

**Московский государственный университет**

**имени М.В. Ломоносова**

**Факультет иностранных языков и регионоведения**

**Факультет политологии**

**Социологический факультет**

**Философский факультет**



## **АНГЛИЙСКИЙ ЯЗЫК ДЛЯ ГУМАНИТАРНЫХ ФАКУЛЬТЕТОВ**

**Выпуск 13**

**Материалы X Юбилейной межфакультетской научно-практической студенческой конференции на английском языке  
«Страна изучаемого языка и мир  
в сфере гуманитарных наук»  
(с международным участием)  
(10 - 16 марта 2026 года)**

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

**Москва 2026**

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

**Факультет иностранных языков и регионоведения**

Английский язык для гуманитарных факультетов: Сборник материалов X Юбилейной межфакультетской научно-практической студенческой конференции на английском языке с международным участием «Страна изучаемого языка и мир в сфере гуманитарных наук». Вып.13/ 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. Шмараевой, Д.С. Захаровой – М.: ФИЯР МГУ имени М.В. Ломоносова, 2026. – 61с.

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**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 X Юбилейной межфакультетской научно-практической студенческой конференции на английском языке с международным участием «Страна изучаемого языка и мир в сфере гуманитарных наук». Конференция прошла в смешанном формате на факультете иностранных языков и регионоведения, философском факультете, факультете политологии и социологическом факультете МГУ имени М.В. Ломоносова. Организатор конференции: кафедра английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова.

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## ПРЕДИСЛОВИЕ

Весной 2026 года в МГУ имени М.В. Ломоносова состоялась X Юбилейная Межфакультетская научно-практическая студенческая конференция на английском языке «Страна изучаемого языка и мир в сфере гуманитарных наук». Она прошла в смешанном формате – очно и на онлайн платформе, и была посвящена актуальным вопросам общественно-политического, социально-экономического и культурного развития стран мира, а также их взаимодействию с Россией. Всего в конференции приняли участие более четырехсот студентов, магистрантов, аспирантов и сотрудников МГУ имени М.В. Ломоносова, а также представители других вузов. Было сделано сто пятьдесят докладов. Все заявки на выступление сопровождались отзывом научных руководителей.

Межфакультетские научно-практические студенческие конференции на английском языке, которые организует и проводит кафедра английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения (ФИЯР), стали уже традиционной междисциплинарной площадкой для обмена научно-исследовательской информацией не только среди студентов, магистрантов и аспирантов гуманитарных факультетов МГУ имени М. В. Ломоносова, но и обучающихся других вузов. Они представляют результаты своих исследований и активно обсуждают интересующие их темы. Получив опыт участия в студенческих конференциях в Московском университете, они смогут впоследствии уверенно выступать на международных конференциях, представляя науку мировому сообществу.

Целью межфакультетских студенческих конференций на английском языке является развитие и отработка у обучающихся умений и навыков, необходимых для публичного выступления на английском языке с результатами своей научно-исследовательской работы, формирования универсальной междисциплинарной площадки для обмена опытом, информацией и мнением, а также укрепление в МГУ имени М.В. Ломоносова межфакультетских и межвузовских связей.

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для гуманитарных факультетов ФИЯР  
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**ПЛЕНАРНОЕ ЗАСЕДАНИЕ**  
**(в смешанном формате)**  
**11 марта 2026, среда**  
**11:30 – 14:30**  
**Шуваловский корпус, ауд. А-518**

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

**1. Muravyov Mikhail / Муравьев Михаил**

Faculty of Political Science / Факультет политологии МГУ

**The new aspect of electoral geography in the USA and Western Europe / Возникновение и развитие электоральной географии в США и Западной Европе**

The interest in electoral and geographical issues arose as a result of the development of the theory of political geography, as well as due to the availability of accumulated and easily accessible statistical information. It enables a scholar to conduct a scientific study of the results of public voting in order to determine the characteristics of the electorate in free elections. It shows that electoral geography has been most developed in the States where the institution of elections has existed for decades. The object of research here is the theory of electoral geography, and the subject is the history of the development of this discipline. The aim of the work is to study the peculiarities of the process in countries with long-term experience of holding free democratic elections. The study of any science begins with finding out the history of its development and the main scientific works that have become the basis of the theory and methodology of the chosen field of scientific activity.

Консультант по английскому языку: Криштоф Елена Михайловна

**2. Ostrova Vita / Острова Вита**

Faculty of Political Science / Факультет политологии МГУ

**The French factor of the Anglophone crisis in Cameroon: a deepening split or a chance for a dialogue? / Французский фактор англоязычного кризиса в Камеруне: углубление раскола или шанс на диалог?**

The research is devoted to analysing the impact of the French factor on the development and consequences of the Anglophone crisis in Cameroon. The topic of the research is relevant because the colonial division of the Republic of Cameroun between Great Britain and France and its subsequent reunification have initiated deep contradictions between the English-speaking and French-speaking populations due to the existing territorial, cultural, socio-linguistic and political differences, which stimulate the growth of separatism and terrorism. The research is of considerable scientific interest because the existing crisis is complicated by the effort of one of the former metropolises, France, to maintain a close relationship with the former colony in order to keep control over its modern territory, political processes and resources. The crisis may lead to an open violent confrontation because the ruling regime remains loyal to France since Cameroon gained independence.

Консультант по английскому языку: Криштоф Елена Михайловна

**3. Mozgaleva Polina / Мозгалева Полина**

Философский факультет / Faculty of Philosophy

**The magic behind the brand: how pixar mastered emotional storytelling and revolutionized global entertainment communication / Феномен Пиксар: Как эмоциональный сторителлинг изменил правила игры в глобальных коммуникациях индустрии развлечений**

This paper explores the remarkable marketing and communication strategy that transformed Pixar from an unknown graphics division into one of the world's most beloved entertainment

brands. The paper analyzes how the company, guided by Steve Jobs and Lawrence Lev, fought for co-branding recognition with Disney. It examines how Pixar built its brand not through traditional advertising, but through a consistent promise of emotional depth, innovative storytelling, and characters that resonate across generations. The research offers a unique case study in modern brand management, emotional marketing, and the power of authentic storytelling in building long-term audience loyalty.

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

#### **4. Martinovich Mariya /Мартинович Мария**

Faculty of Philosophy /Философский факультет

##### **The representation of femininity in Russian symbolism: a historical and cultural aspect / Репрезентация женственности в русском символизме: исторический и культурный аспект**

At the turn of the nineteenth and twentieth centuries, Symbolism emerged during a profound cultural and spiritual crisis, with the female image becoming a central symbolic figure expressing both anxiety and transcendental longing. The study considers the issue of femininity from historical perspective which is based on the works by V. Solovyov, V. Rozanov, N. Berdyaev and S. Bulgakov and in the context of other ontological issues related to the crisis of culture and the existential quest of the individual. In Russian Symbolism, the female figure evolves into a mystical mediator. In the poetry of Alexander Blok, the image of the Beautiful Lady unites earthly love and divine revelation. In the philosophy of Vladimir Solovyov, the concept of the Eternal Feminine (Sophia) represents a metaphysical principle connecting humanity and the divine.

Консультант по английскому языку: Перцев Евгений Михайлович

#### **5. Mulinova Parvina /Мулинова Парвина**

Faculty of Philosophy /Философский факультет

##### **Artificial Intelligence and environmental justice: the responsibility of technological corporations/ ИИ и экологическая справедливость: ответственность технологических корпораций**

The presentation addresses the issue of environmental justice in the context of the development of artificial intelligence (AI) infrastructure. Although digital technologies are often perceived to be low-cost, AI relies on energy-intensive computing systems that consume substantial amounts of natural resources, including electricity and freshwater, both of which are limited on a planetary scale. The environmental costs of AI infrastructure are distributed unevenly: local communities and vulnerable regions frequently bear the primary burden, while the economic benefits are concentrated in the hands of technology corporations and their shareholders. The study examines the moral responsibility of corporations for these externalities through the lens of theories of justice and corporate ethics. It argues for the necessity of incorporating environmental criteria into the normative framework of AI ethics.

Консультант по английскому языку: Перцев Евгений Михайлович

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

**Секция 1**

**12 марта 2026, четверг**

**09:00 – 10:30**

**1 Гуманитарный корпус, ауд. 666**

*Ведущий: Яковлева Ирина Олеговна*

**1. Gerbert Daniil / Герберт Даниил**

Faculty of Political Science / Факультет политологии МГУ

**The role of institutionalism in the digitalization of public administration: a case study of the United States of America / Роль институционализма в цифровизации государственного управления в США**

The research describes the role of institutionalism in the digitalization of public administration in the United States. Its goal is to show how formal and informal institutions (laws, norms, and traditions) determine the success of the digital transformation of power. The research proves that institutionalism is the main factor in a country's development: strong, transparent and trust-based institutions enable the effective implementation of e-government via big data and artificial intelligence in governance while weak institutions impair progress and equality. The methods include comparative institutional analysis, study of USA cases, statistics on the UN Digital Government Index and an assessment of the regulatory framework. Thus the research emphasizes that without strong institutions digitalization remains just a technology rather than a driver of national development.

Консультант по английскому языку: Яковлева Ирина Олеговна

**2. Nikolaeva Ange / Николаева Анге**

Faculty of Political Science / Факультет политологии МГУ

**Industrial conflicts within the framework of corporate cultural communication / Производственные конфликты в рамках корпоративной культурной коммуникации**

Understanding the psychological factors contributing to industrial conflicts is becoming crucial in modern realities, when economic instability and the resulting tension in the allocation of resources often provoke conflicts. Research on this topic is important because it allows for a better understanding and, consequently, a more effective solution as well as prevention of conflict. A wide range of approaches are used to understand the causes and manifestations of these conflicts, each offering its own perspective on the nature of the problem. The topic of "industrial conflicts in the framework of cultural corporate communication" is important both for practical conflict resolution and for scientific development in the field of psychology and socio-political sciences in general. The research aims to identify the specifics of industrial conflict from the point of view of conflict psychology.

Консультант по английскому языку: Зверев А.Л.

**3. Pirogova Sofia / Пирогова София**

Faculty of Political Science / Факультет политологии МГУ

**Smart power as applied in the U.S. foreign policy and its transformations of the 21st century / Подход «умной силы» во внешней политике США и его трансформация в XXI веке**

The research examines the concept of Smart Power as a key strategy of contemporary U.S. foreign policy. The research focuses on the combination of soft and hard power tools and analyses how political communication, cultural influence, and diplomatic strategies contribute to the shaping of the international image of the United States. Special attention is paid to the dimension of foreign policy, including language, media discourse, and values as instruments of

influence. The presentation is based on academic discussions of smart power and aims to demonstrate how linguistic and cultural factors support political objectives in the English-speaking world. The study shows that Smart Power represents a flexible model of political interaction that reflects current global challenges and transformations in international relations.

Консультант по английскому языку: Криштоф Елена Михайловна

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

Faculty of Political Science / Факультет политологии МГУ

#### **Constitutional processes in the DPR and LPR: general and specific features / Конституционный процесс в ДНР и ЛНР: общее и особенное**

As a result of the protracted political crisis in Ukraine, in May 2014 the independence of the Donetsk and Lugansk People's Republics was proclaimed. Since then, they have existed under a unique political and legal status, characterized by the gradual separation of the system of public authorities from the "parent" state, and its reorientation towards the Russian model. This research examines the common and special features of the constitutional order of the DPR and LPR throughout their existence. Studying the transformation of the constitutional order of the Donbass republics is particularly important if one aims to understand the secession process. The results suggest that the similarity of their legal status and position has led to similar trends in the constitutional transformations of both republics. At the same time, a number of unique features stand out for each of them.

Консультант по английскому языку: Яковлева Ирина Олеговна

### **Секция 2**

**12 марта 2026, четверг**

**09:00 – 10:30**

**Шуваловский корпус, ауд. Г-622**

*Ведущий: Сергиенко Полина Игоревна*

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

Faculty of Political Science / Факультет политологии МГУ

#### **Symbols that lie at the basis of power: the use of traditional forms of legitimacy in the image formation strategies of modern states / Символические основания власти: использование традиционных форм легитимности в имиджевых стратегиях современных государств**

The research provides a comprehensive analysis of the phenomenon of using traditional mechanisms of legitimization of power in image formation strategies. The relationship of traditional forms (appeal to historical symbols and sacralization of political ones) with modern mechanisms are being studied. The theoretical basis of the research includes the concepts of well-known scientists, such as Max Weber, Pierre Bourdieu and David Kerzer, as well as modern research by domestic and foreign authors, thus providing a comprehensive examination of the phenomenon under study. The paper analyzes modern cases of creating images of various forms of government and focuses on how traditional mechanisms work in this process.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

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

Faculty of Political Science / Факультет политологии МГУ

#### **New forms of social isolation: the shift to digital bullying / Трансформация форм социальной изоляции при переходе к цифровому буллингу**

This paper examines the transformation of social isolation amid the digitalization of interpersonal communication. The topic's relevance is underscored by the rapid digitalization of communication processes and the lack of well-defined criteria for diagnosing cyberbullying in educational settings, which widens the gap between traditional views of bullying and its more

subtle modern forms. The primary focus is on the evolution of the isolation's character – from physical exclusion to an "invisible" rejection that preserves superficial group inclusion. Building on recent scholarly research, the paper analyzes the “loneliness in a crowd” phenomenon, when a victim is publicly listed in chat groups, friend lists, and subscriber accounts, but is effectively shut out of the real interaction. The study investigates mechanisms of digital neglect, covert exclusion from private communities, and reputational isolation exacerbated by a compromising digital footprint.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

### **3. Ilin Aleksii / Ильин Алексей**

Faculty of Political Science / Факультет политологии МГУ

#### **Various ways of applying the theory of negative identification in the 21st century / Многогранность применения теории негативной идентификации в XXI веке**

This paper examines the contemporary transformation of the theory of negative identification, originally formulated within Henri Tajfel's social identity theory. It argues that “identification through negation” – defining who we are not – has moved beyond its classical interpretation and now operates across multiple analytical levels: state formation, party polarization, and individual strategies of adaptation in digital environments. The concept is still often treated in uncertain terms in scholarly and public discourse. This study demonstrates the phenomenon's multifaceted character through a comparative analysis of five recent empirical and theoretical studies (2015–2024). It identifies common mechanisms underlying negative identity formation alongside methodological and substantive diversity. The findings indicate that negative identification can function as a mobilizing political resource, a destabilizing force, and an adaptive psychological strategy under stigmatization. The paper concludes that the concept is theoretically flexible and analytically significant for contemporary social and political research.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

### **4. Lazebnikov Roman / Лазебников Роман**

Faculty of Political Science / Факультет политологии МГУ

#### **British and American secret services in the 20th century: a case study of Greece / Деятельность секретных служб Великобритании и США в XX веке на примере Греции**

The end of the Second World War gave birth to the Cold War between the West and the USSR, marked by a series of hybrid military operations aimed to stop communist influence. However, similar activities had already occurred during World War II, when the USSR and the West fought together against Germany. At that time, Great Britain and the United States established secret services – such as the British Section D, the Britain's Special Operations Executive (SOE) and the U.S. Office of Strategic Services (OSS) as well as the National Security to conduct sabotage in Europe. While officially aimed at defeating Germany, these groups also worked to weaken leftist movements and prevent stronger ties between European countries and the Soviet Union. In Greece, for example, they supported right-wing forces against the popular communist Greek People's Liberation Army (ELAS). After the war, with Western help, anti-communist groups took power in Greece, and the U.S. sent troops to support them. This helped to end the communist uprising and paved the way for Greece to join NATO in 1952.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

### **5. Noskin Alexey / Алексей Носкин**

Faculty of Political Science / Факультет политологии applied toи МГУ

#### **AI-assisted monitoring of public sentiment applied to digital communication: methodological framework, validation, and ethical–legal constraints / Мониторинг общественных настроений в цифровой коммуникации с помощью искусственного интеллекта: методологическая основа, валидация и этико-правовые ограничения.**

Public sentiment monitoring is increasingly shifting from surveys to large-scale digital traces, yet these traces are heterogeneous, platform-biased, and highly context-dependent. This study proposes a methodological framework for AI-assisted monitoring of public moods in digital communication environments, treating “public sentiment” as observable digital representations rather than direct measurements. The approach combines multi-source data selection (social media, online news, multimedia content, and behavioral indicators) with an auditable end-to-end pipeline: data collection, preprocessing, modeling, reporting, and drift control. This study compares major AI approaches for sentiment and topic/trend detection, emphasizing that model “accuracy” alone is insufficient without multi-level validation, robustness checks across domains and time, and continuous operational monitoring. Finally, it outlines ethical and legal boundaries (purpose limitation, data minimalization, transparency, accountability) and offers implementation recommendations tailored to governmental and corporate use cases.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

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

Faculty of Political Science / Факультет политологии МГУ

### **Sovereignty and a clash of interests: looking at the Russian and U.S. doctrines / Суверенитет и столкновение интересов: Взгляд на доктрины России и США**

This study explores sovereignty concepts in Russia’s 2023 Foreign Policy Concept and the USA’s 2022 National Security Strategy, analyzing conflicts in state interests. Russia prioritizes absolute sovereignty to counter external interference, promoting a multipolar world via partnerships with China and India to protect its borders and autonomy. Conversely, the USA integrates sovereignty with global leadership, advancing democracy, free trade, and order based on US rules through NATO alliance. These views clash: Russia's non-interference stance versus the USA’s universal norms, create tensions in the Arctic and Ukraine, giving rise to sanctions and cyber domains. The analysis reveals how doctrinal differences underpin rivalries, suggesting mutual sovereignty recognition as a path to de-escalation.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

### **Секция 3**

**12 марта 2026, четверг**

**18:15 – 19:45**

**Шуваловский корпус, ауд. А-307**

*Ведущий: Перцев Евгений Михайлович*

## **1. Abdullaeva Arina / Абдуллаева Арина**

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

### **Parasocial relationships with media idols in China: cultural import or social challenge? / Парасоциальные отношения с айдолами в Китае: культурный импорт или социальный вызов?**

The research examines the phenomenon of deep emotional bonds (parasocial relations) between audiences and media figures (idols) within the specific socio-cultural context of contemporary China. Originating from Japanese anime culture and Korean K-pop, the idol phenomenon is being revamped by the Chinese government striving to align the phenomenon of idols with the communist ideology and priorities of the state. The study highlights the two-faceted nature of the phenomenon in Chinese society. On the one hand, emotional attachments are regarded as an emotional outlet for the generation that faces an immense pressure in a highly competitive social and economic environment. On the other hand, idol culture poses a significant threat to the current ideology as it nurtures social isolation involving numerous economic repercussions. The paper draws a conclusion that parasocial relations have been evolving from a mere entertainment

into a paragon of social contradictions between the state, the market and the aspirations of a younger generation.

Консультант по английскому языку: Шилова Юлия Владиславовна

## **2. Diagileva Mariia / Дягилева Мария**

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

### **The phenomenon of “opting out men” in contemporary Chinese society: “Relationships” with AI as a form of social protest and an adaptive strategy / Феномен “отказа от мужчин” в современном китайском обществе: “Отношения” с ИИ как социальный протест и адаптивная стратегия**

This paper explores China’s appalling demographic crisis, marked by a sharp decline in the birth rate, shrinking workforce, aging population and a growing number of single middle-aged people. Through a detailed analysis of existing literature it highlights the underlying reasons, such as economic risks a maternity leave entail for women, rendering a traditional marriage “a risky enterprise” for middle-aged people, and the policy of “one family-one child”. In light of the factors mentioned, having an AI-companion seems a viable alternative as it is regarded as a safe haven free from gender stereotyping, providing ultimate control and freedom from obligations. The study concludes that mistrust and incredulity in social institutions underpin the current demographic crisis with the low birth rate being only the tip of the iceberg.

Консультант по английскому языку: Шилова Юлия Владиславовна

## **3. Efremov Gregory / Ефремов Григорий**

Faculty of World Politics / Факультет мировой политики

### **The difficult road to stability: successes in implementing the UN Early Recovery Strategy Programme in Syria / Тяжелый путь к стабильности: успехи реализации программы ООН «Стратегия раннего восстановления» в Сирии**

The United Nations launched the Early Recovery Strategy in November 2024 in Syria for the period up to 2028. This paper is focused on four priority areas of the Programme: health and nutrition; education; water, sanitation and hygiene (WASH) services; it also discusses livelihoods, where access to electricity is a key factor. The concept of «early recovery» refers to the provision of humanitarian assistance, which includes work in the areas of water supply, sanitation, trade logistics, rehabilitation of medical and educational centres, and even consultations on local governance and the reintegration of refugees and displaced people. The importance of this strategy lies in «enabling Syrian citizens to have a decent standard of living and restoring Syria’s status, especially in the areas of education and health care». The paper examines the success of the Programme’s implementation and assesses its positive and negative impacts on society and the state.

Консультант по английскому языку: Таланов Р.А.

## **4. Eroshkova Anna / Ерошкова Анна**

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

### **Social and cultural barriers to fertility in South Korea / Социальные и культурные барьеры для фертильности в Южной Корее**

South Korea currently has the lowest fertility rate in the world, which has dropped below 0.8 births per woman which leads to an accelerated aging and population shrinkage, threatening the very stability of the state. The study explores cultural and social patterns that prevent childbearing. The key obstacles have been identified, including the spread of "child-free zones" in public spaces, the emergence of a "N-po generation" entrenched gender differences, social status competition and material success pressure as the most crucial factors contributing to the abandonment of parenthood. In conclusion, the study highlights the fact that in order to restore

the birth rate in the country, the government needs not only to economically support families, but also to change values and collective thinking in the country.

Консультант по английскому языку: Шилова Юлия Владиславовна

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

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

#### **Lookism and the role it has played in the formation of South Korean identity / Лукизм и его роль в формировании южнокорейской идентичности**

Glossy magazines and the film industry play a pivotal role in people's daily lives, setting trends that in the long run affect the mindset of many people. The paper explores the contribution of mass media to the phenomenon of lookism in South Korea which is defined as a bias directed against individuals' appearances. Through a meticulous literature analysis, the study examines how the Korean film industry, K-pop and widespread adoption of plastic surgery fuel unrest and anxiety with the younger generation, when a perfect face and body become closely intertwined with social success and steady career success. The paper argues that lookism should be regarded as a social phenomenon with far-reaching repercussions of growing plastic surgery rates, employment discrimination, vanity and rigid beauty standards, when enhancing looks becomes paramount for survival.

Консультант по английскому языку: Шилова Юлия Владиславовна

#### **6. Sun Yujia / Сунь Юйцзя**

Peoples' Friendship University of Russia named after Patrice Lumumba / Российский университет дружбы народов Российский университет дружбы народов имени Патриса Лумумбы

#### **Discourse built on values: a comparative analysis of Chinese and Russian Arctic strategies / Сравнительный анализ российской и китайской стратегий освоения Арктики: ценностные ориентиры**

This study presents a comparative analysis of official discourses in China's and Russia's Arctic strategies which identify shared interests and potential differences in their cooperation. Using a critical discourse analysis of policy documents and official statements, the study examines how each country articulates its strategic priorities. The findings reveal a key divergence--- Russia's discourse emphasizes sovereignty, jurisdiction, and regulatory control over the Northern Sea Route, while China focuses on constructing its identity as a near-Arctic state and promoting multilateral cooperation, with science remaining a key factor in its influence. These differences reflect deeper value systems gaps that shape their respective approaches. The study concludes that sustainable bilateral cooperation requires acknowledging these divergences and developing pragmatic frameworks that respect Russia's sovereignty while accommodating China's interests in a predictable, rules-based operating environment.

Консультант по английскому языку: Перцев Евгений Михайлович

#### **7. Tatmianin Paul / Татмянин Павел**

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

#### **China's energy security / Энергетическая безопасность Китая**

The paper analyzes China's energy transformation over the past fifty years from the perspective of strengthening national sovereignty through the development of energy security. It examines historical changes in energy consumption from the late 1970s to 2025, including coal, oil, gas, and renewable energy sources (RES). The study highlights the national strategy of the "ecological civilization," the rapid development of green energy, and the role of private companies in accelerating technological change. An emphasis is laid on the concept of "planned hypercapitalism," combining the party planning with market mechanisms. This framework has

enabled rapid modernization in accordance with state's priorities and private-sector dynamics. Against the backdrop of modern geopolitical challenges, China's energy security is more critical than ever. The project demonstrates how integrating strategic governance and innovative market dynamics enables accelerated RES deployment and strengthens national energy sovereignty.

Консультант по английскому языку: Шилова Юлия Владиславовна

#### Секция 4

13 марта 2026, пятница

10:45 – 12:15

1 Гуманитарный корпус, ауд. 666

*Ведущий: Сергиенко Полина Игоревна*

#### **1. Alekhina Anastasia / Алёхина Анастасия**

Faculty of Political Science / Факультет политологии МГУ

**Political correctness as a major value within modern British political discourse and linguistic culture: a social and political analysis / Политическая корректность в современном Британском политическом дискурсе и языковой культуре: социально-политический анализ**

This research examines the role of political correctness within the modern British political landscape, moving beyond its conventional understandings such as social etiquette to analyze its function as a critical element of discourse control and identity politics. The study focuses on how the negotiation of political correctness' language shapes public debate, impacts media representation, and influences the legitimacy of political actors. The author analyzes shifts in parliamentary language and public communication strategies since the rise of identity politics. The research investigates how political factions – from established parties to social movements – employ, enforce or reject political correctness' norms to frame issues related to race, gender and class. The paper explores the tension between linguistic sensitivity aimed at inclusivity and “cancel culture”. This study argues that the discourse around political correctness is not peripheral, but central to the understanding of contemporary British socio-political polarization and the contestation over acceptable modes of public expression.

Консультант по английскому языку: Сергиенко Полина Игоревна

#### **2. Bilyalova Amina / Билялова Амина**

Faculty of Political Science / Факультет политологии МГУ

**Cape Town in the political structure of South Africa: satisfying both national and regional authorities / Кейптаун в политической структуре ЮАР: между национальной властью и региональным управлением**

Cape Town has a unique position in the political system of South Africa, combining the functions of both a national and a provincial center. According to the 1996 Constitution of South Africa, Cape Town is the legislative capital of the country, as the Parliament is situated there, while executive power is concentrated in Pretoria and judicial power in Bloemfontein. At the same time, the city is the capital of the province of Western Cape and the center of its governmental bodies. This “dual” position shapes a distinctive model of interaction between the national, provincial, and municipal levels of governance. Drawing on constitutional analysis and the study of intergovernmental practice, this study analyzes the constitutional foundations of Cape Town's status and the distribution of powers among the different levels of government.

Консультант по английскому языку: Яковлева Ирина Олеговна

#### **3. Pavlov George / Павлов Георгий**

Faculty of Political Science / Факультет политологии МГУ

**The institution of the Human Rights Commissioner in Russia: emergence and evolution in the context of global constitutionalism / Институт Уполномоченного по правам человека в России: появление и эволюция в контексте глобального конституционализма.**

The institution of the Human Rights Commissioner plays an important role in the development of the rule of law and the strengthening of constitutional guarantees for human rights and freedoms, ensuring effective mechanisms for their protection. This study traces the emergence of this institution both within the framework of global constitutionalism and in the Russian Federation, exploring various concepts and approaches that characterize this institution as part of the state mechanism for protecting human rights. Furthermore, this research examines the specific regulations governing the activities of the Human Rights Commissioner in the constituent entities of the Russian Federation. The findings reveal key points of this institution's active development as an element of the state human rights mechanism in Russia and its regions, while also highlighting the way this process affects other countries.

Консультант по английскому языку: Яковлева Ирина Олеговна

**4. Pshenov Nikita / Пшенов Никита**

Faculty of Political Science / Факультет политологии МГУ

**Social policy of the Republic of Singapore and its contribution to the creation of the "Singapore's Miracle" (1965-2000) / Социальная политика в Республике Сингапур и ее место в «сингапурском чуде» (1965-2000)**

The Republic of Singapore traditionally holds leading positions in international rankings related to various areas of improvements in state policy and social life. When studying the Singapore Miracle, researchers most often focus on Singapore's political meritocracy, while the city-state's social policy is rarely considered. Thus, it might be relevant to examine the characteristics of Singapore's social policy and its place in the nation's success. To achieve this goal, the author applies both general logical analysis and synthesis and general theoretical (structural and functional) methods. Drawing on the analysis and synthesis of Russian and international theoretical studies illuminating the structure of Singapore's social policy and its functional features, the study describes the main content and characteristics of this social policy and highlights its important role in the country's achievements.

Консультант по английскому языку: Яковлева Ирина Олеговна

**5. Sentyabov Kirill / Сентябов Кирилл**

Faculty of Political Science / Факультет политологии МГУ

**"Nothing" in the political philosophy of Max Stirner / «Ничто» в политической философии Макса Штирнера**

The study examines "Nothing" as a key concept in the political philosophy of Max Stirner (1806-1856). Appearing at the beginning and the end of his work "The Ego and Its Own," it is identical to the "Me" itself, that is, the identity of a particular subject. Following Hegel's dialectics, Max Stirner turns the individual into "Nothing", from which "something" ultimately originates and develops. Moreover, any value is created by an individual, which means that it comes from "Nothing". Around this concept Max Stirner builds his philosophical and socio-political conception, contrasting himself as "Nothing" with the essence of the objective world. Thus, "Nothing" is a crucial component of the philosophy of individualist anarchism.

Консультант по английскому языку: Сергиенко Полина Игоревна

**6. Shabelnikova Irina / Шабельникова Ирина**

Faculty of Political Science / Факультет политологии МГУ

**A comparative analysis of women's images featured in commercial and political advertising in the United States / Сравнительный анализ женских образов в коммерческой и политической рекламе в Соединенных Штатах**

This study presents a comparative analysis of the visual and verbal representation of women in American commercial and political advertising. Drawing on various online photo and video resources in the advertising sphere, the talk examines an unexpected contradiction in the social and political landscape of the United States. Despite the development of the fourth wave of feminism, there still persists the traditional view on women's images. Thus, the project observes a struggle between capitalist brand politics and image constructing feminist campaigns, which clearly demonstrates the issue. In conclusion, the project reveals distinguishable differences between these two types of advertising and identifies the best course of action in this situation.

Консультант по английскому языку: Сергиенко Полина Игоревна

## Секция 5

13 марта 2026, пятница

10:45 – 12:15

1 Гуманитарный корпус, ауд. 651

*Ведущий: Перцев Евгений Михайлович*

### 1. Biryulina Alexandra / Бирюлина Александра

Faculty of Political Science / Факультет политологии МГУ

#### **Jhumpa Lahiri on the problems of translation: a critical analysis / Джумпа Лахири о проблемах перевода: критический анализ**

The study describes the way the concept of a migrant is conveyed in contemporary American literature, as exemplified by the works of Jhumpa Lahiri.

The paper describes the creative activities of Jhumpa Lahiri, who represents the second wave of migration in the USA. In her works she raises an acute question about the social position of migrants in the USA and discusses the latest events generated by dehumanizing tendencies in contemporary American society. She also touches upon an issue of translation demonstrating the difficulties the translator faces while dealing with different cultures.

Консультант по английскому языку: Перцев Евгений Михайлович

### 2. Blonskaya Vasilisa / Блонская Василиса

Faculty of Political Science / Факультет политологии МГУ

#### **Artificial intelligence and human intellect: can GPT chat replace a psychologist? / Взаимодействие умных колонок и человека: может ли чат-GPT заменить психолога?**

The research discusses the possibilities and limitations of using artificial intelligence, in particular GPT-based chatbots, as a substitute for professional psychological counseling. The study critically analyzes the capabilities of GPT models in the application of cognitive behavioral technologies, empathy and 24/7 support. Important ethical issues are also raised, including the lack of genuine human empathy, the risk of misdiagnosis, data privacy concerns, and the lack of nonverbal cues affecting the quality of therapy. The results of interviews with individuals using artificial intelligence are also presented. The author evaluates the future possibilities of using chatbots to help people in the sphere of psychology.

Консультант по английскому языку: Темирова Жаннет Алибулатовна

### 3. Gvozdova Maria / Гвоздова Мария

Faculty of Political Science / Факультет политологии МГУ

#### **Smart speakers: how they affect the lives of Russian people / Умные колонки: анализ влияния на жизнь людей в России**

This study analyzes the impact of smart speakers on people's lives in Russia, the phenomenon of anthropomorphism. The relevance of the topic is due to the active introduction of voice assistants into people's daily lives. The paper presents the results of research on the perception of speakers by people and possible changes in their behavior under the influence of communication

with artificial intelligence. Examples of the positive and negative effects of using smart speakers in everyday life are given. The paper focuses on the emotions Russians experience during interactions with voice assistants, including emerging empathy toward these inanimate devices. The researchers outline potential future directions for advancing voice assistant applications.

Консультант по английскому языку: Темирова Жаннет Алибулатовна

#### **4. Igumnov Egor/ Игумнов Егор**

Faculty of Political Science / Факультет политологии МГУ

#### **Transformation of the US electoral law in the digital age: challenges and prospects / Трансформация избирательного права США в эпоху цифровых технологий: вызовы и перспективы**

The study examines the transformation of the US electoral system caused by the experimental introduction of digital technologies. Going beyond the purely technical analysis, this study examines the humanitarian aspect, which makes it possible to understand how electronic voting and automated systems are changing the legal and social foundations of American democracy. The research highlights the key issues surrounding this digital initiative, including cybersecurity vulnerabilities, declining voter confidence, issues of digital inequality (the “digital divide”), and legal debates related to election integrity. In addition, it analyzes the prospects for this transformation, considering how technological innovations can potentially increase accessibility and voter participation. Analyzing the American experience, this study aims to provide a comprehensive understanding of the delicate balance between technological progress, basic principles of democratic representation and the peculiarity of American democracy.

Консультант по английскому языку: Криштоф Елена Михайловна

### **Секция 6**

**13 марта 2026, пятница**

**13:00 – 14:30**

**1 Гуманитарный корпус, ауд. 666**

*Ведущий: Сергиенко Полина Игоревна*

#### **1. Filatova Arina / Филатова Арина**

Faculty of Political Science / Факультет политологии МГУ

#### **A comparative analysis of political and institutional factors affecting the formation of digital ecosystems in the USA, China, and Russia / Сравнительный анализ политических и институциональных факторов формирования цифровых экосистем в США, Китае, России**

This study presents a comparative analysis of the political and institutional factors influencing the formation of globally dominant digital ecosystems in the United States, China, and Russia. The study suggests that the success of these ecosystems cannot be explained only by market size or technological innovation. However, it contends that their emergence is fundamentally shaped by specific national configurations of state power and regulatory frameworks. The author examines three distinct models: the liberal model of the USA, where the state acts as an arbiter facilitating global expansion; the state-capitalist model of China, characterized by direct political control and integration with state goals; and the Russian model, defined by the dominance of state-controlled entities prioritizing national security. By identifying the advantages and institutional drivers unique to each case, this research contributes to the broader discourse on digital sovereignty and the role of technology in contemporary global politics. The findings are based on a review of both domestic and international scholarships in political economy and comparative politics.

Консультант по английскому языку: Сергиенко Полина Игоревна

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

Faculty of Political Science / Факультет политологии МГУ

### **An analysis of Marcuse's 'one-dimensional society' in the age of surveillance capitalism: From consumerism to data extraction / От анализа теории потребления «одномерного общества» Маркузе к извлечению данных в эпоху надзорного капитализма**

The aim of the talk is to provide an analysis of the essential change in the structure of capitalism described in Herbert Marcuse's concept of the consumerist paradigm to the contemporary concept of surveillance capitalism (a concept provided by Shoshana Zuboff), which is considered a major academic necessity. The study characterises the definition of Marcuse's late industrial society as "one-dimensional," in which the rationality of scientific technology and the satisfaction of need eliminate human freedom. The author comes to the conclusion that practices of mass-consciousness manipulation are used to control people's behaviour and decision making, and discusses how they can be resisted.

Консультант по английскому языку: Сергиенко Полина Игоревна

## **3. Kechin Andrey / Кечин Андрей**

Faculty of Political Science / Факультет политологии МГУ

### **The Commonwealth of Nations as an instrument of the United Kingdom's foreign policy: political and historical significance / Содружество Наций как инструмент внешней политики Соединенного Королевства: политическая и историческая значимость**

The United Kingdom of Great Britain and Northern Ireland has positioned itself as a state with global interests and responsibilities. Despite a certain weakening of its position as a result of the Second World War, Britain remains an important political actor in the international arena, being a member of many international organizations. Britain is spreading its political ambitions and influence to its former colonies, dominions and protectorates, seeking to use the Commonwealth of Nations as its foreign policy instrument. This research analyzes the role and political significance of the Commonwealth as a tool of British foreign policy amid the transformation of the international order. The author concludes that despite historical, cultural and linguistic ties, the Commonwealth seems to remain a relatively weak channel of influence for the United Kingdom. This may be due to the perceived limited effectiveness of British foreign policy, which does not always consider civilizational differences, national interests and the changed climate of international relations.

Консультант по английскому языку: Яковлева Ирина Олеговна

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

Faculty of Political Science / Факультет политологии МГУ

### **The analysis of migration control policy in Greece and its impact on the tourist economy: a case-study for the EU (2015–2026) / Анализ миграционной политики в Греции и ее влияние на туристическую экономику: кейс-стади для ЕС (2015-2026 гг.)**

The paper examines the migration control policy of Greece from 2015 to 2026 and describes its consequences for the tourist economy sector. It also analyzes the new law of 2025, which limits undocumented migrants' stay to 18 months, the political divide it caused, and the drop in tourist arrivals due to security concerns. The research highlights tension growing between EU humanitarian laws (2024 Migration Pack) and national economic priorities, using statistical data and media cases. The outcome reveals policy compromise: reduced migrant flows boost tourist confidence but it deepens labor shortages in service sector. Case-study for the EU includes balancing border security with integration to sustainable economic development. Recommendations emphasize data-driven reforms for resilient tourist post-crisis. Political science, economics and international relations need to be included into this approach in order to find the most comprehensive solution.

Консультант по английскому языку: Сергиенко Полина Игоревна

## **5. Lola Polina / Лола Полина**

Faculty of Political Science / Факультет политологии МГУ

### **A socio-political analysis of legal, moral and cultural aspects of the impact of Trump's multi-dimensional immigration policy on American society since 2016 / Социально-политический анализ правовых, моральных и культурных аспектов многомерного влияния иммиграционной политики Трампа на американское общество с 2016 года**

The research examines Trump's immigration policy from three interconnected perspectives: its reflection in law, its impact on mass consciousness, and its representation in culture. The paper analyzes key executive actions from a legal standpoint, including such as the termination of the DACA program, travel bans on Muslim-majority countries, and the “zero tolerance” policy that resulted in family separations at the border. Particular attention is paid to the establishment of new filtration and vetting agencies, which fueled the humanitarian crisis along the U.S. southern border. On a social level, the study explores the deep polarization within the American society, where immigration discourse became a defining fault line between Trump's supporters and opponents, fundamentally reshaping political identities. In the cultural dimension, the paper investigates how these policies were reflected in cinema and popular music: from films depicting the U.S. National Guard's actions against minority groups to songs of those protesting against this policy.

Консультант по английскому языку: Сергиенко Полина Игоревна

## **6. Nurdavletov Radik / Нурдавлетов Радик**

Faculty of Political Science / Факультет политологии МГУ

### **Evolution of the confrontation: from diplomacy to hybrid war in the Essequibo dispute (2015–2024) / Эволюция противостояния: от дипломатии к гибридной войне в споре за Эссекибо (2015-2024)**

This study analyses a long-standing confrontation between Venezuela and Guyana over the Essequibo region. Two main approaches are used to trace the development of the conflict: the concept of hybrid war and comparative chronological analysis; an instrumental approach is also applied to identify the means of action in each period. The analysis shows three phases of confrontation – from direct diplomatic dialogue and use of international law (including Guyana's appeal to the UN International Court of Justice), to indirect clash of the parties, which involved large-scale information operations, demonstration of force (military exercises at the borders), and the creation of virtual departments. The author concludes that, in this situation, the effectiveness of diplomatic and legal mechanisms appears limited. These mechanisms seem to be increasingly replaced by methods of non-military pressure designed to create new political, legal and psychological conditions.

Консультант по английскому языку: Яковлева Ирина Олеговна

## **7. Sazonov Timofey / Сазонов Тимофей**

Faculty of Political Science / Факультет политологии МГУ

### **The Monroe Doctrine used as an instrument of geopolitical dominance of the USA in the 21<sup>st</sup> century: a political analysis / Политический анализ доктрины Монро как инструмента геополитического доминирования США в XXI веке**

This paper critically reassesses the Monroe Doctrine as a permanent instrument of U.S. geopolitical dominance in the Western Hemisphere. The author argues that contemporary American policy toward Venezuela and Cuba demonstrates not merely historical continuity, but the persistence of hegemonic thinking rooted in the 19th-century expansionism. Through the analysis of political rhetoric, economic sanctions, diplomatic isolation, and recurring threats of intervention, the study suggests that the United States continues to treat Latin America as its exclusive sphere of influence. Rather than promoting stability or democracy, these measures are interpreted as mechanisms of political pressure designed to secure strategic and economic interests. By comparing the original principles of the Monroe Doctrine with present-day

practices, the paper highlights how imperial logic adapts to modern international conditions. The research ultimately questions the legitimacy of such policies within contemporary norms of sovereignty and international law.

Консультант по английскому языку: Сергиенко Полина Игоревна

### Секция 7

13 марта 2026, пятница

13:00 – 14:30

1 Гуманитарный корпус, ауд. 651

Ведущий: Яковлева Ирина Олеговна

#### 1. Aldamova Kamilla / Алдамова Камилла

Faculty of Political Science / Факультет политологии МГУ

**A political analysis of Afrikaner nationalism: from colonial power to cultural community / Политический анализ африканерского национализма: от колониальной власти к культурному сообществу**

Afrikaner nationalism emerged as a response to British colonialism and became the dominant ideology during apartheid (1948–1994). After South Africa’s democratic transition, Afrikaners lost political power and were forced to redefine their collective identity. This study examines the transformation of Afrikaner nationalism from a hegemonic state ideology to a form of “political ethnicity” – a strategy of cultural survival within a multiracial democracy. The study focuses on the paradox of a former oppressor group adapting to minority status while preserving its language, historical memory and institutional autonomy. Particular attention is paid to contemporary Afrikaner civil initiatives, linguistic activism and the shift from territorial ambitions to cultural rights advocacy. The findings suggest that Afrikaner identity did not disappear after 1994 but rather underwent a profound transformation – from a project of domination to a project of recognition.

Консультант по английскому языку: Сергиенко Полина Игоревна

#### 2. Akimova Anastasia / Акимова Анастасия

Faculty of Political Science / Факультет политологии МГУ

**Covid-19 as a catalyst for the global epidemiological shift that promoted the post-traumatic stress disorder in Russia and around the world / Covid-19 как катализатор глобального эпидемиологического сдвига в распространенности посттравматического стрессового расстройства в России и в мире**

Post-traumatic stress typically develops in response to a traumatic event, and this study aims to reveal its huge significance in society. The author analyzed various theories and studies by psychologists and doctors, as well as specific manifestations of post-traumatic stress disorder and physiological changes in people caused by COVID-19: inflammatory processes in brain tissues, delusional states, angino-phobia, and increased agitation among the population. During the investigation the author discovered that in 2020, the first studies appeared that drew attention to the possible mental consequences of COVID-19. The respondents reported fear of death, intrusive thoughts and nightmares. This is important, as COVID-19 has also led to a lack of trust in the world, in the authorities, and each other, as well as a tendency to create conspiracy theories. The author comes to the conclusion that this mental condition can create tension in society and therefore, it should not be ignored.

Консультант по английскому языку: Сергиенко Полина Игоревна

#### 3. Peleshenko Egor / Пелешенко Егор

Faculty of Political Science / Факультет политологии МГУ

**The image of Russia in American school history textbooks: analyzing textual and visual narratives / Образ России в американских школьных учебниках истории: анализ текстовых и визуальных нарративов**

This research examines the representation of Russia in American school history textbooks, which serve as an important tool to shape the younger generation's values. The main methods used are comparative analysis of textual and visual textbook materials, as well as critical discourse analysis aimed at identifying implied ideological attitudes. The study reveals a number of key features, including a superficial presentation of Russia with a significant number of omissions; Russia's initial positioning as a country different from Western civilization; and a particular emphasis on Russia's territorial expansion and the formation of its distinctive political system. Thus, studying the image of Russia in history textbooks helps identify stable narratives through which Americans perceive the country. This understanding is particularly relevant in the context of contemporary Russian-American relations.

Консультант по английскому языку: Яковлева Ирина Олеговна

**4. Petrikeeв Egor / Петрикеев Егор**

Faculty of Political Science / Факультет политологии МГУ

**The idea of American exceptionalism: a historical-political analysis of its theoretical foundations and practical implementation / Идея американской исключительности: историко-политический анализ ее теоретических основ и практической реализации**

American exceptionalism is the idea --rooted in certain historical, ideological, or religious reasons -- that the United States of America is a unique and even somewhat morally superior country. Proponents of this view generally believe the U.S. is obliged to play a special role in global politics. Understanding this concept is essential for making sense of not only U.S. foreign policy but also major aspects of contemporary world politics. This study examines American exceptionalism as a unifying national idea, tracing its origins to the Puritan colonists and its evolution through concepts such as Manifest Destiny, while also exploring how this national myth influences both U.S. domestic and foreign policy.

Консультант по английскому языку: Яковлева Ирина Олеговна

**5. Polyakov Danila / Поляков Данила**

Faculty of Political Science / Факультет политологии МГУ

**Socio-cultural factors and their impact on the evolution of political science in South Africa / Влияние социокультурных условий на историю развития политической науки в Южной Африке**

The aim of the research is to investigate the socio-cultural aspect of the historical evolution of political science in South Africa. The author highlights such key aspects as the unequal structuring of higher education and knowledge production under apartheid (1948–1994), the disciplinary reorientation following the 1994 democratic transition, and the subsequent intensification of transformation and decolonisation debates in universities, especially since the mid-2010s. It has been emphasized that enduring societal cleavages – race, language, class, and region—influenced access to academic institutions, as well as research priorities, and affected theoretical frameworks which were treated as authoritative. The study draws on university curricula, leading South African journals, policy-oriented scholarship, and landmark public processes such as the Truth and Reconciliation Commission (established in 1995). The author comes to the conclusion that South African political science has been repeatedly reshaped by struggles over inclusion, memory, and the public role of expert knowledge.

Консультант по английскому языку: Сергиенко Полина Игоревна

**6. Toroptseva Anastasia / Торопцева Анастасия**

Faculty of Political Science / Факультет политологии МГУ

**Political rights of the citizens of the Russian Federation: a socio-political analysis of the concept / Социально-политический анализ концепции и особенностей политических прав граждан в Российской Федерации**

The topic chosen for the analysis is relevant because it affects the relationship between people and the state. The study presents an exploration of the political rights of citizens in the Russian Federation. The author sets the goal of explaining the concept of political rights, its understanding and interpretation along with its regulation. A special emphasis is placed on the study of federal laws to illustrate real life examples of the functioning of political rights in practice. After delving into the definition and analysis of the importance, the author stresses the barriers and problems connected with their exercise. The provided classification of the main types of political rights helps testifying to the importance of these rights and possible means of their protection.

Консультант по английскому языку: Сергиенко Полина Игоревна

**Секция 8**

**13 марта 2026, пятница**

**14:45 – 16:15**

**1 Гуманитарный корпус, ауд. 666**

*Ведущий: Яковлева Ирина Олеговна*

**1. Sakharova Sofia / Сахарова Софья**

Faculty of Political Science / Факультет политологии МГУ

**Analysing the Soft Power of university education: a case study of Great Britain / Мягкая сила университетского образования на примере Англии**

Education is an important element in the system of global relations; it plays an important role in shaping the image of the country and promoting international communication. Graduates who can speak a foreign language and understand other cultures become, as a rule, sought-after specialists in their country. Higher education in Britain is considered prestigious, because universities maintain high positions in international rankings. For example, according to the authoritative THE (Times Higher Education) 2026 ranking, Oxford University, Cambridge University and Imperial College London are among the top ten educational institutions in the world. Also, the linguistic factor is rather important, since the English language is one of the main means of international communication. Graduates with a high level of English proficiency are in great demand in international companies. Thus, universities have become one of the main sources of the British Soft Power, while their huge educational potential may become an instrument for achieving the country's long-term goals, ensuring Britain's leadership in this field.

Консультант по английскому языку: Криштоф Елена Михайловна

**2. Khidirbekov Timur / Хидирбеков Тимур**

Faculty of Political Science / Факультет политологии МГУ

**Art as a tool of Russia's soft power: cultural events in the international arena (a case study of Valery Gergiev's Palmyra Concert, 2016) / Искусство как инструмент “мягкой силы” России: культурные события в международном пространстве (на примере Пальмирского концерта В. А. Гергиева в 2016 г.)**

The study analyzes the 2016 concert of Valery Gergiev and the Mariinsky Theatre Orchestra in Palmyra as an instrument of Russia's soft power. While such performances are not unprecedented in the political history of modern Russia, this particular event might be called the most prominent. Therefore, this research seeks to examine the media-cultural effect produced by the concert and the further political prospects of such a practice. Drawing on media materials and statements by cultural and political figures, the study systematizes various international perceptions of this event. The results suggest that the concert in Palmyra facilitated the projection of Russia's political-cultural dominance as a significant world civilization, attracting

international attention and advancing the Russian Federation's political narrative by means of culture, as well as reinforcing the ties between the Russian and Syrian peoples.

Консультант по английскому языку: Яковлева Ирина Олеговна

### **3. Krygina Sofya / Крыгина Софья**

Faculty of Political Science / Факультет политологии МГУ

**Political metaphor and its role in shaping Soviet reality: an analysis of Vladimir Lenin's speeches / Роль политической метафоры в формировании советской действительности: анализ выступлений Владимира Ленина**

The establishment of Bolshevik power required changes both in the state structure and in the structure of society itself. This study analyzes the key metaphors used by Vladimir Lenin, namely metaphors in the spheres of construction, religion, family and chastisement. These metaphors influenced popular perceptions of the state and government, formed attitudes towards various state institutions, and outlined certain trends in the further development of the USSR and its society. Drawing on the evidence from both researchers and contemporaries, this presentation seeks to reveal the role of political metaphors in constructing the image of a new reality among the Soviet population.

Консультант по английскому языку: Яковлева Ирина Олеговна

### **4. Medvedeva Anastasiia / Медведева Анастасия**

Faculty of Political Science / Факультет политологии МГУ

**Colombian identity in the novels by Gabriel García Márquez: a comparative study of *One hundred years of solitude* and *Love in the time of cholera* / Колумбийская идентичность в работах Габриэля Гарсиа Маркеса: сравнительное исследование романов «Сто лет одиночества» и «Любовь во время чумы»**

The research examines the image of Colombia through the legacy of Gabriel García Márquez, whose works have become classics of world fiction. The study draws on a comparative analysis of the author's two most famous novels – *One Hundred Years of Solitude* and *Love in the Time of Cholera* – in order to explore the features of Colombian identity, its ethnic and cultural characteristics stemming from this country's geographical position, as well as its cultural differences, urban and rural ways of life, and historical context. The study analyzes textual patterns and the author's artistic techniques to demonstrate the image of Colombia through the eyes of its native inhabitants, revealing a somewhat unique blend of Latin American mysticism and European heritage that shapes the identity of the nation.

Консультант по английскому языку: Яковлева Ирина Олеговна

## **Секция 9**

**13 марта 2026, пятница**

**16:30 – 18:00**

**1 Гуманитарный корпус, ауд. 666**

*Ведущий: Сергиенко Полина Игоревна*

### **1. Ananiev Egor / Ананьев Егор**

Faculty of Political Science / Факультет политологии МГУ

**Brexit as an example of dichotomous political thinking in a globalized world: why simplified leadership narratives gain short-term legitimacy / Брексит как пример дихотомического политического мышления в глобализованном мире: почему упрощенные нарративы о лидерстве получают краткосрочную легитимность**

Globalization has significantly complicated political decision-making: national economies are interconnected, crises quickly spread across borders, and migration flows and global information networks influence domestic politics. However, amid growing objective complexity, political

communication is often simplified and built on binary oppositions – “us/them”, “order/chaos”, and “sovereignty/external control”. This research examines the paradox of the short-term legitimacy of such dichotomous narratives. Based on an analysis of leaders’ public speeches during crises, framing theories, political psychology, and media reactions, it demonstrates that binary thinking serves four functions: it reduces cognitive overload, mobilizes emotions and group identity, creates an image of decisiveness, and symbolically restores a sense of control. The case of the Brexit campaign demonstrates how complex institutional issues are reduced to moral and emotional choices. It leads us to the conclusion that dichotomous thinking is not random rhetoric, but a strategic response to the structural challenges of globalization, although it carries long-term risks of polarization and reduced policy flexibility.

Консультант по английскому языку: Криштоф Елена Михайловна

## **2. Kartashova Ksenia / Ксения Карташова**

Faculty of Political Science / Факультет политологии МГУ

**British political leaders’ images and their transformation after the UK’s withdrawal from the European Union: an analysis of European and American media (2014–2017) / Изменение образа политических лидеров после выхода Великобритании из Европейского Союза: анализ европейских и Американских СМИ за период с 2014 по 2017 год**

This study analyzes the changes in UK political leaders’ communicative images under the influence of Brexit. The case of the UK was selected to identify a stable link between a shift in the country’s foreign policy and the transformation of political leaders’ communicative images in the public mind. Since the United States and the European Union are the UK’s key economic partners, the analysis draws on materials from leading American and European television news channels. The study covers the period from 2014 to 2017, thus examining the evolution of leaders’ public media images throughout the Brexit campaign and immediately after it. To understand these transformations is important as changes in political leaders’ images affect not only domestic politics, but also the perception of the country and its leaders by citizens of other countries, which, in turn, influences interstate relations.

Консультант по английскому языку: Яковлева Ирина Олеговна

## **3. Klimov Egor / Климов Егор**

Faculty of Political Science / Факультет политологии МГУ

**Echo-chambers as a mechanism of political polarization in the United States / Эхо-камеры как механизм политической поляризации в США**

Political polarization in the United States has grown really intense lately. Democrats and Republicans are drifting further apart in their views, and almost nobody wants to compromise anymore, so people often see the other side not just as opponents but as enemies. One of the key mechanisms intensifying this process is the formation of echo chambers - information environments in which individuals are exposed mainly to opinions and content that reinforce their existing beliefs. Modern echo chambers are largely shaped by social media algorithms and digital platforms that personalize content and limit exposure to alternative viewpoints. Traditional media also became part of this process: targeting narrow audiences and producing one-sided formats. This research shows that interaction within like-minded groups increases radicalization and negative attitudes toward opponents, while online networks encourage ideological segregation. Therefore, echo chambers play a significant role in strengthening political polarization in contemporary American society.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

**Секция 10**  
**16 марта 2026, понедельник**  
**16:30 – 18:00**  
**Шуваловский корпус, ауд. А-307**  
*Ведущий: Перцев Евгений Михайлович*

**1. Gurova Valeriia / Гурова Валерия**

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

**Science and technology development in the Korean peninsula under geopolitical changes / Развитие науки и технологий в странах Корейского полуострова в условиях геополитических изменений**

This thesis analyzes the development of science and technology in the Republic of Korea and the Democratic People's Republic of Korea from 1997 to 2025 within the framework of geopolitical transformations. It explores political, economic, and international factors shaping both countries' strategies, highlighting the impact of key events such as the Asian financial crisis, the Sunshine Policy, DPRK nuclear tests, the COVID-19 pandemic, and the 2024 DPRK–Russia agreement. Special attention is given to legal and institutional frameworks regulating the scientific sector and emphasizing the contrast between South Korea's open, cooperative model and North Korea's self-reliant, military-oriented approach. The study also considers data on patenting, digitalization, and scientific publications, as well as Russia's role as a key actor in shaping technological policies on the peninsula. In conclusion, the research identifies differences in innovation paths and outlines prospects for future cooperation and regional security.

Консультант по английскому языку: Шилова Юлия Владиславовна

**2. Fokin Mikhail / Фокин Михаил**

Faculty of Political Science / Факультет политологии МГУ

**The dynamics of ethno-political conflicts of 2024: a comparative and empirical analysis of the impact of electoral systems / Особенности влияния избирательных систем на динамику этнополитических конфликтов в 2024 году: сравнительный эмпирический анализ**

The governance of divided societies and ethnocultural heterogeneity has long attracted the attention of political scientists. One prominent line of research addressing this issue focuses on the design of optimal institutional arrangements within which the electoral dimension occupies a central place. Electoral systems have traditionally been viewed not only as mechanisms for ensuring fair representation and strengthening the linkage between voters and candidates, but also as instruments for promoting social peace and democratic consolidation, particularly in contexts of confrontation between major societal segments. The statistical analysis of cross-national data for 2024 on levels of ethnic conflict, democracy indices, and electoral systems enabled the author to examine the impact of electoral systems and political regimes on the dynamics of ethno-political tension. The results of linear regression analysis indicate that in non-democratic countries with majoritarian electoral systems, the intensity of ethnic conflict is approximately twice as high as in democratic countries employing proportional electoral systems.

Консультант по английскому языку: Яковлева Ирина Олеговна

**3. Kosogova Albina / Косогова Альбина**

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

**The economic machine of modern slavery / Экономическая машина современного рабства**

The study examines modern slavery as an economic phenomenon rather than merely a criminal or social issue. It argues that the persistence of forced labor, affecting an estimated 50 million people globally, stems from its function as a profitable business model integrated into global economic structures. The analysis proceeds in three parts. First, it examines systemic demand generated by global supply chains, cost competition and short-term profit imperatives. Second, it analyses mechanisms that produce vulnerable labour pools, including structural poverty and debt bondage. Third, it considers the criminal enterprise's profitability and risk management strategies. The conclusion proposes that effective counter-measures must address the economic rationale behind modern slavery through supply chain transparency and viable economic alternatives for at-risk populations.

Консультант по английскому языку: Шилова Юлия Владиславовна

#### **4. Kiseleva Zoia / Киселева Зоя**

Faculty of Political Science / Факультет политологии МГУ

##### **Developing state social projects in China and Russia in the sphere of cultural modernization: a political analysis / Опыт государственного социального проектирования Китая и России в сфере культурной модернизации: политологический анализ**

The study is devoted to a political science analysis of the experience of state social design projects in China and the Russian Federation in the field of cultural modernization. The relevance of the research in the field of cultural design is due to the fact that in conditions of international instability and ideological polarization, it is culture that becomes the foundation of national development and an instrument of social consolidation. Russia, finding itself in a situation of spreading Russophobic narratives, is forced to strengthen its cultural sovereignty through the formation of effective models of cultural policy, including social engineering, government support and the involvement of civil society. The experience of China, which also finds itself in a specific international position and uses cultural policy as a tool of Soft Power in order to strengthen national interests, is of particular value for comparative political analysis. In China, culture is perceived as the “soul of the nation” and as the “soul of national governance”, which speaks of it as a system-forming element of state modernization.

Консультант по английскому языку: Перцев Евгений Михайлович

#### **5. Simon Paliy / Семен Палий**

Faculty of Political Science / Факультет политологии МГУ

##### **The university students' political views transformed under the influence of AI : evidence from Russia, 2020 to 2025 / Влияние ИИ на политические взгляды студентов вузов: опыт России, 2020–2025 годы**

This study illustrates the impact of artificial intelligence on the formation of political views and attitudes among students of Russian universities in the period 2020 – 2025. The rapid expansion and mass introduction of AI has changed the way of political socialization of young people, partially displacing traditional sources of information – the media, the university environment, etc. The purpose of the study is to identify how the use of AI by students affects the formation of their political views and the level of trust in institutions. The analysis is based on the students' discourse, the data collected during the survey of focus groups. The preliminary results of the study demonstrate that AI tools are becoming a primary intermediary in students' political perception, shaping not only the speed but also the structure of opinion formation.

Консультант по английскому языку: Яковлева Ирина Олеговна

#### **6. Yanovski Alexandr / Яновский Александр**

Faculty of Political Science / Факультет политологии МГУ

##### **Political technology in the UK during the Brexit period / Роль политических технологий в Великобритании во время Брексита**

The research is dedicated to the study of the problem of political technologies within the framework of the referendum on the UK's withdrawal from the European Union. The topic of this research is relevant, as in the context of political uncertainty in the international arena, as well as due to the imbalance of the EU countries' positions, European states have a need to update their decision-making mechanisms and engage in new interactions with neighboring countries. The topic discussed in this paper is of significant scientific interest, as it provides a characterization of the role of political institutions in the UK, as well as the political technologies they use in their interactions within the framework of the general referendum. The author conducted an analysis to identify the advantages and disadvantages of the technologies used during the vote on the UK's withdrawal from the European Union, including based on fictional works (the film "Brexit").

Консультант по английскому языку: Криштоф Елена Михайловна

### Секция 11

16 марта 2026, понедельник

18:15 – 19:45

Шуваловский корпус, ауд. А-307

*Ведущий: Перцев Евгений Михайлович*

#### **1. Basharkevich Arseny / Башаркевич Арсений**

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

#### **Greenland in contemporary geopolitics: sovereignty, strategy, and great power competition / Гренландия в современной геополитике: суверенитет, стратегия и соперничество великих держав**

Once dismissed as a remote Cold War outpost, Greenland has reemerged as a focal point of strategic competition as climate change reshapes Arctic accessibility and critical mineral supply chains become national security priorities. The island's location astride transpolar flight paths and potential future shipping corridors positions it uniquely within North American defense architecture and emerging resource diplomacy. This paper traces the evolution of external interest in Greenland from nineteenth-century American expansionism through Cold War militarization to twenty-first-century resource geopolitics. It analyzes the enduring strategic value of Pituffik Space Base for missile warning and space domain awareness, examines competing approaches by the United States, European Union, Russia, and China toward Arctic engagement, and assesses tensions between Greenlandic aspirations for independence and external powers' security imperatives. Declassified documents revealing the 1946 U.S. offer to purchase Greenland for \$100 million in gold illustrate historical continuity in strategic calculations beneath shifting rhetorical frameworks.

Консультант по английскому языку: Шилова Юлия Владиславовна

#### **2. Chernyshova Sofia / Чернышова Софья**

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

#### **From oil to the sun: the social and economic impact of the UAE's solar parks / От нефти к солнцу: социально-экономическое влияние флагманских проектов солнечных парков ОАЭ**

This study examines the social and economic impact of the UAE's flagship solar parks, namely the Sheikh Zayed Solar Park in Abu Dhabi and the Mohammed bin Rashid Al Maktoum Solar Park in Dubai which serve as strategic instruments in the nation's transition from a hydrocarbon-based economy to a sustainable and knowledge-driven model. The research stems from the urgency of global decarbonisation and the growing role of the UAE in the world. While

extensive attention has been paid to the technological achievements of these megaprojects, their tangible social and economic outcomes remain underexplored. Drawing on official strategies, this study identifies key economic effects including job creation, local supply chain development, enhanced competitiveness and investment in human capital, all of which strengthen the UAE's global position as a clean technology centre. This research argues that the UAE's experience reframes the energy transition not merely as an environmental imperative, but as a strategic investment in future economic resilience and social stability.

Консультант по английскому языку: Шилова Юлия Владиславовна

### **3. Dashkina Valeria / Дашкина Валерия**

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

#### **Greenland's mineral endowment: critical resources and development constraints in a warming Arctic / Минеральный потенциал Гренландии: стратегически важные ресурсы и ограничения освоения в условиях потепления Арктики**

Accelerated Arctic ice melt is gradually exposing mineral deposits beneath Greenland's ice sheet, moving the island to a prominent place in global supply chain diversification. As Western economies seek alternatives to China's rare-earth processing dominance, Greenland's geology has attracted strategic attention. This analysis examines critical mineral concentrations – including rare-earth elements at Kvanefjeld and Tanbreez near Narsaq, plus graphite, copper, zinc, and iron ore vital for renewable infrastructure. Notably, 25 of the European Commission's 34 critical raw materials occur in Greenlandic bedrock, though the 2021 parliamentary uranium extraction ban complicates rare-earth development where uranium appears as a co-product. Technical, infrastructural, and environmental barriers intersect with indigenous concerns regarding traditional livelihoods. Realizing Greenland's resource potential demands navigating geological opportunities, regulatory constraints and social license – not merely solving extraction challenges. The island's mineral wealth remains largely prospective rather than operational, requiring sustained investment and diplomatic engagement before contributing meaningfully to the creation of global critical mineral supply chains.

Консультант по английскому языку: Шилова Юлия Владиславовна

### **4. Fedorova Irina / Федорова Ирина**

Факультет политологии МГУ / Faculty of Political Science

#### **Semantic shifts in English: an analysis of modern political vocabulary / Семантические сдвиги в английском языке: анализ современной политической лексики**

Language doesn't just describe reality – it actively shapes it, especially in politics, where a single word can change the meaning of a message. This study examines how two key terms of modern political discourse - freedom and democracy – have changed their meaning over time. To track these changes, a number of political texts from 2000 to 2025, including UN resolutions, NATO speeches, and the inaugural speeches of the US presidents, were analyzed. Using comparative and component analysis, the study focuses on how these words function in context and how their semantic cores have evolved. The results show that both terms have undergone systematic changes, often reflecting strategic discursive goals rather than natural linguistic drift. These changes indicate a semantic shift as a productive mechanism for vocabulary development in political English. The results obtained provide a basis for further research into how meaning changes in political discourse and how a semantic shift contributes to an increase in vocabulary in various thematic areas.

Консультант по английскому языку: Яковлева Ирина Олеговна

## **5. Saenko Boris / Саенко Борис**

Факультет политологии МГУ / Faculty of Political Science

### **Organic crisis and the transformation of epistemic authority in Western democracies: interdisciplinary perspectives / Органический кризис и трансформация эпистемической власти в западных демократиях: междисциплинарные перспективы**

This study reconceptualises post-truth politics as a structural transformation of hegemony under conditions of organic crisis. Drawing on Gramsci, it argues that liberal democratic order historically relied on institutionalised epistemic arbitration, i.e., journalism, science, and legal procedure, through which consent was organised across civil society. In this model, hegemony depended on relatively stable mechanisms for validating and circulating “fact.” Under contemporary conditions, however, these mediating structures seem to have weakened. Hegemonic communication is increasingly shaped by algorithmic infrastructures that enclose political actors within recursive ‘discourse echo-chambers’, thereby restructuring the circulation of authority and fragmenting public discourse into insulated epistemic blocs. In this context, facts are no longer collectively arbitrated and may be less influential in shaping public belief than appeals to emotion or personal belief. Post-truth could signal the breakdown of shared mechanisms of validation. Democratic erosion potentially results from the declining institutional capacity to reproduce durable consent.

Консультант по английскому языку: Яковлева Ирина Олеговна

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

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

### **Taming atom: from deterrent to cultural icon of the USA in the Cold War / От оружия сдерживания к культурному коду: репрезентация атома в американской повседневности и медиа времен Холодной войны**

This study outlines a novel transformation of atom from deterrent to a cultural icon of the USA during the Cold War. The paper explores various aspects of history, cultural studies, and international relations and provides compelling examples of this approach as well as specific cases: the “domestication” of various atomic explosions, nuclear tourism in Las Vegas Nevada, the Miss Atomic Bomb contests, connection between bikini swimsuit and Bikini Atoll in the Pacific Ocean. Through the meticulous analysis of media, pop-culture and film industry the research illustrates not only how nuclear imagery was commercialized and normalized, but also how a symbol of existential threat was professionally ingrained in daily life, thereby functioning as an informal instrument of U.S. soft power and shaping a positive image of America in the big-league politics of the bipolar world. Консультант по английскому языку: Шилова Юлия Владиславовна

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

**Секция 1**

**12 марта 2026, четверг**

**Шуваловский корпус, ауд. А-307**

**10:45-12:15**

*Ведущий: Перцев Евгений Михайлович*

**1. Bondarev Ivan / Бондарев Иван**

Философский факультет / Faculty of Philosophy

**Charles-Louis de Montesquieu: his concept of the Separation of Powers and its influence on current political issues / Концепция разделения властей Шарль-Луи де Монтескье и ее влияние на современную политику**

This paper examines the political philosophy of Charles-Louis de Montesquieu and the lasting significance of his theory of the separation of powers. Living in the Enlightenment era and witnessing the dominance of absolute monarchy in the 18th-century France, Montesquieu argued that the concentration of political power inevitably leads to tyranny and threatens individual freedom. In his seminal work *The Spirit of the Laws* (1748), he proposed dividing government authority into three branches—legislative, executive, and judicial—each with distinct functions and the capacity to contain the others through the system of checks and balances. The analysis demonstrates that Montesquieu’s ideas remain highly relevant in the 21st century, serving as a fundamental safeguard against the abuse of power and a guiding principle in the ongoing effort to balance authority and liberty.  
Консультант по английскому языку: Перцев Евгений Михайлович

**2. Skripkin Artem / Скрипкин Артём**

Философский факультет / Faculty of Philosophy

**Ethical frameworks in action: application in the contemporary world / Этические концепции в действии: применение в современном мире**

The research provides a background understanding of classical philosophical approaches by considering key conceptual and theoretical issues. It examines Aristotle’s virtue ethics, Immanuel Kant’s deontological theory, and John Stuart Mill’s utilitarian theory from the perspective of their approaches to moral problems, analysing different views on ethical reasoning through character-, duty-, and consequence-based models. The paper shows the key principles of these approaches, including the formation of character and practical wisdom, the idea of moral law and the autonomy of the will, and the focus on the consequences of actions. It seeks both to understand how these classical ethical concepts continue to influence modern debates and to reflect on the mechanisms through which they shape decision-making. The study shows that these theories are not merely historical doctrines that remain active tools for addressing current moral challenges.  
Консультант по английскому языку: Перцев Евгений Михайлович

**3. Straibulov Paul / Страйбулов Павел**

Философский факультет / Faculty of Philosophy

**Analysing think tanks: history, types, and aims (a case study of the USA) / Изучение аналитических центров на примере США: история, виды, задачи**

The present study examines the activities and historical development of think tanks in order to evaluate their influence on society. Focusing on American think tanks, the research analyses their different types and sizes, especially those that have reached significant levels of the social and political influence. The analysis aims to explore both the historical and contemporary role of think tanks in American society, assess their impact on the decision-

making processes of the U.S. government, and work out a comprehensive and relevant classification of such institutions.  
Консультант по английскому языку: Шмараева Анастасия Александровна

4. **Suchilova Varvara / Сучилова Варвара**

Философский факультет / Faculty of Philosophy

**The Five Ws (Who, What, Where, When, Why): more than just questions – A philosophy of thinking / Пять W (Кто, Что, Где, Когда, Почему): больше чем просто вопросы – философия мышления**

This study investigates the "5W" formula (Who, What, Where, When, Why) and illustrates that it functions not only as a journalistic instrument but also as a cultural code that shapes Western rational thinking. The first section examines the application of the 5W model in education, law, medicine, and personal narrative construction, demonstrating that it provides a systematic structure for information processing. The second section traces the historical origins of the model. The author links its emergence to the development of the Anglo-American press in the 19th century. The research also identifies the limitations of this framework, for instance, the fact that the 5W model is insufficient for addressing complex phenomena involving ambiguity, emotional experience, or non-linear causality. It is evident that the "5W" formula represents more than a technical device; it constitutes a fundamental mode of knowledge organisation embedded in Western cultural practice. The study draws on the theoretical concepts of M. Foucault and R. Barthes, as well as historical and cultural source material.

Консультант по английскому языку: Бережных Елена Юрьевна

5. **Tkacheva Olga / Ткачева Ольга**

Философский факультет / Faculty of Philosophy

**Marking John Constable's 250th birthday: John Constable and William Turner. The two artists featuring in the Tate Gallery's exhibition "Turner and Constable: Rivals and Originals" / К юбилею Джона Констебла (250 лет со дня рождения): Джон Констебл и Уильям Тернер. О двух художниках в тематике выставки галереи Тейт "Тернер и Констебл: Соперники и Оригиналы"**

This study examines the work of two major British landscape painters. Their figures are important for understanding the English landscape and the 19th-century English Romanticism. The research focuses on the Tate Gallery exhibition and explores the specific approaches to presenting the two artists' work in the context of two commemorative anniversaries (the artists' anniversaries in 2025 and 2026). This study focuses on the artists' creative methods and their contributions to the British visual arts. Constable is well-known for his detailed representation of rural scenes. Turner is celebrated for his innovative use of light, atmosphere, and groundbreaking painting techniques. The exhibition provides a unique platform to explore their individual originality. Through an analysis of key works from the exhibition, this paper reveals how both artists significantly advanced landscape painting. Their contrasting approaches – Constable's commitment to realism and Turner's move towards expressive abstraction – played a crucial role in forming English Romanticism. The research emphasizes their individual genius while also acknowledging the competitiveness.

Консультант по английскому языку: Бережных Елена Юрьевна

**Секция 2**  
**12 марта 2026, четверг**  
**Шуваловский корпус, ауд. А-307**  
**15:00-16:30**

*Ведущий: Перцев Евгений Михайлович*

**1. Grigoryan Tina / Григорян Тина**

Философский факультет / Faculty of Philosophy

**The way national values affect brand communication through cultural codes in advertising / Влияние национальных ценностей на коммуникацию бренда через культурные коды в рекламе**

In the era of globalization, brands keep operating in cross-cultural contexts, which requires a deep understanding of local traditions, beliefs, and social norms. Cultural codes represent shared meanings and symbols that shape consumer perception and influence purchasing decisions. The use of culturally relevant narratives, language, and visual elements enables companies to create stronger emotional connections with their target audience. This paper examines how national identity and value systems are reflected in advertising campaigns and how they contribute to the formation of brand image. Particular attention is paid to the role of cultural sensitivity while developing effective communication strategies and maintaining consumer trust in international markets.

Консультант по английскому языку: Захарова Дарья Сергеевна

**2. Kazakova Polina / Казакова Полина**

Философский факультет / Faculty of Philosophy

**Personal brand advertising / Реклама в личном бренде**

The study provides a comprehensive analysis of advertising and its usage in a personal brand. In the context of digitalization, studying advertising in personal branding is relevant due to the growing role of social networks and AI in communications. The study begins by outlining the key requirements for creating, promoting, and monetizing a personal brand, and also strengthening customers' trust. A personal brand, in turn, makes advertising more authentic and effective, especially on social media. Finally, the study explores strategies for measuring advertising effectiveness and potential risks such as reputation crises, and also provides practical recommendations based on case studies of successful influencers.

Консультант по английскому языку: Захарова Дарья Сергеевна

**3. Moskotina Maria / Москотина Мария**

Философский факультет / Faculty of Philosophy

**Hollywood as a tool of cultural influence on global society / Голливуд как инструмент культурного влияния на глобальное общество**

The study examines the role of Hollywood as a tool of soft power in modern society. In the context of globalization and digitalization of mass media, Hollywood significantly shapes international narratives, cultural values, and social behaviour. The paper traces the evolution of Hollywood from an entertainment industry center into an instrument of cultural diplomacy. It analyzes how American social values, political ideas, and lifestyle models are transmitted through films and how they influence perceptions of democracy, individualism, and gender roles worldwide. Special attention is given to the concept of soft power and the role of cinema in shaping global cultural standards. Finally, the study evaluates Hollywood's impact on

international cultural communication and identity formation.

Консультант по английскому языку: Захарова Дарья Сергеевна

#### 4. **Solovyeva Maria / Соловьева Мария**

Философский факультет / Faculty of Philosophy

##### **Comparative analysis of strategies, platforms and challenges of digital public relations in the UK and Russia / Сравнительный анализ стратегий, платформ и вызовов цифрового PR на примере Великобритании и России**

The research is devoted to a comparative study of digital technologies in the field of public relations (PR) on the example of the two countries — the United Kingdom and Russia. The work examines the use of social networks, mobile applications and content marketing in the PR activities of various organisations. It analyses differences in brand promotion strategies, adaptation to local cultural characteristics, and responses to contemporary digital challenges. Particular attention is paid to issues of ethics and legislative regulation of the digital environment, the impact of digitalisation on company reputation, and the development of new forms of interaction with audiences. The study is relevant in the context of globalisation and the rapid development of digital technologies. It identifies successful practices and gives recommendations for improving the effectiveness of PR campaigns in the digital space.

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

#### 5. **Smetanina Elizaveta / Сметанина Елизавета**

Философский факультет / Faculty of Philosophy

##### **English as the dominant factor influencing local languages' specifics: a case study of the use of English in Singapore / Английский язык как доминирующий фактоаллур, влияющий на местные языки: пример использования английского языка в Сингапуре**

In the context of globalization, and the fact that the English language has become dominant in international communication, the practice of using this language in different countries has also changed dramatically. Besides, the global English interacts with local cultural and social realities, creating localized language forms. This paper examines the relationship between global English and local identity using the example of the use of English in Singapore. The study compares the functioning of standard English with the Singaporean colloquial variant, Singlish, in Singapore society, as well as their various communicative and cultural interaction. The work is based on socio-linguistic research. The results of the study show that standard English is predominantly used in formal and institutional contexts, while Singlish plays an important role in informal communication and the expression of local identity. Singapore's example demonstrates the coexistence of global and local forms of English and reflects the complex interrelationship of language, culture and identity.

Консультант по английскому языку: Перцев Евгений Михайлович

#### 6. **Shamaeva Sofia / Шамаева Софья**

Философский факультет / Faculty of Philosophy

##### **The English language and the way it affects cultural identity in English-speaking countries (a case study of the UK, the USA and Canada) / Влияние языка на культурную идентичность в англоязычных странах(на примере Великобритании,Соединенных Штатов и Канады)**

This study explores the results of the English language impact on cultural identity of English-speaking countries, focusing on a case study of the United Kingdom, the United States and

Canada. Language is viewed as a key humanitarian factor that shapes social values, traditions, and collective identity. The study examines how accents, dialects, multilingualism, and language policies contribute to national and cultural self-identification in each country. Special attention is paid to the role of language in multicultural societies and its function as a tool of social integration and cultural expression. Through comparative analysis, the project highlights both similarities and differences in the way language influences cultural identity of these countries. The research demonstrates that language is not only a means of communication but also an important element of humanitarian development and cultural identity in English-speaking societies.

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

## **7. Chelokidi Agniia / Челокиди Агния**

Философский факультет / Faculty of Philosophy

### **Edward Hall's theory of context and its application in cross-cultural advertising / Теория контекста Эдварда Холла и её применение в кросс-культурной рекламе**

In this project, the researcher provides examples showing that the advertising success hinges on its cross-cultural context in modern society, according to the research by Edward Hall. Also, the project attempts to explain how this connection affects today's world; the research provides several cases from various advertising campaigns. The paper aims to explain what the context is, and how it works in a communicative system in the philosophical and cultural aspects. The researcher also explains how E. Hall understands the notions of “contexts” and “cultural systems”. The research provides the definition of advertising which may help to use it as a tool for broadcasting contexts 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.

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

## **Секция 3**

**12 марта 2026, четверг**

**Шуваловский корпус, ауд. А-518**

**15:00-16:30**

*Ведущий: Сергиенко Полина Игоревна*

## **1. Gegamyan Ani / Гегамян Ани**

Философский факультет / Faculty of Philosophy

### **National image in international brand advertising (a case study of Germany, France, and Italy) / Национальный имидж в рекламе международных брендов (на примере Германии, Франции и Италии)**

This study explores how brands communicate national identity through advertising. In the context of globalization and digital communication, the representation of cultural values in advertising has become increasingly important. The research outlines the key elements used by brands to construct a national image, paying special attention to cultural symbols, linguistic markers, and visual narratives. The paper analyses how global brands promote their country of origin in international markets. Finally, the study examines the impact of such representations on audience perception and discusses both the advantages and potential risks of cultural branding. The study, focused on Germany, is associated with quality, precision, and

technological innovation; France emphasizes elegance, luxury, and cultural refinement; Italy highlights creativity, style, and emotional lifestyle imagery.  
Консультант по английскому языку: Захарова Дарья Сергеевна

## 2. Demina Elizaveta / Демина Елизавета

Философский факультет / Faculty of Philosophy

### **The role of English in international film festivals: the case of the London Film Festival / Роль английского языка в международных кинофестивалях**

The research examines the role of the English language in international film industry communication, using the London Film Festival as a case study. The topic is relevant as international cultural events are vital for intercultural dialogue and global cooperation. The issue presents a certain scientific interest due to its connection to cultural communication and diplomacy. The author analyzes English as the primary communication tool among festival participants, promoting interactions between organizers, directors, producers, journalists, and audiences from different countries. The role of English in promoting films internationally and shaping a global cultural space is examined. The work is an example of independent research with a clear structure, including a problem statement, analysis, and conclusions. It demonstrates a strong command of academic style and the ability to analyze contemporary processes in international cultural interaction.

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

## 3. Zadoya Aleksandra / Задоя Александра

Философский факультет / Faculty of Philosophy

### **The image of the United States in digital media. Social networks and their impact on the perception of American culture abroad. / Образ США в цифровых медиа. Влияние социальных сетей на восприятие американской культуры за рубежом**

The work studies the ways the international image of the United States is shaped in the context of global digital communication. The topic is highly relevant, as social networks have become major channels for transmitting cultural values and influencing public opinion worldwide. The issue is of significant academic interest within media and communication studies. The main thesis argues that social networks create a multifaceted and sometimes controversial image of the United States, significantly affecting the perception of American culture abroad. The author examines communication strategies and presents arguments for and against the impact of digital media, and also analyzes online cultural representation. The paper is an independent study with a clear structure, including problem formulation, analysis, and conclusions, based on both domestic and international research.

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

## 4. Ivanova Karina / Иванова Карина

Философский факультет / Faculty of Philosophy

### **The crisis is the best marketer: why scandals may be beneficial / Кризис — лучший маркетолог: почему скандалы иногда выгодны**

The presentation examines the phenomenon of crisis situations as a factor in the growth of brand awareness and engagement. The article analyzes why scandals and reputational risks do not always lead to a loss of audience, but in some cases increase interest in the company. The mechanisms of spreading negative information in the media space, the impact of public outcry on the coverage and dynamics of mentions, as well as the role of properly structured anti-crisis communication are described. Special attention is paid to the boundary between managed information flow and uncontrolled reputational damage. It leads to the conclusion that the crisis

can act not only as a threat, but also as a resource for strategic development with a competent PR response.

Консультант по английскому языку: Егорова Елена Геннадьевна

**5. Martirosyan Sveta / Мартиросян Света**  
Философский факультет / Faculty of Philosophy  
**BookTok and the Transformation of Literary Communication / Букток и трансформация литературной коммуникации**

This study examines BookTok as a modern digital platform that transforms reading practices and the way people discuss books in the English-speaking world. In the context of the growing influence of social media and short videos, new forms of reader interaction and book recommendation culture have emerged. The paper analyzes how BookTok transforms reading habits, facilitates communication between readers, and influences the commercial and cultural visibility of literary works. Special attention is paid to the role of English as lingua franca. The study argues that BookTok functions not only as a sociocultural space but also actively changes contemporary reading culture in the digital age.

Консультант по английскому языку: Захарова Дарья Сергеевна

**6. Torosyan Anait / Торосян Анаит**  
Философский факультет / Faculty of Philosophy  
**Colloquial language and slang in modern advertising/ Использование разговорного языка и сленга в современной рекламе**

The study explores the strategic integration of spoken language and slang into contemporary advertising. In the context of rapidly evolving digital communication and shifting audience expectations, the use of informal speech patterns and youth-oriented slang has become a powerful tool for engaging consumers. The research outlines the key linguistic mechanisms employed by brands to create a sense of authenticity, closeness, and cultural relevance. Particular attention is given to the ways global and local brands adapt their tone of voice to resonate with younger demographics on social media platforms. Finally, the study examines the impact of such language choices on brand perception, consumer trust, and purchasing behavior, while also addressing potential risks, such as inauthenticity or alienation of older audiences.

Консультант по английскому языку: Егорова Елена Геннадьевна

**7. Osipyan Diana/Осипян Диана**  
Faculty of Philosophy/ Философский факультет  
**Romanticizing toxic love in the 2026 film Withering Heights /Романтизация токсичной любви в фильме «Грозовом перевале» 2026**

In the modern world, the representation of toxic relationships in popular culture has become a growing trend, with streaming platforms and film studios increasingly romanticizing destructive love stories. The upcoming 2026 adaptation of Withering Heights, starring Margot Robbie and Jacob Elordi, serves as a striking example of this phenomenon, and its positioning as a romantic drama despite the inherently destructive nature of the relationship between its protagonists. The project includes an analysis of the film's marketing strategy. Based on the findings, the main strategies for transforming toxic relationships into appealing entertainment are identified, their commercial effectiveness is evaluated, and the broader cultural implications of romanticizing destructive love in modern media are discussed. This study seeks to draw attention to how contemporary cinema repackages toxicity as romance and to encourage a more critical approach to the representation of relationships in popular culture.

Консультант по английскому языку: Темирова Жаннет Алибулатовна

**Секция 4**  
**12 марта 2026, четверг**  
**Шуваловский корпус, ауд. Г-354**  
**15:00-16:30**  
*Ведущий: Мурза Александра Борисовна*

**1. Zolotoreva Polina / Золоторева Полина**

Философский факультет / Faculty of Philosophy

**Two models of celebrity branding: a comparative case study of the artist autonomy in the American and Korean music industries / Две модели построения бренда знаменитости: сравнительное исследование автономии артиста в музыкальной индустрии США и Кореи**

The study presents a comparative analysis of two models of celebrity branding in the American and Korean music industries. The research examines the concept of artistic autonomy, which includes ownership of intellectual property, creative control, and business independence. The relevance of this topic is determined by the growing global influence of both Western pop stars and K-pop idols and the need to understand the differences in their careers' structures. The objective of the study is to compare how much control artists have over their work. The author analyzes several case studies of prominent artists, including Taylor Swift, BTS, BLACKPINK and Justin Bieber. The analysis shows that the American model allows artists to fight for and eventually own their work, while the Korean model has traditionally kept ownership within entertainment agencies. However, more recent cases such as BLACKPINK suggest that the Korean model is slowly shifting toward greater artistic autonomy. The study concludes that both models are evolving and that the concept of artistic autonomy is becoming a central issue in the global music industry.

Консультант по английскому языку: Перцев Евгений Михайлович

**2. Lantsman Maya / Ланцман Майя**

Философский факультет / Faculty of Philosophy

**English as a working language in the international humanitarian communication: the case of the British Council / Роль английского языка в международной коммуникации по гуманитарным вопросам на примере деятельности Британского Совета**

This paper examines the role of English as a working language in international humanitarian communication, using the British Council as a case study. Many educational and cultural projects involve participants from different countries and language backgrounds, making English a key tool for cooperation. The study explores how the British Council uses English to coordinate projects, share information, and support cross-cultural dialogue. It highlights the advantages of a common working language, such as clearer communication and more effective collaboration, while also addressing challenges like varying language proficiency and cultural differences. The research shows that English plays a crucial role in successful international humanitarian cooperation and global partnerships.

Консультант по английскому языку: Перцев Евгений Михайлович

**3. Klenova Natalya / Кленова Наталья**

Философский факультет / Faculty of Philosophy

**Black Friday and seasonal marketing in the USA: discount mechanics, shopper expectations and PR challenges. / Чёрная пятница и сезонные кампании в США: приёмы скидок, ожидания потребителей и PR-риски**

The research examines Black Friday and seasonal marketing in the United States, including the discount mechanics, consumer expectations, and the PR risks that come with high-stakes holiday selling. It looks at how tactics such as loss-leader pricing, flash sales, omnichannel fulfilment (BOPIS), and time-limited offers interact with American shopping culture — where bargain hunting, urgency, and ritualized holiday traditions shape both demand and brand strategies. This project provides a structured background for studying holiday retailing in the U.S. by combining industry practices with cultural context. The paper considers a range of issues: the anatomy of discount mechanics (doorbusters, tiered markdowns, couponing, dynamic pricing), logistic and technological enablers (inventory management, personalised email funnels, targeted ads, buy-online-pick-up-in-store), and the seasonal calendar that ties Black Friday to Thanksgiving, Small Business Saturday and Cyber Monday.  
Консультант по английскому языку: Перцев Евгений Михайлович

**4. Logish Sofiia Alexandrovna / Логиш София Александровна**

Философский факультет / Faculty of Philosophy

**English as a working language in international space communication: the case of NASA global outreach / Английский как рабочий язык в международной космической коммуникации: на примере глобальной деятельности НАСА по связям с общественностью**

The research is devoted to the study of the role of English as a working language of international communication in the field of space exploration, using NASA's global outreach programs as a case study. The topic of this paper is relevant, as international cooperation in the space industry requires effective communication between specialists and organizations from different countries. The research is of significant scientific interest, as it is connected with issues of scientific communication, the popularization of science, and international humanitarian cooperation.  
Консультант по английскому языку: Сергиенко Полина Игоревна, Криштоф Елена Михайловна

**5. Sysoeva Rada / Сысоева Рада**

Философский факультет / Faculty of Philosophy

**The struggle for attention in conditions of digital information overload / Борьба за внимание в условиях цифрового перенасыщения**

In the context of digital information overload, audience attention becomes a limited resource that directly determines the effectiveness of advertising and public relations. The constant growth of information flows, the development of digital platforms, and changes in media consumption patterns lead to reduced concentration and fragmented content perception. This intensifies competition among brands for consumer attention. The paper examines the concept of the attention economy as an approach to analyzing contemporary communication processes. It explores the causes of information overload, the specifics of content perception in the digital environment, and changes in advertising strategies. The necessity of adapting PR and advertising tools to the new media landscape is substantiated.  
Консультант по английскому языку: Сергиенко Полина Игоревна, Криштоф Елена Михайловна

**6. Ivanov George / Иванов Георгий**

Философский факультет / Faculty of Philosophy

**Ethical implications of the use of personal data in targeted advertising / Этические проблемы использования персональных данных в таргетированной рекламе**

With the development of digital technologies, the use of personal data has become the basis of targeted advertising. Analyzing online user behavior, his/her interests and preferences allows companies to create personalized advertising messages and improve communication effectiveness. However, this practice is accompanied by a number of ethical issues, including issues of confidentiality, informed consent, and transparency of data processing algorithms. The paper examines the main risks of using personal information for advertising purposes, as well as the impact of such strategies on consumer confidence in brands. Particular attention is paid to the need to maintain a balance between commercial efficiency and the protection of user rights in the digital environment.

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

## Секция 5

12 марта 2026, четверг

Шуваловский корпус, ауд. А-307

16:45-18:15

*Ведущий: Перцев Евгений Михайлович*

### 1. Gich Dmitrii / Гич Дмитрий

Философский факультет / Faculty of Philosophy

#### **Criticism of the Cartesian concept of the soul in the French Enlightenment / Критика картезианского представления о душе во французском Просвещении**

The talk analyzes criticism of the Cartesian concept of the soul in the French Enlightenment. Much attention is given to the influence of Descartes' legacy on the development of the intellectual atmosphere of France. The two representatives of the materialist trend, namely La Mettrie and D'Holbach are given particular emphasis. They denied the substantial status of the soul. The paper shows that both authors consider the soul as a substance of an excessive entity and insist that it is possible to build a more economical metaphysics. They redefine the soul in a naturalistic way, as the ability of matter to think.

Консультант по английскому языку: Перцев Евгений Михайлович

### 2. Derevyanko Aleksandr / Деревянко Александр Философский факультет / Faculty of Philosophy

#### **Josiah Royce as a representative of the classical period of American philosophy / Джосайя Ройс как представитель классического периода американской философии**

The research is devoted to the analysis of the philosophical legacy of J. Royce in the context of the classical period of American philosophy. His place in the formation of the intellectual tradition of American idealism and its interaction with the tradition of pragmatism has been identified. The topic examines the main points of Royce's philosophy, with special attention paid to his teachings on community, interpretation, and ethics of loyalty. J. Royce is shown to be one of the most important representatives of the classical period of American philosophy, as his version of absolute idealism, community theory and ethics of loyalty are formed in close dialogue with pragmatism and reflect the key philosophical searches of the era.

Консультант по английскому языку: Мурза Александра Борисовна

### 3. Kasatkin Ilya / Касаткин Илья

Философский факультет / Faculty of Philosophy

#### **Epistemological and sociological criteria of disciplinarity: the case of bioethics /**

## **Социологические и эпистемологические критерии дисциплинарности на примере биоэтики**

Bioethics is a flourishing interdisciplinary field that deals with problems in the normative dimension of healthcare, scientific research, and other related areas. Its status has been debated for decades. One of the questions that is being actively discussed in the recent works is whether bioethics qualifies as an academic discipline. Far from being a merely verbal dispute, this debate reflects deeper disagreements about the methodology and research standards of bioethics. One way to define a discipline is through certain sociological and epistemological characteristics. This paper considers whether bioethics has the necessary characteristics to be counted among the disciplines. While there are reasons to think that it has the sociological characteristics of a discipline, it seems to lack a unified methodology. The conclusion emphasizes the importance of reflection on the methodology of bioethics and its standing in academia.

Консультант по английскому языку: Мурза Александра Борисовна

### **4. Prokudin Vasily / Прокудин Василий**

Философский факультет / Faculty of Philosophy

#### **Religious market theory: a critical analysis / Теория религиозных рынков: критический анализ**

Religious market theory is an important set of ideas in religious studies, which was originally created in the twentieth century. It became popular because of several reasons. First of all, this theory argued with the main paradigm of the sociology of religion is the secularization theory. Secondly, religious market theory is based on the so-called “economical imperialism” – a macro-paradigm, which includes several different disciplines. All of them share a basic statement: social reality could be analyzed with the help of economics. And the last, but not least consideration is that religious market theory is an engaging research program, which helps many young scientists all over the world to understand their subject better.

Консультант по английскому языку: Перцев Евгений Михайлович

### **5. Nosova Anna / Носова Анна**

Философский факультет / Faculty of Philosophy

#### **Pure states of consciousness in neurophenomenology / "Чистые состояния сознания" в нейрофеноменологии**

This research addresses the question of the scientific and philosophical justification of the reality of "pure conscious states" within the neurophenomenological paradigm. It defines neurophenomenology and outlines its core tasks in the context of contemporary experimental debates concerning subjectivity. Also, the work questions whether introspection can be regarded as a merely questionable gift of the imagination or as a precise scientific reagent. The concept of pure conscious states, understood as states stripped of all empirical content and constraint, is elucidated. Parallels are drawn between the tenets of neurophenomenology and ancient Indian, particularly Buddhist, conceptions. The rationale for such a parallel is explained: Buddhist meditative practices, much like analogous mystical traditions in the West, represent a method for the rigorous pursuit of a special type of universal and necessary, authentic and indubitable conscious experience.

Консультант по английскому языку: Перцев Евгений Михайлович

**Секция 6**  
**16 марта 2026, понедельник**  
**Шуваловский корпус, ауд. А-307**  
**10:45-12:15**

*Ведущий: Перцев Евгений Михайлович*

**1. Lischenko Ksenia / Лищенко Ксения**

Философский факультет / Faculty of Philosophy

**Visual simulacra in the digital brand identity / Визуальные симулякры в айдентике цифровых брендов**

The study explores the role of visual simulacra in shaping the identity of modern digital brands. The relevance of this topic lies in the increasing saturation of the digital environment with images that often replace or distort reality. The author analyzes how contemporary brands use visual elements — such as 3D graphics, abstract forms, and virtual objects — to create hyperreal experiences for users. Special attention is given to the evolution of brand visuals from simply representing products to constructing independent visual worlds. The study draws on both Russian and international theoretical sources, particularly the concept of simulacra by Jean Baudrillard. The study has a clear structure, presents a well-defined research problem, and offers meaningful conclusions. It represents an independent and insightful contribution to the study of visual communication in the digital age.

Консультант по английскому языку: Перцев Евгений Михайлович

**2. Mokshina Maria / Мария Мокшина**

Философский факультет / Faculty of Philosophy

**Distinctive features and religious symbolism of the Flemish art: / Исследование отличительных черт и религиозного символизма во Фламандской живописи**

The present study examines the Flemish school of painting, with a particular focus on the unique symbolism used by Flemish artists and its significance. The period under study is between the 15th and 17th centuries. The primary objective of this research is to analyse the features of Flemish religious symbolism and the way it differs from traditional medieval symbolism. The findings demonstrate that Flemish masters moved away from the old artistic norms. They incorporated hidden symbols and placed biblical narratives in the world they lived in, making the scenes look more modern and realistic.

Консультант по английскому языку: Шмараева Анастасия Александровна

**3. Melnikova Anzhelika / Мельникова Анжелика**

Философский факультет / Faculty of Philosophy

**Red poppies and invisible empires: the transformation of historical memory in British museums / Красные маки и невидимые империи: трансформация исторической памяти в британских музеях**

This research examines how British museums transform their imperial heritage in response to demands from new generations. Drawing on R. G. Collingwood's philosophy of history and contemporary memory studies (Tom Bentley, Geoffrey Cubitt), the paper analyzes museums as sites of struggle over imperial legacy. Susan Grayzel's critique of the 2014 Tower of London poppies memorial public art installation and the analysis of the British Museum's hidden legacies (sculptor Anne Seymour Damer, historian Joel Augustus Rogers, writer Virginia Woolf) reveal the tension between traditional commemoration and inclusive representation. The conclusion suggests museums must fundamentally rethink the way history is presented.

Консультант по английскому языку: Перцев Евгений Михайлович

4. **Demechova Ekaterina / Демехова Екатерина**

Факультет политологии / Faculty of Political Science

**Soft power: how culture becomes an instrument of politics / Мягкая сила: как культура становится инструментом политики**

The paper examines the concept of “soft power” as a foreign policy tool, whereby culture, values and ideas serve as a means of achieving political influence without military or economic coercion. It focuses on the mechanisms through which cultural products are transformed into political resources, as well as the contradictions arising when culture is used as a tool of state propaganda. Drawing on the examples from of the United States, China and European Union countries, the study analyzes various strategies of cultural expansion and their effectiveness. Particular attention is paid to the role of media, education, and popular culture in shaping a country’s attractive image. The conclusion addresses the limits of “soft power” and the risks of its transformation into “hard propaganda”.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

5. **Slivkna Sofia/ Сливкина София**

Факультет политологии / Faculty of Political Science

**The Eurovision Song Contest: A Battlefield of Geopolitical Ambitions (The Case of Great Britain) / Конкурс песни «Евровидение»: Поле битвы геополитических амбиций (на примере Великобритании)**

The Eurovision Song Contest is officially a non-political music event. However, many researchers argue that politics often plays a more important role than the songs themselves. The research examines the Eurovision Song Contest as a platform for geopolitical ambitions, focusing on the case of Great Britain. The main question is: why does a country with such a strong musical culture as the UK often gets low scores? The research explores the phenomenon of "neighbourly voting" and how political alliances between countries influence the results. The paper also analyses how the UK's position in Europe and its foreign policy might affect the jury's and audience's votes. The purpose is to show that Eurovision is not just about music, but also about international relations and national identity.

Консультант по английскому языку: Темирова Джаннет Алибулатовна

**Секция 7**

**16 марта 2026, понедельник**

**Шуваловский корпус, ауд. А-307**

**12:30-14:00**

*Ведущий: Перцев Евгений Михайлович*

*Модератор: Сергиенко Полина Игоревна*

1. **Chernysheva Ekaterina / Чернышева Екатерина**

Экономический факультет Белорусского государственного университета

**An analysis of factors influencing the cost of housing (including those in the regions of the Republic of Belarus) / Анализ факторов, влияющих на стоимость жилья (в том числе в регионах Республики Беларусь)**

The main problem facing Generation Z is that in today’s world it’s almost impossible for young people to earn enough through legal labor to buy their own apartment or private house. Even rent in all developed cities around the world sky rockets. Minsk and other Belarusian cities are no exception, either. This problem makes our research relevant and socially significant because the need for shelter represents the second level of needs according to Maslow’s pyramid. This

research examines the history of the Belarusian housing market and residential real estate pricing methods, investigates types and classes of housing available in Belarus, analyzes supply and demand statistics over time, and also identifies factors that influence housing prices and discusses methods of government intervention to stabilize or improve the housing market. Studying the factors and different ways to minimize the negative impact of housing problem will help to create a basis for finding solutions to the current crisis in this sphere.

Консультант по английскому языку: Теслюк Наталья Павловна

2. Denilkhanova Eva / Денильханова Эва

Философский факультет / Faculty of Philosophy

**Mirror for society: how American art exposes global social issues** / Зеркало общества: Как американское искусство освещает глобальные социальные проблемы

This talk reveals the significant role of creative expression and mass communication in the context of projecting and evaluating social conflicts and challenges. Throughout history, film directors, artists, writers, and composers have reflected racial inequality, economic and political diversification, and discrimination based on gender, nationality, and religion in their works by creating the accessible and emotionally resonant narratives. Their response wasn't simply showing the reality and public experience, but also working as a catalyst for dialogue and change. By conducting this research and analyzing selected examples from visual art, film, music and digital media, the author comes to the conclusion that art shapes public awareness and encourages audiences to overcome prejudices built by society. Ultimately, this research emphasizes how cultural expression and creativity reflects social consciousness, inspires empathy and teaches equality.

Консультант по английскому языку: Е.Ю. Бережных

3. Fang Zhou / Фан Чжоу

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

**The Initiation Archetype in Viktor Astafiev's *The Tsar Fish*, Ernest Hemingway's *The Old Man and the Sea*, and William Faulkner's *The Bear*** / Архетип инициации в повестях В. Астафьева «Царь-рыба», Э. Хемингуэя «Старик и море» и У. Фолкнера «Медведь»

This paper presents a comparative analysis of the initiation archetype in three works: Viktor Astafiev's "The Tsar-Fish", Ernest Hemingway's "The Old Man and the Sea", and William Faulkner's "The Bear". The relevance of the study lies in its cross-cultural examination of the philosophical theme of mankind's transformative confrontation with nature as a sacred, initiatory ordeal, and uncovering the universal and culturally specific features of the initiation structure within these texts. The paper delineates the stages of the initiatory trial in the narrative and analyzes key archetypal images (e.g., the giant fish, the sea, the bear, the wilderness), and compares the protagonists' spiritual outcomes, such as a tragic insight or the attainment of wisdom. The paper describes the way each author uniquely reveals the ritual pattern of separation, ordeal, and potential return. This three-sided comparison constructs a broader typology of the initiation archetype, emphasizing its significance for ecological consciousness.

Консультант по английскому языку: М.И. Жук (Университет МГУ-ППИ в Шэньчжэне)

4. Lisowski Hubert Iwo / Лисовски Хубэрт Иво  
Философский факультет / Faculty of Philosophy

**Agency displaced: Barthes, Kristeva and the linguistic turn in the French thought** / Смещенная субъектность: Барт, Кристева и лингвистический поворот во французской мысли

The transformation of agency in French poststructuralism, viewed through the lens of linguistic

decentralisation, takes forms going deeply into the very core of language. In Roland Barthes's "death of the author," the researcher attempts to replace the author as the origin of textual meaning: the researcher emerges in the act of writing and, as the producer of the text, assumes full ownership of its significance, thereby nullifying any authorial intention. Julia Kristeva's "subject in process" articulates an epistemological exchange between the semiotic and the symbolic, allowing for the perpetual shifting of meaning. In light of this mobile semiotics, agency is redefined as unstable, mutable and performative — its very structure characterized by incessant motion.

Консультант по английскому языку: Четвертакова Александра Леонидовна, Финансовый университет при правительстве РФ

## **5. Wang Ruomeng / Ван Жомэн**

### **Факультет ВШССН**

Higher school of modern social sciences / Высшая школа современных социальных наук

### **The transformation of modern Chinese families: a social analysis / Трансформация семьи в современном Китае: социальный анализ**

This study explores the structural shift from extended to nuclear families in China, driven by the One-Child Policy and socio-economic changes, resulting in the prevalent "4-2-1" household model. This transformation has triggered critical challenges: a fertility rate as low as 1.0, gender imbalance, weakened intergenerational support, and intense caregiving pressure on youth. Despite policy shifts to two- and three-child allowances (2016, 2021), birth rates continue to decline, revealing that pronatalist measures alone are ineffective. The core barriers are socio-economic, that is, the high childrearing costs, workplace discrimination against women, eldercare burdens, and cultural shifts toward individualism. The paper argues that sustainable family revitalization requires a holistic approach: protecting women's employment rights, expanding public childcare and eldercare, offering financial support, and promoting positive family narratives through education and media.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

## **6. Zhao Mocheng / Чжао Мочэн**

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

### **Russian derivative nouns with the meaning of a person in comparison with Chinese / Русские производные слова со значением лица в сопоставлении с китайским языком**

This study presents a comparative analysis of Russian and Chinese derivative nouns denoting persons, aiming to identify their derivational and semantic features as well as cross-linguistic similarities and differences. It begins by defining the key terms, followed by the selection of Russian and Chinese derivative nouns, which are compiled in tables. A comparative analysis is then conducted to examine word formation patterns and meanings in both languages. The findings highlight typical models of derivation, word formation and semantic categories and the usage of person-referring nouns in Russian and Chinese. Besides, it points out potential challenges in translation. The results may contribute to research in theoretical and applied linguistics, intercultural communication, and the teaching of Russian as a foreign language.

Консультант по английскому языку: Флеонова Ольга Леонидовна

**Секция 8**  
**16 марта 2026, понедельник**  
**Шуваловский корпус, ауд. Г-354**  
**15:00-16:30**

*Ведущий: Мурза Александра Борисовна*

**1. Akhmetshina Aleksandra Marselevna / Ахметшина Александра Марселевна**  
Философский факультет / Faculty of Philosophy  
**How sport shapes the news agenda in the USA and Great Britain / Как спорт формирует повестку дня в США и Великобритании**

In the modern information society, sport has transcended the boundaries of entertainment to become a powerful tool for shaping public discourse and national identity. This research explores the profound influence of sporting events and personalities on the news agenda and Public Relations strategies in the USA and Great Britain. By examining the media landscapes of these two nations, the paper analyzes the domination of such phenomena as the Super Bowl, the Premier League, or the Olympics in the headlines and the way they are strategically used for "soft power" and image-making. Particular attention is paid to the role of PR in managing athlete reputations, navigating crisis communications, and leveraging social media to drive narratives. The aim is to understand how the language of sport permeates political rhetoric and daily news, ultimately reflecting and molding societal values in the English-speaking world.  
Консультант по английскому языку: Сергиенко Полина Игоревна, Криштоф Елена Михайловна

**2. Lazareva Anna / Лазарева Анна**  
Философский факультет / Faculty of Philosophy  
**The romanticisation of violent figures in American pop culture / Романтизация фигур насилия в американской поп-культуре**

In the modern world, true crime content has become one of the most popular and commercially successful genres. Streaming platforms, podcasts, and social media increasingly turn stories of serial killers into highly demanded entertainment products. This paper examines the phenomenon of romanticising serial killers in American pop culture and its transformation into a marketable brand. The project includes an analysis of specific cases. Based on the findings, the main strategies for «packaging» violence into appealing content are identified, their commercial effectiveness is evaluated, and the ethical and social consequences of turning real-life tragedies into objects of fandom are discussed. This study seeks to draw attention to the commercialisation of violence by media corporations and the way it encourages a more responsible approach to branding strategies in the entertainment industry.  
Консультант по английскому языку: Темирова Жаннет Алибулатовна

**3. Loseva Elizaveta / Лосева Елизавета**  
Философский факультет / Faculty of Philosophy  
**Literary brands: how English writers became icons of culture and commerce: a case study of Joan Rowling and Jane Austen / Литературные бренды: как английские писатели стали иконами культуры и коммерции: на примере Джоан Роулинг и Джейн Остен**

This research explores the line between classical literature and modern business. Using these two authors as examples, the study shows how their names and characters now sell not just books, but tours, clothes, mugs, and experiences. The Harry Potter studio tour makes over 260 million pounds a year. Jane Austen's 250th birthday is bringing 8 million visitors to Winchester. The

research argues that these writers became icons because readers don't just love their stories--- they want to step inside them. Whether visiting a film set or walking through Austen's house, people are buying a feeling, not just a book. The paper poses a simple question: where does culture stop and commerce begin? And maybe, today, there is no real difference.  
Консультант по английскому языку: Перцев Евгений Михайлович

#### 4. **Suchilova Varvara / Сучилова Варвара**

Философский факультет / Faculty of Philosophy

**The five Ws (Who, What, Where, When, Why): more than just questions – A philosophy of thinking / Пять W (Кто, Что, Где, Когда, Почему): больше чем просто вопросы – философия мышления**

This talk investigates the "5W" formula (Who, What, Where, When, Why) and illustrates that it functions not only as a journalistic instrument but also as a cultural code that shapes Western rational thinking. The first section examines the application of the 5W model in education, law, healthcare, and personal narrative construction, demonstrating that it provides a systemic structure for information processing. The second section traces the historical origins of the model. The author links its emergence to the development of the Anglo-American press in the 19th century. The research also identifies the limitations of this framework. The 5W model is insufficient for addressing complex phenomena involving ambiguity, emotional experience, or non-linear causality. It is evident that the "5W" formula represents more than a technical device; it constitutes a fundamental mode of knowledge organisation embedded in Western cultural practice. The study draws on the theoretical concepts of M. Foucault and R. Barthes, as well as historical and cultural source material.

Консультант по английскому языку: Бережных Елена Юрьевна

#### 5. **Konoplyanskaya Maria / Коноплянская Мария**

Философский факультет / Faculty of Philosophy

**Dance performances featuring in social media as a means of creating viral branded content / Танцевальные перформансы в соцсетях как способ создания вирусного брендового контента**

The present paper investigates dance performances featuring in social media as a mechanism for generating viral branded content. The short-form choreography on platforms such as TikTok, Instagram, YouTube and algorithmic dissemination was examined by the author in order to highlight their capacity to foster user-generated content and rapid proliferation. Special attention was given by the author to the linguistic dimension: English hashtags, slogans, and captions serve as verbal anchors that integrate kinetic expression with brand narratives, enhancing emotional impact and shareability. This multimodal approach was shown to optimize Public Relations and advertising outcomes. The analysis was conducted by the author on the basis of numerous campaign examples. Practical recommendations were formulated for marketers aiming to harness dance-driven strategies for augmented digital engagement. The findings underscore the efficacy of this method in contemporary marketing paradigms.

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

**Секция 9**  
**16 марта 2026, понедельник**  
**Шуваловский корпус, ауд. А-518**  
**15:00-16:30**  
*Ведущий: Сергиенко Полина Игоревна*

**1. Vrevsky Georgy / Вревский Георгий**

Философский факультет / Faculty of Philosophy

**Cultural stereotypes in English-language global advertising campaigns / Культурные стереотипы в глобальных рекламных кампаниях на английском языке**

The research shows how cultural stereotypes abounding in English-language advertising aim at a global audience. The paper examines the issue not just from the perspective of marketing effectiveness, but as a philosophical problem of intercultural communication and the formation of modern mythology. The author considers the key theoretical issues in the context of philosophical debate on the nature of stereotypes and their role in shaping mass consciousness. The analysis supporting the presentation discusses the linkages between stereotypical images in advertising and their influence on the perception of the entire nations and social groups. By analyzing specific examples from global brands, the author attempts to determine whether such campaigns can be considered ethically sustainable and whether the use of stereotypes in advertising remains an effective strategy in today's environment, or whether it is outdated and potentially offensive.

Консультант по английскому языку: Перцев Евгений Михайлович

**2. Striganova Maria / Стриганова Мария**

Философский факультет / Faculty of Philosophy

**How Christie's auction house in London uses English to boost the economic value of contemporary art / Как аукционный дом Кристи в Лондоне использует английский язык для повышения стоимости произведений современного искусства**

The study examines the strategic use of the English language as a tool to increase economic value in the contemporary art market with a focus on the Christie's auction house in London. As a global language of communication in the art world, English is used not just as a neutral means of communication but also as a persuasive tool to enhance perceived value. The study analyzes specialized vocabulary, rhetorical structures and narrative techniques used in auction catalogues and marketing materials. Complex linguistic strategies including an emphasis on cultural symbolism and the creation of exclusivity through discourse that directly influence customer behavior have been applied. By presenting works of art through a special linguistic prism, Christie's increases its symbolic capital which subsequently leads to an increase in final selling prices on the international market. Thus, language becomes an active agent of market value, shaping the perception of a work as a unique investment asset.

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

**3. Yushkina Vasilisa / Юшкина Василиса**

Философский факультет / Faculty of Philosophy

**A social analysis of the roles, challenges and progress of women in political and commercial life of the United States in the 20th century / Социальный анализ роли, проблем и**

## **достижений женщин в политической и коммерческой жизни Соединенных Штатов XX века**

This presentation examines the growing social role of women in the United States throughout the 20th century, focusing on their inclusion in political and commercial life. It discusses the key challenges women faced, such as gender discrimination, societal stereotypes, and legal barriers, as well as the significant progress they have made through activism, reforms, and changing laws. The study highlights such important stages in women's progress as women's suffrage, their increasing presence in politics, and their rise to leadership positions in business. For example, "Women's Rights in the United States: A Documentary History" edited by Barbara Winslow provides detailed documentation of these developments. The study shows how these changes contributed to the transformation of American society and promoted greater gender equality. The study demonstrates the ongoing impact of women's efforts in shaping modern America and advancing social and economic equality. Foundational insights come from researchers such as Betty Friedan, Gerda Lerner, and Joan Scott, whose works like "The Feminine Mystique", "The Creation of Patriarchy", and "Gender and the Politics of History" have greatly influenced this understanding.

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

### **4. Sharapova Varvara / Шарапова Варвара**

Философский факультет / Faculty of Philosophy

#### **The Super Bowl halftime show as a platform for political statements and branding**

#### **/Использование массовых спортивных событий для политических и рекламных целей на примере Super Halftime Show**

The study presents an analysis of the Super Bowl halftime show as a unique intersection of sports, entertainment, and political communication. The research shows how this event evolved from a musical intermission into a strategic platform for branding and socio-political messaging. Its relevance stems from the show's global viewership and power to shape public discourse overnight, making it a critical case study for modern PR. A central focus is Bad Bunny's groundbreaking 2026 performance, which carried a political agenda centered on unifying the peoples of the Americas. By blending reggaeton with indigenous instruments and featuring dancers from across Latin America, this set created massive public resonance, sparking debate about representation of Pan-American identity. The research has proved that the halftime show serves a dual purpose: for the NFL, it maintains its cultural relevance; for artists, it shapes their global personae. Finally, the Super Bowl stage has become a cultural barometer, forcing artists and corporations to master strategic communication where every gesture is scrutinized.

Консультант по английскому языку Перцев Евгений Михайлович

### **5. Vladimirova Mariya /Владиминова Мария**

Faculty of Philosophy /Философский факультет

#### **The main stages of the development of an archetypal image in Japanese advertising: a case study of a Hello Kitty image /Основные этапы развития архетипного образа в японской рекламе (на примере образа Hello Kitty)**

Japanese aesthetic of *kawaii*, which means *cuteness*, has evolved from a national cultural tradition into a potent global marketing strategy that works by evoking universal features like innocence, kindness and politeness, triggering feelings of affection and happiness. The study identifies the cultural boundaries of this phenomenon and the degree of its influence on marketing strategies in Japan and elsewhere. Pioneered by a program *Hello Kitty*, which became synonymous with the spirit of a warm home atmosphere, *kawaii* has expanded beyond

merchandise to become a sophisticated tool for public relations, as seen in Japan's beloved local mascots like *Kumamon*, which boosts tourism and regional identity. Today, its principles are universally adopted by global giants, from Google's playful doodles to automotive commercials using charming animated creatures, in order to soften corporate images. By creating instant emotional connections and transcending cultural barriers this image has proved that calculated cuteness is a powerful language for building brand affinity and driving success in markets worldwide, particularly in the context of the growing competition.

Консультант по английскому языку: Перцев Евгений Михайлович

### Секция 10

16 марта 2026, понедельник

Шуваловский корпус, ауд. А-307

15:00-16:30

*Ведущий: Перцев Евгений Михайлович*

1. **Dimakova Arina / Димакова Арина**  
Философский факультет / Faculty of Philosophy

**Constructing British identity - "Britishness": How the UK is represented in global media and popular culture / Конструирование британской идентичности - "британскости": как Великобритания представлена в мировых СМИ и популярной культуре**

The paper examines how "Britishness" is constructed and circulated through global media and popular culture. The study analyses recurring images of the United Kingdom in international news, film and television, and social media content, focusing on the most frequent cultural markers (the monarchy, London as a symbolic centre of the English-speaking world, tradition, class, and "British humour"). The paper argues that repeated narrative patterns simplify the UK into a recognisable media brand, shaping expectations before any direct intercultural contact occurs. Methodologically, the research combines qualitative content analysis of selected media examples with a thematic comparison of dominant frames across platforms. The expected outcome is a clearer understanding of which representations are most persistent, how they differ by genre, and why certain stereotypes remain influential in global discourse.  
Консультант по английскому языку: Сергиенко Полина Игоревна и Криштоф Елена Михайловна

2. **Zheltova Ann / Желтова Анна**  
Философский факультет / Faculty of Philosophy

**The destruction of the American Dream and its impact on the success of automotive advertising / Разрушение американской мечты и её влияние на успех автомобильной рекламы**

The study examines the destruction and transformation of the American dream in U.S. automotive advertising and its impact on the effectiveness of marketing strategies in the 21st century (2000-2026). Historically, the classic American dream is based on the values of unlimited freedom, individual achievement, and material prosperity. It has undergone significant changes under the influence of economic crises, technological changes and cultural shifts. Based on a comparative analysis of the advertising campaigns of leading American automakers (Chevrolet, Jeep, Ford, Cadillac), an analysis of changes in narratives in the popular culture of the United States has been carried out. Previous advertising tools have become irrelevant in the context of modern society, so new definitions of criteria for "successful" car advertising in the post-crisis period have been formed, tracing a change from the perception of status to emotional

security, hedonism, authenticity and nostalgia. The study also illustrates how advertising reflects and shapes national mythology, creating new consumer needs and reinforcing established cultural beliefs in the mass consciousness.  
Консультант по английскому языку: Сергиенко Полина Игоревна и Криштоф Елена Михайловна

### 3. Iovva Sofia / Иовва София

Философский факультет / Faculty of Philosophy

**A transition from “Britishness” to the world public opinion: a socio-political analysis of the change of international perceptions of the UK and intercultural communication / Переход от “британскости” к мировому общественному мнению: как эти представления формируют международное восприятие Великобритании и межкультурную коммуникацию**

This paper examines how the ideas of “Britishness” affect people around the world and how it influences communication between different cultures. This topic is most relevant in the context of globalization, especially while assessing the way the media shapes the opinion about countries. The paper analyses this important topic because national identity stories play a big role in shaping stereotypes. The author takes a careful look at cultural symbols, media talk, and political stories to understand how the UK’s image is shaped in the minds of people around the world.

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

### 4. Piina Anastasia / Ильина Анастасия

Философский факультет / Faculty of Philosophy

**How American PR constructs national identity on the global stage / «Как американская PR индустрия формирует национальную идентичность на мировой арене»**

This study examines how public relations and national branding help shape international perceptions of the United States. It explores how campaigns such as "Brand USA" work as a form of soft power, using American history, cultural stereotypes, and core values like freedom and individualism to create a powerful national story. A central focus is the marketing of the "American Dream", used as a tool for attracting foreign tourists, investors, and international students. Finally, it demonstrates the way public relations can transform the whole country into a global brand.

Консультант по английскому языку: Захарова Дарья Сергеева

### 5. Onosova Yaroslava / Оносова Ярослава

Философский факультет / Faculty of Philosophy

**Digital humanism: social networks, misinformation and mental health in the English-speaking world on the example of the United States of America / Цифровой гуманизм: социальные сети, дезинформация и психическое здоровье в англоязычном мире на примере США**

The talk analyses the impact of social media on the psychological well-being of its users in the United States, trying to reveal the hidden contradictions of the digital age. The study attempts to identify the ethical boundaries of the influence of algorithms and online content on human consciousness. In recent years, discussions about the responsibility of tech giants and the protection of digital human rights have become particularly acute, so the study highlights these problems and draws public attention to the growing threat of digital tech to people’s mental

health. The situation has become so alarming that comprehensive measures are required to strike a balance between technological progress and the preservation of humanistic values.  
Консультант по английскому языку: Перцев Евгений Михайлович

**6. Kharalova Maria / Хапалова Мария**

Философский факультет / Faculty of Philosophy

**The “Brat” phenomenon: the way Charli XCX reshaped PR strategies for generation Z /  
Феномен «Brat»: Как Charli XCX изменила PR-стратегии для поколения Z**

In the context of digitalization, social media has become the dominant means of cultural communication, significantly transforming public relations practices across industries. This study examines the relationship between artist-led campaigns and Gen Z engagement through a case study of Charli XCX's 2024 album Brat. It analyzes key PR mechanisms employed in the campaign, including lo-fi aesthetics, community co-creation, and strategic cultural fluency. Based on case study analysis and social media metrics, the findings demonstrate that deliberately relinquishing authorial control and inviting participatory remix proves highly effective in building cultural movements rather than merely launching products. Aesthetic ownership emerges as crucial for collective identity expression. Charli XCX's example illustrates the coexistence of grassroots authenticity and mainstream brand adoption, reflecting the complex interrelationship between an artist, the audience, and corporate communication in an attention-scarce digital landscape.

Консультант по английскому языку: Перцев Евгений Михайлович

**Секция 11**

**16 марта 2026, понедельник**

**Шуваловский корпус, ауд. А-307**

**16:45-18:15**

*Ведущий: Сергиенко Полина Игоревна*

**1. Orlovskaja Anna / Орловская Анна**

Философский факультет / Faculty of Philosophy

**The impact of social marketing on target audience behavior / Влияние социального маркетинга на поведение целевой аудитории**

The study aims to investigate social marketing as a modern instrument for positive changes in society, including campaigns for refusal of smoking, switching to sorting garbage, wearing seat belts while driving and other issues. The research analyses stimuli encouraging people to actively participate in initiatives such as volunteering, fundraising for charity or participating in community events, which can be achieved by efficient work requiring deep understanding of the motives and barriers of the target audience. The author considers the cases of social marketing in Russia using the example of the cases of the Russian State Traffic Inspection and the project «Help nearby» by Yandex. The study comes to the conclusion that social marketing combines public benefit with long-term brand development, strengthens its reputation and builds audience loyalty, which fosters a leading position for the company in the market.

Консультант по английскому языку: Сергиенко Полина Игоревна

2. **Ропова Elizaveta / Попова Елизавета**  
Философский факультет / Faculty of Philosophy

**The influence of neuromarketing on consumer behaviour and decision making / Влияние нейромаркетинга на поведение потребителей и процесс принятия решений**

This study explores the current topic of neuromarketing's influence on consumer behavior and decision-making. It gives the definition of neuromarketing and examines how this marketing approach influences key channels of perception. The paper discusses the main technologies used in research, such as fMRI, eye tracking, polygraph, and EEG. A special focus is placed on analyzing world cases of these technologies' application, such as the Pepsi vs. Coca-Cola case and the restyling of Hyundai cars. Various areas of neuromarketing application are also discussed, including advertising, packaging design, and UX/UI. The primary focus is on the problem of manipulating consumer choice. The main conclusion of the study is to show ethical solutions for the use of neuromarketing. Thus, the ethical application of neuromarketing does not come down to creating brain traps but to designing a transparent communication environment.

Консультант по английскому языку: Сергиенко Полина Игоревна

3. **Vasileva Victoria / Васильева Виктория**

Философский факультет / Faculty of Philosophy

**Meme culture in American and Russian politics as a satire shaping worldviews. / Культура мемов в американской и российской политике как сатира, формирующая мировоззрения.**

The paper analyzes meme culture in American and Russian politics as a satire that shapes worldviews. It shows that political leaders' images depend not only on official narratives but also on satirical reinterpretations through viral memes capturing style, rhetoric, and public gaffes. Examples from U.S. politics, tied to Trump and Biden, demonstrate how memes build ironic authority and mobilize youth dissent. In Russia, memes dedicated to Putin, Lavrov and his diplomacy spread via Telegram, amplifying alternative perceptions. Creators leverage restraint, exaggeration, and visual consistency to make memes distinctive and shareable. The paper also examines their clear, punchy rhetoric and subversive aesthetics, which erode trust in power structures while fostering global generational solidarity through humor.

Консультант по английскому языку: Темирова Джаннет Алибулатовна.

4. **Samatov Artemy/Саматов Артемий**

Faculty of Philosophy /Философский факультет

**Social networks in contemporary Russian political communication// Роль социальных сетей в современной политической коммуникации России**

In recent years social networks have become one of the most important digital platforms in contemporary Russia and now play a significant role in political communication. Due to rapid digital development and changes in the media system, different applications have grown from simple messaging applications into a powerful tool for sharing news, expressing opinions and influencing public discussion. Today politicians, journalists and public figures actively use social networks channels to communicate directly with audiences and shape political narratives. This study aims to examine the role of social networks in contemporary Russian political communication and to analyze the main PR strategies used on their platforms. The research focuses on the key features of the phenomenon that make it an effective instrument for image building, agenda-setting and audience engagement in the current political environment.

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

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

Faculty of Philosophy /Философский факультет

### **Strategic PR and brand identity formation: the case of A24 / Стратегический PR и формирование фирменного стиля: пример компании A24**

This study investigates the role of strategic public relations in the formation of A24's brand identity within the contemporary film industry. It analyzes how the company strategically uses visual aesthetics, film selection, social media communication, and target audience engagement to build its own distinctive image. In contrast to major studios that rely on extensive advertising budgets, A24 cultivates brand authenticity through consistent messaging and active community building. The case of A24 demonstrates how strategic PR can help an independent company create a strong and recognizable brand. Special attention is paid to the company's capacity to generate a sense of exclusivity and emotional attachment around its projects. The study also aims to identify how strategic PR contributes to sustainable brand identity formation in a competitive media environment.

Консультант по английскому языку: Захарова Дарья Сергеевна

## 6. **Shnyreva Polina /Шнырёва Полина**

Faculty of Philosophy /Философский факультет

### **Government communication strategies during global crises (COVID-19 Case)» / «Стратегии государственной коммуникации во время глобальных кризисов (на примере COVID-19)**

This study examines government communication strategies during global crises, using the COVID-19 pandemic as a case study. The research focuses on how governments communicated with citizens during emergency situations and how communication influenced public trust, behavior, and the effectiveness of crisis management policies. The paper analyzes key communication tools such as press conferences, official statements, digital platforms, and social media. Special attention is given to the role of transparency, clarity, consistency, and empathy in crisis messaging. The study also discusses the challenges of misinformation and the importance of involving scientific experts to increase credibility. International examples are used to demonstrate how different communication approaches affected public response and cooperation. The findings confirm that effective communication is a central element of successful crisis management and should be considered a strategic priority for governments

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

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

**Секция 1**

**10 марта 2026, вторник**

**12:20 - 15:00**

**Социологический факультет, аудитория 317**

*Ведущий: Баранов Николай*

**1. Irina Zorina/ Зорина Ирина**

Faculty of Sociology / Социологический факультет

**Urban subcultures in the digital space network / Городские субкультуры в сетевом пространстве**

Urban subcultures have traditionally developed within the physical environment of the city. With the spread of the online networks and social media, these practices have gradually migrated to the online sphere. Urban subcultures, therefore, do not disappear but acquire new forms of expression as modes of network self-organization. They are not simply virtual copies of traditional urban subcultures but distinctive communities characterized by high interactivity and accelerated information exchange. The online environment, consequently, becomes a crucial arena for identity experimentation and self-affirmation. However, digitalization also amplifies risks, such as the growing fragmentation of identity, the viral spread of destructive ideologies and cyberbullying. Moreover, the democratization of cultural production increases possibilities of manipulating public opinion. Thus, for sociology and media studies, one of the key challenges is to analyze how these digitalized subcultures transform urban identity, reconfigure social interaction, and influence moral and value orientations of young people.

Консультант по английскому языку: Казимова Галина Александровна

**2. David Babayan/ Бабаян Давид**

Faculty of Sociology / Социологический факультет

**Consumer preferences' transformations under the influence of digital environment and socio-cultural trends/ Влияние цифровой среды и социокультурных трендов на потребительские предпочтения**

The research examines the interaction between marketing and socio-cultural factors in the online environment and their combined influence on consumer choice. In the digital age, consumer decisions are no longer based solely on logic and price but are shaped by a complex interplay of targeted advertising and socio-cultural pressure. The study describes the ways by which rapid digitalization has transformed consumer behavior, with growing demand for personalized offers and ethical and socially responsible brands. It explains that marketing factors, such as algorithms and recommendation systems, do not operate in isolation but are filtered through cultural values, identity and online community opinions. The research also explores how social media influencers and online communities create new forms of cultural norms that brands should adapt to in real time. The hypothesis suggests that sociocultural factors mediate the effect of advertising, which means that consumer response depends on norms and trends within their digital communities. The findings aim to assist businesses in developing effective strategies, help protect vulnerable groups from manipulation, and teach consumers to make more conscious choices.

Консультант по английскому языку: Казимова Галина Александровна

**3. Arina Rybochkina/ Рыбочкина Арина,**

Faculty of Sociology / Социологический факультет

**Regulation of social and labour relations as the function of a welfare state/ Регулирование социально-трудовых отношений как функция социального государства**

It is common knowledge that the state as the primary institution of political power, regulates social relations, including the labor market. In Russia, the unemployment rate reached 2.3% in 2024, indicating effective policies, though some structural problems remain. The key challenges include shrinking workforce, skills mismatch, and regional employment disparities. Unemployment can lead to social

tension, protests, and the growth of crime. Therefore, the state should continue using legislative and economic tools to foster economic growth and ensure social stability.

Консультант по английскому языку: Казимова Галина Александровна

#### **4. Alina Atagiyn/ Атагян Алина**

Faculty of Sociology / Социологический факультет

##### **Higher education in modern society: state and public demands/ Роль высшего образования в современном обществе: государственный и общественный запросы**

The study examines the role of higher education in contemporary Russian society through the analysis of two competing vectors: state order and public demand. The state conceptualizes higher education as a strategic resource of human capital, structuring its demands across economic, ideological, and socio-political dimensions to ensure productivity growth, value reproduction, and managed social mobility. Conversely, public demand is characterised by pragmatism and emotional investment, with students and families viewing higher education primarily as an instrument of individual social advancement, employment security, and flexible learning pathways. Empirical data reveal a growing pragmatization of student expectations, including heightened emphasis on graduate employability, digital learning formats, and an increasing shift towards vocational education as a faster route to the labour market. Systemic contradictions between these logics have already emerged: directive planning and bureaucratic control on the part of the state contrast with market-driven choice and demands for personalization from society, creating risks of institutional rigidity and diploma devaluation. Nevertheless, some points of convergence do exist, notably in shared interests in educational effectiveness, the development of university–business–region partnerships, and the implementation of flexible individual study plans. The study concludes that sustainable development of the Russian higher education requires a dialogic balance between the state strategic priorities and the societal pragmatic expectations, ensuring both national sovereignty and individual educational trajectories.

Консультант по английскому языку: Казимова Галина Александровна

#### **5. Anna Lysakova/ Лысакова Анна**

Faculty of Sociology / Социологический факультет

##### **Digital dating services as a new form of communication among the Russian youth/**

##### **Цифровые сервисы знакомств как новый вид коммуникации у российской молодежи**

The paper is devoted to the analysis of the 2024 study of the digital dating services in Russia. The findings have shown that about 50% of those aged 22 to 33 have used them to find a partner. Women primarily seek serious relationships while men are significantly more likely to use the apps just for flirting. However, these platforms create a paradox: although they offer an illusion of unlimited choice, their algorithms actually narrow the pool of potential partners leading to a “McDonaldization” of dating where human connection is turned into a standardized service. Furthermore, the digital environment encourages users to present the idealized versions of themselves that often results in disappointment upon real-life encounters. Ultimately, the challenge for today’s youth is to balance the technological opportunities for expanding social circles with the risk of replacing genuine human relationships with the logic of a digital market.

Консультант по английскому языку: Казимова Галина Александровна

#### **6. Egor Mikhajlenko/ Михайленко Егор**

Faculty of Sociology / Социологический факультет

##### **Social support policy for families with children in modern Russia/ Социальная политика в области поддержки семей с детьми в современной России**

The problem of declining fertility is more or less relevant for all countries nowadays, including Russia. The current demographic situation is considered to be difficult both by the Russian demographers and the Russian state, and there exists a clear understanding of the fact that without an active participation of the latter, it would be impossible to radically change it. The main measure of support for families with children is the Maternity Capital introduced in 2007. The second of the most extensive measures to support families with children in Russia is the Family Mortgage program introduced in 2018. Besides

the Maternity Capital and the Family Mortgage, a wide system of benefits for mothers and families with children has been developed, including the one-time maternity allowance, the monthly allowance for caring children up to 1.5 years old, the low-income families social contract and etc. There is also a fairly wide system of indirect financial and non-financial benefits to support family institutions, such as “tax cashback” for families with two or more children, the right of mothers with many children to early retirement, free public transport for kids from families with many children and others. A special area of family policy in Russia is the institutional organization of leisure activities for children and their parents, which includes the construction of art schools for children, programs for preferential attendance at cultural events for young people (the Pushkin Card) and the competition "This is our family", aimed at uniting generations of families in their free time.

Консультант по английскому языку: Казимова Галина Александровна

## **7. Danil Koroliow/ Королев Данил**

Faculty of Sociology / Социологический факультет

### **Online resources in the formation of the Russian youth identity/ Роль онлайн- ресурсов в формировании идентичности российской молодежи**

The online deep penetration into the Russian society, with 99% of youth aged 18-30 online for up to 8 hours daily, has created a new virtual space that fundamentally alters social interaction and identity formation. While Benedict Anderson's classical theory described identity as constructed through "imagined communities", like nations, via a unified print media space, digital transformation has fundamentally modified this mechanism. Unlike the vertical, state-driven creation of imagined communities in the past, the Internet environment operates on a logic of fragmentation, multiplicity, and horizontal communication. This has generated a "mosaic identity" for modern youth, where self-identity is constructed from a multitude of eclectic and often contradictory elements coming from various online sources, lacking a coherent worldview. In this fragmented space, information is most effectively disseminated by "opinion leaders"—bloggers who, as peers, influence youth horizontally, filtering information and transmitting values within reference groups. These opinion leaders are crucial intermediaries who not only adapt information but also create a sense of community and belonging, which is a key pillar of identity construction. The increased influence of the online networks objectively reduces the state's capacity for top-down identity construction, as these attempts often face rejection and information becomes increasingly individualized. Identity formation in the digital age is characterized by a supranational foundation, drawing from global information, and is driven more by emotional engagement through memes and viral content than by rational ideology. Since today's youth is to determine the country's future socio-political course, understanding these transformed and horizontally-driven mechanisms of identity formation is an urgent modern necessity.

Консультант по английскому языку: Казимова Галина Александровна

## **8. Kristina Shakhova/ Шахова Кристина**

Faculty of Sociology / Социологический факультет

### **Barriers to employment for persons with disabilities: a sociological analysis/ Препятствия в трудоустройстве лиц с ограниченными возможностями здоровья: социологический аспект**

Employment of people with disabilities in St. Petersburg remains a complex socio-economic problem that requires an integrated approach. The main barriers are employers' prejudice, their inability to assess the potential of applicants, and their lack of motivation to hire such employees. The solution to the problem lies in three key areas: improving the level of education (including university partnerships and quota increases), economic incentives for enterprises (tax incentives and loans), and the removal of administrative barriers. The organization of a smooth school-employer transition through internships, mentoring, and customized curricula plays an important role. A successful example of integration is the St. Petersburg Languages Without Borders project, in which deaf and hard-of-hearing guides were employed in the city's museums after professional training and internships. Thus, only the joint efforts of the state, business and society can create an inclusive environment for realizing the professional potential of people with disabilities.

Консультант по английскому языку: Казимова Галина Александровна

## **9. Aleksandr Chirlin/ Чирлин Александр**

Faculty of Sociology / Социологический факультет

### **National identity as the foundation of the state cultural policy in contemporary Russia/ Национальная идентичность как основа государственной культурной политики в современной России**

The paper analyzes the transformation of the Russian cultural policy over the past decade, within which the construction of the national identity has emerged as its direct objective. Based on an analysis of the key policy documents (2014, 2022, 2025), it traces the conceptualization of identity, which has acquired a three-component structure encompassing legal-civic, value-oriented, and emotional-psychological aspects. The core institutional mechanisms for implementing identity policy are examined, including the regulation of the cultural content, ensuring targeted access to it (notably through the «Pushkin Card» program), and infrastructure development. A key challenge to this strategy is identified as the social atomization, which impedes the formation of stable collective identities at the micro-level. Drawing on the examples from historical memory projects, the study substantiates the thesis about the national identity being formed more effectively not through the directive transmission of values, but by creating conditions for the emergence of local communities based on shared activity. It leads us to the conclusion that the cultural policy should shift its focus from exclusively «top-down» value imposition to fostering horizontal social ties.

Консультант по английскому языку: Казимова Галина Александровна

## **10. Semerjyan Tereza / Семерджян Тереза**

Faculty of Sociology / Социологический факультет

### **The impact of digital content on consumer trust in cosmetics brands in Russia / Влияние цифрового контента на доверие потребителей к косметическим брендам в России**

The research addresses the issue of building trust-based relationships between brands and consumers in the context of digital market transformation, using the Russian beauty industry as a case study. Following the departure of international players and the rise of local manufacturers, digital content (video reviews, UGC, expert content) has become a key tool for establishing trust and gaining a competitive edge. The study aims to determine the mechanisms of influence of various types of digital content on the level of trust in cosmetic brands. The study is grounded in classical sociological theories of trust, as well as theories of the network society, consumer society, and behavioral economics. The methodological framework uses a mixed-methods strategy: content analysis of brand publications on social media and an online consumer survey. The study identifies effective content types and communication channels for building trust and provide practical recommendations for Russian cosmetic brands in conditions of import substitution and market competition.

Консультант по английскому языку: Наталья Владимировна Карпова

## **11. Anna Yurasova/ Юрасова Анна**

Sechenov University / Первый Московский государственный медицинский университет имени И.М. Сеченова

### **Motivation to engage in sports in adulthood/ Мотивация к занятию спортом в зрелом возрасте**

Amateur sport is a part of mass sport, aimed at organising and holding sports competitions that are not linked to the preparation of national or regional teams of the Russian Federation. Participation in such competitions does not involve the systematic receipt of income and is not a work function for athletes, according to the existing documents.

Amateur (non-professional), or corporate sports does not set unattainable goals. It is enough to try to achieve a result just slightly better than that of your opponent. For example, when studying Masters-category divers, we identify six motivations for taking up diving: the desire to improve one's level of physical fitness, the desire to learn to dive beautifully, the opportunity to socialise with fellow enthusiasts, organising one's leisure time, improving one's health, and the chance to win medals at competitions. Moreover, for both women and men, the greatest motivation is winning medals.

The atmosphere during training in sports camps, practice sessions and competitions is very friendly. There are no strict criteria; every amateur athlete knows their own capabilities. And whilst winning medals is a

way of marking and celebrating achievements, the opportunity to measure oneself against others and learn something new is a distinct aim of professional sporting communication.

However, amateur sport is also fraught with injuries, and creating opportunities for easier communication between sports doctors and amateur athletes in mass sport is a necessity of our times. As experts have repeatedly pointed out, sports doctors are not always available in local areas, and the problems that may arise for amateur athletes cannot always be resolved by local orthopaedic surgeons. It is therefore important to focus on the medical support required to meet the growing interest in amateur sport.

In conclusion, we would like to note that sports throughout life contribute to maintaining health, interesting experiences and communication.

## **12. Sergey Kovrizhnykh/ Коврижных Сергей**

Faculty of Sociology / Социологический факультет

**St. Innocent (Veniaminov) (1797-1879), Metropolitan of Moscow, a renowned Russian Orthodox missionary, a prominent ethnographer, geographer and linguist, an honorary member of the Moscow University (1868)/ Св. Иннокентий (Вениаминов) (1797-1879), митрополит Московский, выдающийся миссионер, этнограф, географ, лингвист, почетный член Московского университета (1868)**

In May 1823, on hearing the call of the Holy Synod, the young priest father Ioann, future Metropolitan of Moscow, set off on a perilous journey to the shores of Alaska. Having arrived in July 1824 at Unalaska Island, he began his 16-years apostolic service for the local people. His method of mission was unique and became the key to his incredible success: he didn't just preach, he lived the life of his flock, teaching them carpentry and blacksmithing, building churches, opening schools, treating the sick. St. Innocent learnt the Aleutian language and created an alphabet for it based on the Church Slavonic graphics. He wrote the first grammar book – "An Attempt at a Grammar of the Aleutian-Fox Language". He translated the Gospel of Matthew, the Catechism, and wrote "The Indication of the Way into the Kingdom of Heaven" translated into the Aleutian language. His fundamental work "Notes on the Islands of the Unalaska District" (1840) is a unique encyclopedia of the life of the Aleuts and Tlingit. It contains the detailed information about the climate, nature, customs, beliefs, folklore, and social structure of these peoples. For this work, he was also awarded the Demidov Prize. The scientific community highly appreciated his merits: he was elected a corresponding member of the Imperial Academy of Sciences (1857), an honorary member of the Imperial Russian Geographical Society (1869), and finally, an honorary member of Moscow University (1868). This was a case where a missionary and a priest rose to the level of the leading scientists of his time.

Консультант по английскому языку: Казимова Галина Александровна

### **Секция 2**

**10 марта 2026 года**

**14:00 - 16.20**

**Социологический факультет, аудитория 320**

*Ведущий: Баранов Николай*

## **1. Takhautdinova Diana / Тахаутдинова Диана**

Faculty of Sociology / Социологический факультет

**The reverse side of sustainability: the hidden costs of digitalization and eco-consumption / Обратная сторона устойчивости: скрытая цена цифровизации и экопотребления**

This paper examines the paradoxes within two dominant approaches to sustainability: digitalization and green consumption. It maintains that without reducing material throughput, these strategies merely displace environmental burdens rather than solve them. The study challenges the dematerialization narrative of digital services, highlighting the resource intensity of global ICT infrastructure. A case study in Chile illustrates local socio-environmental consequences like water scarcity. Simultaneously, the study deconstructs green consumer goods, showing how buying reusable items may substitute for real consumption reduction. True sustainability requires a shift from market-driven solutions to systemic

efficiency and sufficiency, prioritizing existing resources over new eco-friendly alternatives.

Консультант по английскому языку: Захарова Дарья Сергеевна

## **2. Churekov Ilya / Чуреков Илья**

Faculty of Sociology / Социологический факультет

### **From content analysis to semantic mapping: a hybrid Python Toolkit for analysing open-ended responses in sociological surveys / От контент-анализа к семантическому картографированию: гибридный инструментарий Python для анализа открытых ответов в социологических опросах**

This study focuses on the contradiction between the high demand for sociological survey data and the declining public trust in them. To enhance data validity, an in-depth analysis of open-ended questions is required, but traditional content analysis is labor-intensive. A new hybrid method that combines automated natural language processing with the researcher's crucial input, thus moving away from traditional manual content analysis is introduced. The method is tested on a VCIOM (Russian Public Opinion Research Center) dataset aiming to prove that this method is successful in organizing the raw text, reducing subjective bias, and greatly speeding up the analysis process while still maintaining the depth of interpretation. Consequently, the tool makes it possible to move from conventional content analysis to the more agile "semantic mapping, which means that working with qualitative sociological data becomes methodologically more rigorous.

Консультант по английскому языку: Захарова Дарья Сергеевна

## **3. Serdiuk Anastasiia / Сердюк Анастасия**

Faculty of Sociology / Социологический факультет

### **The social consequences of Western sanctions policy as a factor affecting the transformation of Russian-Vietnamese relations / Социальные последствия санкционной политики Запада как фактор трансформации российско-вьетнамских отношений**

This paper investigates the social consequences of the Western sanctions policy as a significant factor influencing the change in bilateral relations between Russia and Vietnam. It shows how external pressure influences social perceptions, public attitudes and patterns of societal interaction, with a specific focus on evolving dynamics in migration, educational exchanges, labor cooperation, and humanitarian ties. The study analyses adaptive mechanisms developed by both states and civil societies in response to these geopolitical constraints. Special attention is paid to the adaptation mechanisms developed by both states and societies in response to external economic and political pressure. The study argues that sanctions not only reshape economic ties but also stimulate the reconfiguration of social cooperation and mutual expectations. The purpose of this research is to identify the social aspects of sanctions and assess their role in strengthening alternative partnership models between Russia and Vietnam in the contemporary international environment.

Консультант по английскому языку: Захарова Дарья Сергеевна

## **4. Andreeva Daria / Андреева Дарья**

Faculty of Sociology / Социологический факультет

### **Street art as a tool for shaping symbolic space in the contemporary metropolis / Уличное искусство как инструмент формирования символического пространства современного мегаполиса**

The study examines the role of street art (murals, stencils, installations) in shaping the symbolic and communicative space of the contemporary metropolis. A key issue is the dual nature of street art, which is both an informal, grassroots practice and an increasingly institutionalized component of urban cultural policy. The study shows how this art transforms anonymous urban areas into meaningful places, creating new landmarks and narratives that either interact with or resist official urban space. Using a sociological approach, the study investigates the mechanisms through which street art practice facilitates the symbolic appropriation of space by various social groups, strengthening local identity and public dialogue. However, this process is also marked by conflict, including tensions between artistic expression and commercialization, as well as between informal aesthetics and municipal regulation.

Консультант по английскому языку: Захарова Дарья Сергеевна

#### **5. Malakhova Natalia / Малахова Наталья**

Faculty of Sociology / Социологический факультет

##### **Digital solutions and technologies applied for personnel control in hybrid and remote forms of employment in modern Russia / Цифровые решения и технологии контроля персонала при гибридной и дистанционной формах занятости в современной России**

This study investigates the implementation and social implications of digital personnel monitoring technologies within the context of hybrid and remote work in Russia. It shows how digital control is unique for Russian companies and examines the driving factors behind its adoption as well as the specific managerial approaches that characterize it, which often diverge from Western practices. The main aim of the study is to identify and analyse critical social risks emerging from this trend, such as a decrease in trust at work. Besides, constant automated monitoring builds an atmosphere of mistrust. The study concludes that ethical guidelines and a shift towards trust-based management with the help of digital control technologies are essential to secure employees' productivity and well-being.

Консультант по английскому языку: Дарья Сергеевна Захарова

#### **6. Petukhova Tatiana / Петухова Татьяна**

Faculty of Sociology / Социологический факультет

##### **The way digital financial services affect a person in modern Russian society / Особенности влияния цифровых финансовых платформ на индивида в современном российском обществе**

This study explores the broad social influence of digital financial platforms (online banking, robo-advisors, digital lending) on individuals in Russia today. It discusses the ways in which state-led digitalization is creating a new socio-technical reality that is changing people's everyday financial practices, trust mechanisms, and social relations. The main issue of the study is the contradictory character of the impact. On the one hand, the platforms help to increase financial inclusion and improve the efficiency of financial management; but on the other hand, they inevitably create new systemic risks: the digital divide turning into competence-based stratification, an increase in personal debt as a result of easier credit availability, and the risk of algorithmic discrimination. Using a sociological approach, the paper looks into the ways of changing the individualization of financial transactions by means of smartphones, thus changing the traditional family decision-making models, based on the analysis of the Bank of Russia's data, national surveys, and regulatory frameworks.

Консультант по английскому языку: Захарова Дарья Сергеевна

#### **7. Abilov Rauf / Абилов Рауф**

Faculty of Sociology / Социологический факультет

##### **The influence of traditional values on the formation of political culture among modern Russian youth / Влияние традиционных ценностей на формирование политической культуры у современной российской молодежи**

The study examines the influence of traditional values on the formation of political culture among modern Russian youth. It focuses on the role of values such as patriotism, family orientation, social responsibility, respect for authority, and historical continuity in shaping political attitudes and patterns of political behavior. Under globalization and digitalization, traditional values interact with modern political discourses and media environments, influencing the process of political socialization. The research analyzes the role of family, education, cultural institutions, and state narratives in transmitting traditional values and their impact on civic engagement and trust in political institutions. Based on sociological approaches and empirical data, the paper reveals the complex nature of political culture formation among young people in contemporary Russian society.

Консультант по английскому языку: Павлова Елена Касимовна

#### **8. Arsenteva Mariia / Арсентьева Мария**

Faculty of Sociology / Социологический факультет

##### **The influence of bloggers on the patriotic education of modern Russian youth / Влияние блогеров**

### **на патриотическое воспитание современной российской молодежи**

The study examines the influence of bloggers and social media influencers on the formation of patriotic values among modern Russian youth. In the context of digitalization and the transformation of traditional institutions of socialization, bloggers increasingly act as opinion leaders, shaping attitudes toward national identity, civic responsibility, and socio-political processes. The paper analyzes the mechanisms through which bloggers transmit patriotic narratives, symbols and meanings, as well as the formats and platforms most effective in engaging young audiences. On the one hand, bloggers can contribute to strengthening patriotic consciousness by popularizing cultural heritage, historical memory, and socially significant initiatives; on the other hand, their content may lead to value fragmentation, superficial perception of patriotism, or the spread of contradictory interpretations. Based on the analysis of empirical studies, media content and sociological data, the research highlights the ambivalent role of bloggers in the patriotic education of Russian youth and emphasizes the need for a balanced and critical approach to digital influence in youth policy.

Консультант по английскому языку: Павлова Елена Касимовна

### **9. Shishova Inna / Шишова Инна**

Социологический факультет МГУ / Faculty of Sociology

#### **English in India: a tool for social mobility and a factor for the regeneration of inequality / Английский язык в Индии: инструмент социальной мобильности и фактор воспроизводства неравенства**

The paper analyzes the potential of the English language in India and the emergence of almost impassable problems that aggravate inequality between social classes. The topic of the study is relevant today, because the people of India are facing a situation of widespread introduction of the English language into mass practices and institutions. The study analyses the ways the English language in India opens up new avenues for individuals, providing a high-quality education, and serving as the starting point for high-paying careers. It shows how English is gradually replacing indigenous languages in India and limits some opportunities for realizing the talent of young people, requiring them to learn a foreign language, which makes the social selection system even more difficult. The study concludes that English is a powerful social filter in India contributing to successful career development, but at the same time it creates difficulties in getting certain benefits and aggravate inequality. The paper is an independent study by the author, it has a clear structure and contains a statement of the question, research and conclusions.

Консультант по английскому языку: Павлова Елена Касимовна