a result, the study proposes targeted strategies for young entrepreneurs to systematically build and leverage social capital as a fundamental component of a sustainable business strategy.

Консультант по английскому языку: Захарова Дарья Сергеевна

#### **5. Anufrieva Anastasia / Ануфриева Анастасия**

Социологический факультет / Faculty of Sociology

#### **Massification of higher education in Russia: socio-economic consequences / Социально-экономические последствия увеличения популярности высшего образования в России: дефицит кадров среднего звена**

The issue of growing popularity of higher education is truly pressing in the modern world. The value of higher education is increasing, and the number of qualified professionals is growing. However, it is becoming increasingly difficult for modern applicants to gain admission to a university due to the large number of applicants. Nevertheless, the country still faces a shortage of workers with secondary education. Therefore, the search for means and methods for solving the problem should be carried out at the level of social services and organizations.

Консультант по английскому языку: Захарова Дарья Сергеевна

#### **6. Yakupova Karina / Якупова Карина**

Социологический факультет / Faculty of Sociology

#### **Labour market demand for university graduates in the context of changing technologies / Востребованность молодёжи на рынке труда в условиях быстро меняющихся технологий**

This study investigates the critical misalignment between skills acquired through formal education and the demands of a rapidly digitalizing labour market, a disconnect that heightens risks of professional obsolescence and unemployment for individuals aged 18-35. The paper analyzes the educational strategies and motivations driving young people's engagement with both formal and lifelong learning. Its primary objective is to determine how their understanding of technological shifts influences educational choices and to identify the key factors shaping these strategies. The findings present dominant motivational drivers, typical educational pathways, and the critical relationship between labor market dynamics and the personal educational decisions of youth.

Консультант по английскому языку: Захарова Дарья Сергеевна

#### **7. Popova Elizaveta / Попова Елизавета**

Социологический факультет / Faculty of Sociology

#### **The value shifts between generations Y and Z: a sociological analysis / Социологический анализ сдвига ценностей поколений Y и Z**

This study aims to explore the main values of Generations Y and Z, and key demographic factors shaping modern social and economic landscapes. It examines the transformation of people's attitudes toward family, career, and social interaction in the context of rapid digitalization. Based on survey data and content analysis, the paper identifies key differences in work-life paradigms: where Generation Y typically prioritizes stability and linear advancement within established organizations, while Generation Z demonstrates a stronger preference for flexibility, autonomy, and project-based work that

supports personal branding. These findings present the key motivational drivers of each demographic group, offering a valuable framework for improving communication between generations and collaboration in professional and everyday context.

Консультант по английскому языку: Захарова Дарья Сергеевна

## **8. Demikhova Anna / Демихова Анна**

Социологический факультет / Faculty of Sociology

### **Socio-cultural factors affecting the generation gap among siblings / Влияние социокультурных факторов на формирование межпоколенческого разрыва между братьями и сестрами**

This study investigates the impact of socio-cultural factors on the emergence of a generational gap among siblings within a family. It examines the key drivers behind the development of different mindsets, values, and behavior. The primary goal of this research is to identify the mechanisms through which these differences arise and to assess the specific influence of modern trends, such as shifts in the educational environment, media and digital technology consumption, as well as the evolving life priorities. Based on a qualitative sociological approach, this study reveals how these factors change family relationships. The findings are valuable for family psychologists, sociologists, parents, and educators seeking to understand and mitigate the potential negative consequences of such sibling divergence.

Консультант по английскому языку: Захарова Дарья Сергеевна

## **9. Kharitonova Alexandra / Харитонова Александра**

Социологический факультет / Faculty of Sociology

### **Transformation of interpersonal communication in the context of digitalization / Трансформация межличностной коммуникации в условиях цифровизации**

This study examines the transformation of interpersonal communication in the digital era. It analyzes the fundamental shift towards technology-mediated interactions and its impact on social relationships. On the one hand, the research highlights significant benefits of digitalization such as expansion of communication networks, the power of social media to forge new connections, enhanced access to psychological support, and easier integration into broad social groups. On the other hand, it identifies the challenges, such as the weakening of face-to-face bonds, the rise of an instrumental view of relationships, the decline of trust and social cohesion, and the risks of internet addiction.

Консультант по английскому языку: Захарова Дарья Сергеевна

## **10. Mirzaeva Ariana / Мирзаева Ариана**

Социологический факультет / Faculty of Sociology

### **Algorithmic advertising in social networks: new modalities and personalization / Алгоритмическая реклама в социальных сетях: новые формы воздействия и персонализации**

This study examines the role of algorithmic advertising as a key instrument that shapes not only consumer behavior but also broader social dynamics. It explores the ways engines for personalization use big data to create ad messages suited to each person, based on user interests, behavioral patterns, and inferred psychological profiles. The research specifically investigates the impact of these personalized formats on cognitive processes, including attention allocation, consumption patterns, and the formation of individualized "information realities." The analysis concludes that algorithmic advertising represents a powerful new form of socio-technical influence, which affects commercial spheres and reshapes user experience in the digital environment.

Консультант по английскому языку: Захарова Дарья Сергеевна

## **11. Polishchuk Polina / Полищук Полина**

Социологический факультет / Faculty of Sociology

### **The work-family balance in the lives of contemporary women (sociological analysis) / Социологический анализ соотношения работы и семьи в жизни современных женщин**

This study aims to investigate the impact of women's professional engagement on demographic trends in modern Russian society. The research addresses the ongoing societal shift from a traditional model, which prioritized childbearing and women's domestic roles, and moves towards a new paradigm that emphasizes a balance between family life and career. This transition is often associated with the postponement of marriage and childbirth, a phenomenon influenced by such factors as time constraints, professional pressures, and the redefinition of life goals. By analyzing statistical data and social surveys, this paper examines the correlation between female labor market participation and key demographic indicators in Russia. The findings aim to inform the development of targeted social policies that can help reconcile professional aspirations with family formation.

Консультант по английскому языку: Захарова Дарья Сергеевна

## **12. Morozova Sofia / Морозова Софья**

Социологический факультет / Faculty of Sociology

### **Transformation of reproductive attitudes of Russian women in the 21<sup>st</sup> century / Трансформация репродуктивных установок женщин в России в XXI веке**

This study explores the shift in value orientations regarding reproductive behavior among women in Russia since the beginning of the 21st century. It analyzes the re-evaluation of traditional family models and the emergence of new priorities related to motherhood and childbearing. The study specifically focuses on evolving values concerning work-life balance, family planning, and the concept of conscious parenthood. A central theme of the analysis is the inherent tension between persisting traditional family values and contemporary female life strategies, particularly the pursuit of self-realization and professional advancement among modern Russian women.

Консультант по английскому языку: Захарова Дарья Сергеевна

## **13. Chervonetskaya Anastasia / Червонецкая Анастасия**

Социологический факультет / Faculty of Sociology

### **Advertising and its influence on the purchasing behavior of youth in Russia / Влияние рекламы на покупательское поведение молодежи в России**

This study investigates the impact of advertising on the consumer behaviour of young people in Russia aged 16 to 30. It analyzes the primary mechanisms through which advertising shapes consumer preferences, with a specific focus on the role of different media channels—such as social networks, television, and online platforms – and relevant psychological factors that drive purchasing activity. An empirical study, employing a survey and statistical analysis, was conducted to determine the extent to which advertising influences the final purchase decision. Special attention is paid to the economic and social consequences, including a marked increase in consumption and the emergence of new consumer trends within this demographic. The results of this research provide a deeper understanding of the drivers behind consumer behavior in contemporary Russia.

Консультант по английскому языку: Захарова Дарья Сергеевна

## **14. Tiulina Daria / Тюлина Дарья**

Социологический факультет / Faculty of Sociology

### **Social image (personal qualities) of a young entrepreneur in Russia / Социальный образ (Личностные качества) молодого предпринимателя в России**

This study explores the social image and personal qualities of young entrepreneurs in Russia. It begins by establishing a conceptual distinction between an "entrepreneur" and a "businessman," identifying the core psychological traits essential for building a successful venture. The research defines the specific profile of the Russian entrepreneur, detailing their unique motivation and characteristic personality traits that often differ from global patterns. Key qualities such as initiative, creativity, resilience, and social responsibility are examined in depth. Furthermore, the study considers the significant influence of Russia's cultural and economic context on the values and behaviors of this demographic. The findings, derived from a comprehensive survey, outline the distinctive personal makeup of this emerging entrepreneurial class.

Консультант по английскому языку: Захарова Дарья Сергеевна

**15. Varaksa Alina / Варакса Алина**

Социологический факультет / Faculty of Sociology

**Demographic targeting in contemporary advertising/ Демографическое таргетирование в современной рекламе**

The paper examines the dynamics of gender stereotypes in modern advertising. While in the past, advertisers often used stereotypes to capture audience attention and broaden market reach, modern media discourse reveals a shift in these practices. The research analyzes advertising content to track changes in the perception of gender roles, investigating how society is moving away from outdated stereotypes associated with masculinity and femininity. The study compares historical and current media campaigns and representations of gender. The findings are aimed to explain the transformation in the way stereotypes are used, revealing emerging sociocultural values and enhancing our understanding of their impact on public consciousness.

Консультант по английскому языку: Захарова Дарья Сергеевна

**16. Minkina Ekaterina / Минкина Екатерина**

Социологический факультет / Faculty of Sociology

**The shift in value paradigms in the context of social crisis (using the example of the collapse of the USSR) / Смена ценностных парадигм в условиях общественного кризиса (на примере распада СССР)**

The study looks into the ways systemic societal crises act as catalysts for radical transformations in public value systems, using the dissolution of the USSR as a crucial case study. The work explores the extent to which large-scale crises affect society and focuses on the fact that large-scale crises that appeared in post-Soviet period contained not only risks, but also the potential for a reassessment of existing values that accompany, generate, or even exacerbate these crises. The study concludes that such profound transitions trigger a complex and often contradictory recalibration of collective values, where the search for new meaning occurs via opposing social and cultural channels.

Консультант по английскому языку: Захарова Дарья Сергеевна

**17. Golubeva Diana / Голубева Диана**

Социологический факультет / Faculty of Sociology

**Cybercrime and its influence on modern youth (sociological analysis) / Как киберпреступность влияет на современную молодежь?**

The study aims to examine the impact of cybercrimes on modern youth in contemporary Russian society. It focuses on the currently increasing number of cybercrimes on the Internet, in which young people are often the victims. This issue is related to the rapid development of digital technologies and the lack of awareness among young people about how to handle such situations. The paper analyzes statistical data and the results of sociological surveys to explore the relationship between cybercrime and the youth participation in a rapidly changing digital society. The findings are aimed at developing preventive measures against cybercrimes, increasing digital literacy, and enhancing the role of educational institutions in shaping young people's resilience to cyber threats.

Консультант по английскому языку: Захарова Дарья Сергеевна

**18. Ponomareva Alina / Пономарева Алина**

Социологический факультет / Faculty of Sociology

**Brands as agents of identity formation in youth culture / Бренды как агенты формирования идентичности в молодежной культуре**

In modern consumer society, brands function as key agents in the construction of personal and social identities among youth. Apart from their utilitarian purpose, brands provide ready-made cultural ideas that include lifestyles, values, and a sense of community. The paper analyzes the ways adolescents and young adults perceive brand associations as a symbol of their self-narration and integration into

reference groups. It explores how these choices reflect their aspirations, social circles, and the image they want to project to the world. Focusing on the pivotal role of social media, the research examines the profound impact of branded consumption on the dynamics of personal development and social stratification among young people.

Консультант по английскому языку: Захарова Дарья Сергеевна

**19. Belov Timur / Белов Тимур**

Социологический факультет / Faculty of Sociology

**Factors limiting social mobility in low-income populations / Факторы снижения мобильности у слоя населения, находящегося за чертой бедности**

The study looks into complex mechanisms that sustain low social mobility among economically disadvantaged groups, pointing to a number of non-economic factors breeding poverty. Apart from well-known economic barriers, the paper analyses other reasons that trap individuals in a state of poverty such as: limited access to professional networks (weak social ties), geographical segregation in deprived neighborhoods, and the cognitive scarcity, which impairs strategic decision-making. The findings contribute to a deeper understanding of the self-reinforcing mechanisms of poverty. In conclusion, the study argues that effective policies for enhancing mobility must be multidimensional, integrating not only financial support but also programmes to build social capital and improve the urban environment.

Консультант по английскому языку: Захарова Дарья Сергеевна

**Секция 2**  
**11 ноября, 2025, вторник**  
**10:40 – 15:40**  
**Социологический факультет, аудитория 320**  
*Ведущий: Зырянова Алиса*

**1. Petrunina Anastasia / Петрунина Анастасия**

Социологический факультет / Faculty of Sociology

**Social activity as a factor in the professional self-determination of teenagers / Общественная деятельность как фактор профессионального самоопределения подростков**

The research focuses on the ways social activity, like volunteering or joining youth organizations, shape the career choices of teenagers. The author believes that such activities serve as a real-life testing ground. Through them, young people can try out different social roles and develop crucial soft skills. To investigate this, a study using a specially designed questionnaire was conducted in order to find a direct link between a teenager's level of involvement in social projects and key aspects of his professional self-determination. This includes the clarity of teenager's career plans, the development of his soft skills, and understanding of personal and professional values. The findings can help create practical models to better support young people in their career journey.

Консультант по английскому языку: Поцыбина Елена Павловна

**2. Shishova Inna / Шишова Инна**

Социологический факультет / Faculty of Sociology

**Robots and automation of production: the risks of losing jobs / Роботы и автоматизация производства: риски сокращения рабочих мест**

The study analyzes new robotic technologies and social consequences of their implementation. Robots which used to be a subject of science fiction in the 20th century became a significant part of our life today. Robotization decreases production costs with simultaneous growth of production and improvement of goods' quality. But robotization also leads to some negative effects such as jobs cutting, devaluation of work skills and social tensions. The study demonstrates how robotics and automation of production are leading to increased unemployment worldwide and what consequences can be expected in the future. Socioeconomic studies are presented to support these findings. Conclusions emphasize the need for widespread professional retraining programs and social support for people losing their jobs due to robotics and automation of production.

Консультант по английскому языку: Павлова Елена Касимовна

**3. Stukalina Valeriia / Стукалина Валерия**

Социологический факультет / Faculty of Sociology

**The role of extracurricular activities in shaping cognitive activity of high school students / Роль внеклассной работы в формировании познавательной активности учащихся старших классов**

The study explores the role of extracurricular activities in the formation of cognitive skills among high-school students. The article analyses the ways school students may develop skills of critical thinking by participating in various non-academic pursuits such as arts and English lessons, acquiring destination skills, problem-solving skills, and the intellectual skills outside the school. The article examines how these activities can give students the motivation for self-care and self-regulation practices, as well as help them with social integration, which are essential components for effective cognitive activity. Schoolchildren can engage into these activities and demonstrate higher academic achievement, best concentration, and develop a positive attitude toward learning and school. The study also discusses the implications for educational policy, recommending the integration of extracurricular programs into the broader school curriculum to support holistic cognitive development. In conclusion, the study argues that extracurricular activities are not merely supplementary but play a crucial role in the lives of young people.

Консультант по английскому языку: Смирнова Мария Дмитриевна

**4. Sharapova Darya / Шарапова Дарья**

Социологический факультет / Faculty of Sociology

**Perception of media information by different generations / Разница в восприятии медиаинформации между представителями разных поколений**

The research examines the variety of ways different generations perceive media information obtained from various sources, such as television, newspapers, radio, blogs, news sites, social networks, and messengers. The age category determines which media resources a person trusts, as well as which resources are generally more convenient for them to use, due to traditional differences between generations, habits, psychological characteristics, familiarity with modern technologies, and many other factors. The purpose of the research is to identify and analyze these features, in order to understand what kind of information and resources should be used, and in what form.

Консультант по английскому языку: Поцыбина Елена Павловна

**5. Abilov Rauf, Arsenteva Mariia / Абилов Рауф, Арсентьева Мария**

Социологический факультет / Faculty of Sociology

**The impact of artificial intelligence on the labour market / Влияние искусственного интеллекта на рынок труда**

The research deals with the impact of artificial intelligence (AI) on the employment including its transformative potential for labour market and changes in employment conditions. The proliferation of AI technologies has introduced automation into various sectors, and there have been substantial changes in the types of work performed and skills needed. On the one hand, AI provides a great opportunity to improve productivity and efficiency and generate new types of jobs; on the other hand, it also jeopardizes the existence of traditional routine/robotic jobs. The paper also reviews the trends and patterns of AI-induced job displacement, the growth in new AI-related professions, as well as the demand for upskilling/reskilling programs. The research based on empirical studies and statistical data from different industries reveals the complicated nature of dual model innovation.

Консультант по английскому языку: Павлова Елена Касимовна

**6. Semerjyan Tereza / Семерджян Тереза**

Социологический факультет / Faculty of Sociology

**Social Capital as a resource for career growth: the experience of student youth in the labor Market / Социальный капитал как ресурс для карьерного роста: опыт студенческой молодежи на рынке труда**

The study examines the role of social capital in the career development of modern student youth, since social connections play a major role in achieving professional goals in a transforming society. Students do recognize the importance of useful contacts, thus the issue of forming and actively applying this capital remains relevant. The research uses a mixed-methods approach, combining in-depth interviews with a mass student survey. The findings show that students who value their social capital use it more effectively for professional growth. Participation in professional networks increases the level of social capital and improves employment outcomes. However, many students still rarely use this resource in practice, revealing a gap between awareness and action. The study concludes that developing networking skills is crucial for competitiveness, and relationships between social connections, professional activity, and career advancement are of major importance.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

**7. Kudriashova Polina / Кудряшова Полина**

Социологический факультет / Faculty of Sociology

**National and cultural factors in the formation of political traditions among the younger generation / Национально-культурные факторы формирования политических традиций молодого поколения**

Contemporary humanitarian challenges associated with digitalization and changing forms of social communication highlight the need to analyze the factors that shape political socialization of young people. This study examines national and cultural characteristics which play the key role in the formation of political traditions among the younger generation. Particular attention is paid to historical and cultural heritage, the role of social institutions, the influence of media environment, and intergenerational differences in the perception of political reality. The analysis shows that national and cultural factors not only maintain the continuity of political norms and values, but also determine the way young people adapt to the global challenges of our time. The study leads to a more profound understanding of the mechanisms underlying the formation of political culture and forecast the directions of its transformation in the 21st century.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

## **8. Хакимова Рина / Khakimova Rina**

Социологический факультет / Faculty of Sociology

### **The impact of digitalization on public opinion management / Влияние цифровизации на управление общественным мнением**

It is a well-known fact that digitalization is reshaping society — altering the ways people communicate, consume information, and form opinions. The research stresses the need to understand how digital tools influence public opinion, especially through algorithms, as well as social media and AI-driven content. The aim of this study is to explore the factors that contribute to the manipulation and fragmentation of public opinion in digital environments. It focuses on the issues of algorithmic personalization, "filter bubbles," influencer culture, and fake content — all of which challenge democratic discourse and social cohesion. The authors have analyzed this issue on the basis of available data and suggested possible solutions: improving digital literacy, regulating platforms and promoting transparent algorithms. However, without ethical oversight, these tools risk deepening polarization and eroding trust in public information. These trends may be even more worrying if we think about the sphere of democracy and civic engagement — where informed, diverse, and balanced public debate is particularly important.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

**Секция 3**  
**13 ноября, 2025, четверг**  
**10:40 – 15.30**  
**Социологический факультет, аудитория 317**  
*Ведущий: Баранов Николай*

**1. Alekseev Ilya / Алексеев Илья**

Социологический факультет / Faculty of Sociology

**Kazan Federal University: history and modernity / Казанский федеральный университет: история и современность**

The study is dedicated to the history and development of Kazan Federal University (KFU) as one of the oldest and leading scientific and educational centres in the Volga region and Russia as a whole. The research examines key historical milestones, from the foundation of the Imperial Kazan University in 1804, its 'golden age' connected with the discoveries by N.I. Lobachevsky (1792-1856), A.M. Butlerov (1828-1886) and others and the creation of powerful scientific schools (chemical, mathematical, of oriental studies) and proceeds to its transformation into a federal university in the modern period. Special attention is paid to the role and place of KFU in the 21<sup>st</sup> century, the assessment of its contribution to the development of the region, its positioning on the global academic arena including the amount of foreigners studying in it, and the prospects for further growth.

Консультант по английскому языку: Казимова Галина Александровна

**2. Tigai Margarita / Тигай Маргарита**

Социологический факультет / Faculty of Sociology

**Tomsk industrial cluster as an important step towards our country's technological sovereignty / Томский технологический кластер как важный шаг на пути к технологическому суверенитету нашей страны**

The Tomsk Industrial Cluster is being created as a key tool for achieving Russia's technological sovereignty. Its goal is to create closed production chains in such strategic sectors as precision engineering, electronics, medical equipment and new materials. Unlike traditional industrial zones, the cluster operates on the principle of a 'cognitive factory' where AI is integrated into all processes. Tomsk State University (TSU) plays a special role in this ecosystem serving not simply as a source of talents but as a generator of fundamental research and breakthrough technologies. Development prospects are expressed in the creation of a full cycle of component production for Industry 4.0 that will make the Russian industry less dependent on foreign technologies.

Консультант по английскому языку: Казимова Галина Александровна

**3. Solovyov Artem / Соловьев Артем**

Социологический факультет / Faculty of Sociology

**Genealogy as a mechanism for constructing family identity / Генеалогия как механизм конструирования семейной идентичности**

The research is devoted to genealogy as a social mechanism relevant nowadays as more and more digitalized archives become available. The author singles out three key functions of genealogy: identificational, normative and communicative, and proves that genealogy may help a family make sense of itself, create a system of values and form its identity providing a sense of belonging to a family and a country heritage.

Консультант по английскому языку: Казимова Галина Александровна

#### **4. Savelyeva Varvara / Савельева Варвара**

Социологический факультет / Faculty of Sociology

#### **How to maintain employees' interest and motivation / Как удерживать интерес и мотивацию сотрудников**

The study explores different ways of keeping employees interested and motivated in their work. Motivation plays an important role in the success of any company as satisfied and engaged workers are more productive and loyal. The paper highlights the key factors that influence employee motivation, such as communication, recognition, opportunities for growth as well as positive work environment. The study also presents some practical methods that managers can use in order to support their teams and create conditions for professional and personal development.

Консультант по английскому языку: Казимова Галина Александровна

#### **5. Guseva Victoria / Гусева Виктория**

Социологический факультет / Faculty of Sociology

#### **Optina pustyn as one of the centers of Russian spiritual culture / Оптина Пустынь как один из центров духовной культуры России**

The monastery Optina pustyn became one of the most important centres of the Russian spiritual culture in the 19th century due to the spiritual tradition of eldership («старчество») renewed by st. Leo of Optina. His disciples – st. Macarius of Optina, st. Ambrose of Optina, st. Varsonofy of Optina, st. Iosif of Optina, st. Nektary of Optina, st. Nikon of Optina and others – were spiritual guides for many Russian people of different social groups. Such famous writers as N.V. Gogol, F.M. Dostoevsky, L.N. Tolstoy visited the monastery more than once attracted by the spiritual wisdom of its elders («старцы»). Optina pustyn and its elders influenced the Slavophiles, that's why such leaders of this spiritual and philosophical movement as I.V. Kireevsky and his brother P.V. Kireevsky were buried there. After its revival in 1987, the monastery again has become very important for the Russian spiritual culture connecting the past, the present and the future. In January 2024 the scientific and practical conference “The Slavophiles and Contemporary Russia” was held in the monastery where some MSU professors, including prof. N.G. Osipova, the dean of the Faculty of Sociology, took part.

Консультант по английскому языку: Казимова Галина Александровна

#### **6. Kuzmina Daria / Кузьмина Дарья**

Социологический факультет / Faculty of Sociology

#### **Formation of modern corporate culture in the Russian IT sector using the example of “Cognitive Pilot”: a sociological analysis/ Формирование современной корпоративной культуры в российском IT-секторе на примере компании “Cognitive Pilot”: социологический анализ**

In today's world companies need not only to deliver innovative products and services but also maintain robust internal mechanisms to stay competitive. A crucial factor in this process is corporate culture, that is, a system of values, norms and practices shaping an organization's internal environment. This becomes especially significant for the Russia's IT sector where strong corporate culture helps attract, retain and nurture talent while driving innovation. The paper highlights the corporate culture of the Russian company “Cognitive Pilot”, one of the world leaders (top 5) in developing autopilot systems for agricultural machinery and public transport.

Консультант по английскому языку: Казимова Галина Александровна

#### **7. Kirik Vasilisa / Кирик Василиса**

Социологический факультет / Faculty of Sociology

#### **Social role and special features of Sber ecosystem development / Социальная роль и особенности развития экосистемы «Сбер»**

The paper is devoted to the transformation of Sber from a traditional bank into a large digital ecosystem that is one of the most important changes in the Russian market today. For many years Sber was known only as the biggest bank in the country, however, in the last decade it has expanded its work far beyond banking. The goal is to create a simple and comfortable digital space where many tasks can be

performed quickly. Instead of using different apps, a person can stay inside one system and buy things, pay bills, order food, talk to a doctor online, use cloud technologies, etc. for which SberMarket, SberHealth, SberCloud and other digital services can be of help. This saves time, supports digital habits and becomes an important part of modern social life and digital culture.

Консультант по английскому языку: Казимова Галина Александровна

## **8. Korozina Maryana, Koshunyaeva Ulyana / Корозина Марьяна, Кошуняева Ульяна**

Социологический факультет / Faculty of Sociology

### **The impact of the remote work on the organizational culture / Влияние удаленной работы на организационную культуру**

Based on the findings of the survey conducted by its authors, the research highlights some positive and negative consequences of the remote work format for the organizational culture. Also, the authors provide some recommendations that could be helpful in adapting corporate culture to the new working conditions, specifically to the work from home (WFH). To prevent the decrease of employee's motivation through encouraging their feeling of being an active part of the company becomes a new challenge for employers in the remote work conditions.

Консультант по английскому языку: Казимова Галина Александровна

## **9. Kovrzhnykh Sergey, Starchikova Alexandra / Коврижных Сергей, Старчикова Александра**

Социологический факультет / Faculty of Sociology

### **The Russian Alaska before and after 1867 / Русская Аляска до и после 1867 г.**

The history of the Russian Alaska is often reduced to the economic activity (fur trade) and the political deal of 1867 (the sale of Alaska to the United States). However, behind these events, the profound cultural and spiritual legacy left by the Russian Orthodox missionaries remains underappreciated. The problem is that the traditional narrative of 'the sale of Alaska' often overlooks a unique phenomenon linked with the activity of the Russian Orthodox mission in Alaska. Such missionaries as St. Herman of Alaska and St. Innokenty (Veniaminov) have not only created alphabet and translated Orthodox Service-books into the languages of the indigenous peoples, but also opened schools where they taught locals, managed to lay the foundation for the cultural identity of Aleuts, Eskimos, You'iks and other North Americans. After 1867, the official Russian presence in Alaska ceased but Orthodoxy had already become an integral part of the identity for many indigenous peoples. At the end of the 19th – early 20th centuries the work of the Russian missionaries was continued by the future St. Patriarch of Moscow, then Bishop of the Aleutian Islands and Alaska, Tikhon. This legacy remains alive today as evidenced by the canonization of St. Olga of Alaska, an indigenous Alaskan You'ik born Olinka and baptized as Olga, the wife of the Orthodox priest Nicolai Michael and a midwife, who lived from 1916 to 1979 and was canonized for her pious life, generosity and compassion by the Orthodox Church in America in June 2025 becoming the first North American woman canonized as an Eastern Orthodox saint. In October 2025 her name was included in the Menology of the Russian Orthodox Church and her first commemoration day was the 9th of November, 2025.

Консультант по английскому языку: Казимова Галина Александровна

## **10. Prosylova Daria / Просылова Дарья**

Социологический факультет / Faculty of Sociology

### **The social aspect of rhythmic gymnastics in Russia: the professional and amateur levels / Социальный аспект изучения художественной гимнастики в России: профессиональный и любительский уровни**

The study is devoted to the social aspects of rhythmic gymnastics which is a hallmark of the Russian sports. The amount of different medals won by the Russian gymnasts significantly surpasses the achievements of other countries athletes. The paper examines the elaborated system of raising the champions in Russia which consists of the two levels: the professional and amateur ones. While the latter predominantly allows participants to engage in gymnastics for health and enjoyment at the same

time training discipline and perseverance, the professional level requires complete dedication. This system demonstrates its effectiveness contributing to the health and grace of youth as well as maintaining Russia's leading position on the global arena.

Консультант по английскому языку: Казимова Галина Александровна